



HIRE Virginia

*Virginia's Transformational Workforce Development Initiative
to Fill 75,000 Open Jobs Across the Commonwealth
with Newly Trained and Qualified Virginia Workers*

Virginia's Pressing Challenge: How to fill available, unfilled jobs?

The Answer: **HIRE Virginia**

HIRE Virginia is a comprehensive program by the Virginia Community College System (VCCS) to prepare Virginia residents for placement into the available, good-paying, middle-skill jobs in every community — at little or no cost to students personally.

HIRE Virginia is built around VCCS' training programs that work and deliver results.

HIRE Virginia addresses core challenges with Virginia's workforce development and training.

Core Challenges with Virginia's Workforce Development & Training

1. 100,000 Virginia high school students graduate every year. If credentialed, many could go into the workforce right away. Dual enrollment programs are woefully underfunded.
2. People who are motivated but underemployed can't afford education and training.
3. Even if tuition were covered, the cost of living is high, and ancillary costs make it higher — transportation, housing, childcare, books, etc.
4. Labs and training experiences are not up to modern-day industry standards. Employers feel that credentialing isn't enough.
5. Employers (open jobs) and students (job seekers) do not know how to connect with one another.
6. When students apply for jobs, but lack real-world experience, they are not immediately valuable to employers. Employers want more internships and apprenticeships.
7. Virginia barely markets even its best training programs. Many simply don't know what's available.

The HIRE Virginia Solution

1. Ramp up dual enrollment to graduate high schoolers with middle-skill job certifications.
2. Remove tuition barriers for specific, in-demand industry jobs.
3. Provide financial support during learning.
4. Invest in modern labs, classrooms, and learning experiences.
5. Provide more career services and connect qualified students and employers through an online job matching portal.
6. Expand internships, apprenticeships, and career placement.
7. Market HIRE Virginia through a dynamic and sustainable statewide campaign.

1. Ramp Up Dual Enrollment — Graduate high school students with middle-skill job certifications.

Challenge:

- Almost 100,000 Virginia students graduate from high school every year.
- The Governor wants every high school student to graduate with a credential — if they want to go into the workforce right away, they can.
- The challenge is the resources required for VCCS to partner with local high schools.

Solution:

- HIRE Virginia will enable VCCS to ramp up the dual enrollment programs in high schools across Virginia, credentialing thousands of high school students for middle-skill jobs.

2. Remove Tuition Barriers for Specific, In-demand Industry Jobs.

Challenge:

- VCCS' market research identifies the lack of funds for tuition as the single greatest barrier for students enrolling in workforce training and credentialing programs.

Solution:

- HIRE Virginia will expand and closely coordinate the top workforce training programs that are delivering results today, while demonstrating the need (demand) for greater investment in each:



- These programs help people train for the in-demand, open jobs at little or no cost to them.

3. Provide Financial Support during Learning.

Challenge:

- Too often, life gets in the way when adults want to return to school to learn new skills.
- The barriers are real, from the costs of childcare to transportation, books, and more.

Solution:

- HIRE Virginia will knock down these barriers by investing in students and helping them enroll in and complete courses.
- This includes more advisors to help students secure available, but untapped support — from emergency funding to tutoring, to help with financial aid paperwork, and more.
- The Virginia Foundation for Community College Education (VFCCE) will help here by raising additional funding support.

1 in 4

Cannot secure childcare to enable them to study and take courses.

Source: SIR Research Survey 2022 for VCCS

4. Invest in Modern Labs, Classrooms, and Learning Experiences.

Challenge:

- Many employers report that they must provide extra training to new workers — even those who have earned industry certifications.
- Too often, the workers were trained in outdated labs with old equipment — because Virginia has not invested in upgrading VCCS' labs and classrooms, or in starting new, high-demand programs to meet emerging workforce needs.

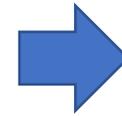
Solution:

- HIRE Virginia will modernize VCCS' teaching environments and student experiences, especially in the programs that will deliver workers to open jobs.

5. Provide More Career Services and Connect Qualified Students and Employers through an Online Job Matching Portal.

Challenge:

- Research reveals that students do not know where or how to look for jobs, and employers are challenged in reaching and screening for qualified students.



1 in 3

Do not know where to begin.

Source: SIR Research Survey 2022 for VCCS

Solution:

- HIRE Virginia will:
 - Expand the number of VCCS advisors and career placement services — trained coaches to connect students and employers.
 - Expand and promote the Virginia Education Wizard — a VCCS website that teaches career pathways and college planning. Three million have used the Wizard to date.
 - Create an Artificial Intelligence (AI)-driven, “one-stop” portal that connects students (job seekers) to open jobs (employers). FYI: Charlotte is implementing this approach.



Virginia Education Wizard



6. Expand Internships, Apprenticeships, and Career Placement.

Challenge:

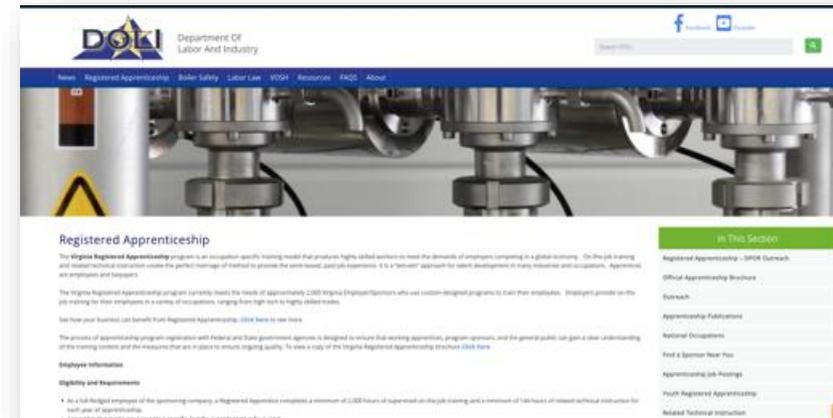
- Employers prefer to “test drive” new workers. Internships and apprenticeships meet this growing need.

Solution:

- HIRE Virginia will help students gain on-the-job learning, through ramped up internships and apprenticeships.
- This includes closer coordination with the Commonwealth Innovative Internship Program and the Virginia Registered Apprenticeship Program.

Commonwealth Innovative Internship Fund and Program

Virginia Registered Apprenticeship Program



7. Market HIRE Virginia through a Dynamic and Sustainable Statewide Campaign.

Challenge:

- Products and services succeed only if people know about them. VCCS needs to invest in marketing to attract students and employer partners.
- Today, VCCS spends just \$2 million statewide per year on marketing 23 community colleges.
- This is a tiny fraction of the annual marketing budget spent by four-year institutions of higher education and for-profit options.

Solution:

- HIRE Virginia includes a statewide marketing program — a first for VCCS.

HIRE Virginia Will Have a Transformative Impact.

HIRE Virginia creates a new and bold partnership between VCCS and the Commonwealth — a strategic partnership that will deliver benefits for all involved.

- Helps many underserved residents with job training and placement
- Increases the productivity and growth of participating employers
- Increases local taxes and helps build the GDP (Gross Domestic Product) of localities
- Stimulates billions of dollars in economic activity for the Commonwealth

HIRE Virginia's ROI Numbers are Strong.

- HIRE Virginia Cost: A \$250 million investment over three years.
- Jobs Filled: 75,000 additional skilled workers over the next three years.

High-skill Jobs:	75,000	
Middle-skill Jobs:	150,000	← VCCS will deliver half of these jobs ... 75,000
Low-skill Jobs:	<u>75,000</u>	
Available and Open Va. Jobs	300,000	

- ROI:  \$250 Million / 75,000 jobs filled = **\$3,333 per worker placed.**
- The ROI extends way beyond the impact of each worker's salary and taxes in the local community. It includes the increased output and growth of the employers and, in turn, the overall GDP (Gross Domestic Product) of the locality and the Commonwealth.
- In the end, HIRE Virginia will stimulate billions of dollars in economic activity for the Commonwealth.