

A Chesapeake
Thrives Conference

The Power of Partnerships

Building community connections to
improve resident outcomes

Breakout Session:
Workforce Development



Chesapeake
THRIVES

Caring About Our Community's Well-Being

CHESAPEAKE THRIVES

A Plan for Community Well-Being

Priority Area:

Workforce Development

Workforce Development

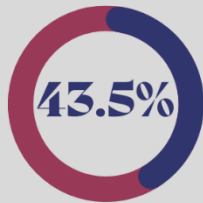
Definition:

Education, employment, and job-training efforts designed to help employers get a skilled workforce while helping individuals succeed in the workplace

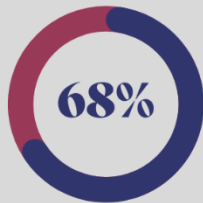
DATA



Chesapeake
Unemployment rate as
of August of 2021



of the population in
Chesapeake have an
Associate's degree or
higher.



have completed some
college or higher.

STRENGTHS

- Abundance of regional collaboration regarding talent and workforce development
- Ongoing partnerships and collaboration

WEAKNESSES

- Inadequate and lack of public transportation
- Negative perceptions and lack of public awareness/marketing about services and programs the City offers
- Services to individuals not always as robust as those available for families
- Some areas in Chesapeake do not have cell service/access to technology

OPPORTUNITIES

- Build awareness around available resources and services
- Funding through the American Rescue Plan, especially for seniors' housing and special populations, community activities, and occupational support for skills training
- Policing as part of an economic development strategy (High Point model)
- Partnerships for economic and workforce development
- Job and Career opportunities are available NOW
- Small business development

THREATS

- Finding competent workforce
- Increased desire to telework outpacing the number of teleworking positions
- Additional education and skill-level needed for entry positions

WORKFORCE DEVELOPMENT

Objective: Develop an integrated and aligned workforce development system

Strategies:

- Research and assess gaps that exist for obtaining employment
- Educate the community regarding post-COVID employment impacts
- Integrate existing workforce development resources across partners

Discussion

What are the key workforce programs and initiatives underway in Chesapeake?

How can your organization align with them?

WORKFORCE DEVELOPMENT

Objective: Eliminate barriers to employment

Strategies:

- Ensure residents have the resources to obtain employment
- Support capacity building in the entrepreneurial sector
- Support job seekers after employment

Discussion

What are the key barriers to employment in Chesapeake?

How can your organization help jobseekers overcome them?

How does the information you've learned today impact your approach to mitigating those barriers?

WORKFORCE DEVELOPMENT

Objective: Increase employment and placement opportunities

Strategies:

- Recruit employers to work with unemployed and underemployed residents
- Promote awareness of career opportunities in high demand, high growth, sustaining careers
- Support work-based learning programs

Discussion

How can we build bridges to connect job seekers with in-demand employers offering family sustaining careers?

Participant discussion

Trends

- Data indicates that there are plenty jobs available but not enough people to fill the positions, do they pay enough, are they family sustainable?
- Data from 2021 projects a 3.8% unemployment rate.
- COVID changed the workforce. Wages went up, telework/remote work came into play, decrease in employees.

Who should be working together to build a Workforce Development system?

- Key programs that need to be “at the table” are schools, libraries, Department of Aging and Rehabilitative Services, AARP, Mandated services, Economic Development, Health care, non-profits, and private sector businesses.

How can your organization align with them?

- Participating and educating.
- Add a Veteran Services such as the STOP program as a Thrives partner
- Add Juvenile Justice as a Thrives partner
- Add HRT as a Thrives partner (employees need transportation to and from work to break down that barrier)
- Stop Inc. (Homeless Veteran Program provides training, certification, and job placement.)
- Morale, Welfare, and recreation has a veteran’s wing and programs for military children.
- Keeping Chesapeake and Human Resources involved. Develop a resource coordinator in each department so that all information and resources can be shared with employees. Have a “designated brain” in each department.

Barriers to employment:

- Money, childcare, health, transportation, education, completing an application, developing a resume, access to technology, computer limited applications. Capacity of childcare has diminished because of staff shortages, impacts the capacity of childcare places.

How does what you have learned today impact your approach to mitigating those barriers?

- Allow us to market to all sectors and a variety of stakeholders.
- Be more competitive
- Big business will not come to an area where they will face so many barriers such as no childcare, no money, and industry issues.
- We must look at the entire ecosystem and human beings to change the workforce.
- Industry desires to hire the “underserved population” but medical, health, transportation, etc. must be addressed first.
- Ways other employers are helping: A Portsmouth Chic-fil-A owner helps with down payments for home for employees.

Increase employment and placement opportunities.

People are leaving the Hampton Roads area to relocate to Atlanta, Texas, Richmond, and other metro areas because they cannot afford childcare, transportation, or other necessities to live here.

How do we build bridges to connect job seekers within demand employers offering family sustaining careers?

- Workforce Counsel received an 11 million grant to spread awareness and provide education to underserved communities
- Collaborate and build grass-root programs network
- Parks & Rec provided inclusion and recreational services linking clients with community centers to build resumes and gain experience.
- Chesapeake Family Sustaining grant 2023 –Hampton Roads Workforce Council
- Resource person within each department to distribute info and resources to employees, personal network.
- Start young! Discuss careers early-Elementary, Jr. High and high school programs to build skills etc.
- As an employer, relax the experience requirements. By doing so, employers can get younger talent and can grow them. High experience requirements limit your choices.
- A World of Works- teaching 8th graders and high school students. Area businesses show hands on training and experience.
- Family Sustaining Employers. Who are they? Where are the “good jobs”/ideal employers? Advertise and promote them. Share their information to attract new people.
- College is not the only post-secondary education. Post-secondary education is anything after high school to include trade programs, trainings, etc.