

TAPPING THE TALENT PIPELINE

WORKFORCE ATTRACTION PROGRAM

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FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

THE CHALLENGE

96K

**JOB OPENINGS IN
NORTHERN VIRGINIA**



**2.1% REGIONAL
UNEMPLOMENT RATE**

NOVA | Northern Virginia
Community College



**BIGGEST
PAIN POINT
OF EMPLOYERS:
FILLING OPENINGS
WITH MID-LEVEL
TALENT POOL**



**83%
OF HR PROS
HAVE DIFFICULTY
FINDING SUITABLE
CANDIDATES**



**MOVING
OUT
YOUNG PEOPLE
LEAVING
D.C. AREA**

BROOKINGS



**FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY**

“THIS IS A GLOBAL COMPETITION. WE’RE IN A WORLD WHERE YOUNG PEOPLE WHO CAN BE PRODUCTIVE WORKERS ARE THE NEW SCARCE RESOURCE. MORE THAN CAPITAL, MORE THAN OIL, MORE THAN RARE METALS, PRODUCTIVE YOUNG PEOPLE ARE GOING TO BE THE KEY TO GROWTH.”

**— PROFESSOR JACK GOLDSTONE,
GEORGE MASON UNIVERSITY**



THE OPPORTUNITY

amazon

HQ2

**NORTHERN VA
WIN**

37K JOBS



**INCREASED
VISIBILITY
FOR TECH WORKERS**



**FAIRFAX
COUNTY
IS A GREAT PLACE
FOR TECH WORKERS
TO START AND
SUCCEED**



THE SOLUTION

WORKFORCE ATTRACTION PROGRAM



**EMPLOYER AND
STAKEHOLDER
OUTREACH**



RESEARCH



**COMMUNICATIONS
AND MEDIA RELATIONS**



PARTNERSHIPS



WORK. LIVE. PLAY. LEARN.



Workforce Attraction Program Video Example

This Video can be accessed at

<https://www.youtube.com/watch?v=8iomeHQsTUw>

FCEDA-FAIRFAX COUNTY PARTNERSHIP

\$1 MILLION
ADDITIONAL ANNUAL BUDGET

FCEDA WILL SHARE
RESEARCH

**DEDICATED WORKFORCE PROGRAM STRATEGIST
AND COMMUNICATIONS AND RESEARCH RESOURCES TO STAFF THE INITIATIVE**

FCEDA PROGRAM WILL HELP THE COUNTY REMAIN
**A TOP DESTINATION FOR
KNOWLEDGE WORKERS**



HOW QUICKLY CAN WE LAUNCH?



NEXT STEPS



APPROVAL

BOS PROCESS,
ROLES AND
RESPONSIBILITIES



RESEARCH

TECH WORKERS,
QUALITATIVE AND
QUANTITATIVE,
DETERMINE
STRATEGIES AND
TACTICS



EXECUTION

RIGHT TARGETS/
MESSAGING/
VEHICLES, COMPANY
OUTREACH



EVALUATION

SHARE WITH COUNTY,
HOW DID WE MOVE
THE NEEDLE?

