

**Goal 2: Support the ability of residents to reach their full potential and thrive throughout their working life, and build a workforce with the skills and credentials most needed by employers in the region.**

A workforce equipped with the job skills demanded by employers helps individuals and their families thrive and is essential for businesses and industry to be attracted and establish themselves. A key is to identify the demand jobs in the emerging growth sectors that will strengthen the regional economy. This requires careful, but active collaboration among workforce organizations, educators, business and industry through curriculum development, education and training.

**Strategy 2.1.** Fully harness the workforce ecosystem in partnership with business and industry to provide, create, and expand training programs.

| Actions                                                                                                                                                                                                                                                                                                                                        | Prospective Partners                                                                                                                                                                                                             |
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| A. Continue efforts to align and collaborate across the region's workforce ecosystem.                                                                                                                                                                                                                                                          | ChamberRVA, Community College Workforce Alliance (CCWA), Capital Region Workforce Board (CRWB), other Workforce Organizations and Higher Education Institutions (e.g., Virginia Works, RVA Rising), Localities, School Districts |
| B. Conduct an analysis of existing workforce programs to identify unmet workforce development needs in our region.                                                                                                                                                                                                                             | ChamberRVA.                                                                                                                                                                                                                      |
| C. Explore development of tools to make workforce development resources easier to access and use by workers, businesses, and others.                                                                                                                                                                                                           | PlanRVA, ChamberRVA, CCWA, CRWB, other Workforce Organizations                                                                                                                                                                   |
| D. Work collaboratively to advance recommendations of the Advanced Pharmaceutical and Information Technology Talent Pipeline Initiative (TPI) studies.                                                                                                                                                                                         | CCWA, ChamberRVA, other Workforce Organizations                                                                                                                                                                                  |
| E. Support workforce development efforts to prepare the workforce in key areas that support regional goals: target emerging industries and related supporting sectors; construction trades needed for housing construction; occupations needed for clean energy measures (Air Quality Plan); identified high demand/high wage jobs; educators. | ChamberRVA, CCWA, CRWB, other Workforce Organizations (e.g., RVA Rising), Localities                                                                                                                                             |

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| F. If unmet workforce development needs are identified, identify/seek GO Virginia or other funding to address the needs (examples might include TPI assessments in other sectors, program development, curricula development, or facilities and equipment).                                                                                      | Employers, PlanRVA, CCWA, CRWB, other Workforce Organizations, Localities.                                                                                                |
| G. Support efforts to further AI-readiness in education and workforce development programs.                                                                                                                                                                                                                                                      | GO Virginia, ChamberRVA, CCWA, other Workforce Organizations                                                                                                              |
| H. Continue collaborations between organizations, education institutions and businesses (including small businesses) to educate and train students to meet specific workforce needs with a focus on creating on-the-job training and apprentice programs (e.g., NextGen Sector Model work groups, Virginia Works registered apprentice programs) | Employers, ChamberRVA, CCWA, Virginia Works, Greater Richmond Partnership (GRP), Capital Region Workforce Board (CRWB), other Workforce Organizations (e.g., RVA Rising). |

**Strategy 2.2.** Strive to retain area graduates from dual enrollment high school diploma programs, community colleges degree programs, and certificate programs.

| Actions                                                                                                                                                                                                                                                                                                    | Prospective Partners                                                                                                                   |
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| A. Provide information and opportunities for post-secondary students to learn about regional career options, apprenticeships, and internships (e.g., ChamberRVA V-TOP program, Virginia Works registered apprenticeship programs, Capital Region Workforce Development Board On-the-Job Training program). | Employers, ChamberRVA, Capital Region Workforce Board (CRWB), Virginia Works, other Community Stakeholders and Workforce Organizations |
| B. Connect post-secondary students with knowledge about this region's quality of life.                                                                                                                                                                                                                     | ChamberRVA, other Community Stakeholders (e.g., Richmond Region Tourism (RRT), Venture Richmond, Higher Education Institutions).       |
| C. Support programs to engage young workers (e.g., ChamberRVA HYPE, Why RVA?) and young professional organizations.                                                                                                                                                                                        | ChamberRVA, Venture Richmond, other Community Stakeholders.                                                                            |



**Project of Note: The Talent Pathways Initiative for Advanced Pharmaceutical Manufacturing and for Information Technology completed in June of 2025 lays out a clear assessment and action steps for meeting the demands of both priority sectors.**

**Strategy 2.3.** Consider efforts to attract skilled workers in key sectors.

| Actions                                                                                               | Prospective Partners                                                                 |
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| A. Assess the need for out-of-market recruitment campaigns for certain sectors.                       | Virginia Economic Development Partnership (VEDP), Greater Richmond Partnership (GRP) |
| B. Assess the relocation incentives used in other states/regions (trailing spouse initiatives , etc.) | VEDP, GRP                                                                            |

**Strategy 2.4.** Seek to increase workforce participation rates, remove barriers to accessing training and jobs across regional demographic groups, and encourage conditions that enable workers to meet their family needs.

| Actions                                                                                                                                                                                                                                                                                        | Prospective Partners                                                                                                                                          |
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| A. Work to engage and support “second career” workers (retirees, military, federal workforce) and other adult learners.                                                                                                                                                                        | ChamberRVA, Community College Workforce Alliance (CCWA), Capital Region Workforce Board (CRWB), other Workforce Organizations (e.g., RVA Rising), Localities. |
| B. Continue to assess barriers to training and workforce participation generally, as well as within specific sectors with workforce shortages, and continue efforts to reduce or remove identified barriers (e.g. costs for certifications, broadband gaps, information gaps, transportation). | ChamberRVA, CCWA, other Workforce Organizations (e.g., RVA Rising), Localities, other Community Stakeholders                                                  |
| C. Gather, benchmark and share data on wages, poverty, income, and cost of living.                                                                                                                                                                                                             | PlanRVA                                                                                                                                                       |



**Project of Note: RVA Rising, a cross-sector coalition of regional organizations working to increase upward economic mobility in the region, is in the process of developing a set of metrics and a data dashboard designed to measure the region’s progress; Chamber RVA is leading the pillar for Rewarding Work.**



**Project of Note: The RVA Rewarding Work pillar is also serving as an organizing framework for workforce development coordination. As one aspect of this, a Workforce Development Environmental Scan is underway in FY25 to identify unmet workforce development needs.**