

TAPPING THE TALENT PIPELINE

WORKFORCE ATTRACTION PROGRAM

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FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

THE CHALLENGE

107K 
JOB OPENINGS IN
NORTHERN VIRGINIA

2.1% REGIONAL
UNEMPLOMENT RATE



**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.



FCEDA-FAIRFAX COUNTY PARTNERSHIP

\$1 MILLION NOW
\$800K ANNUALLY HEREAFTER

**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**



OUR LAUNCH PLANS

MONTH 1

- Start qualitative research
- Develop advertising concepts
- Conduct media outreach
- Launch social media

MONTH 2

- Report qualitative findings
- Begin quantitative research
- Review advertising concepts
- Continue social media

MONTH 3

- Report quantitative findings
- Refine messaging based on research
- Launch advertising
- Continue social media



NEXT STEPS



APPROVAL

BOS FUNDING
SECURED, CRAFT
ROLES AND
RESPONSIBILITIES



PREPARATION

HIRE STRATEGIST,
SCAN EXISTING
RESEARCH,
VET RESEARCH
PROPOSALS



RESEARCH

QUALITATIVE AND
QUANTITATIVE,
SURVEY TECH WORKERS
AND HR DIRECTORS,
DETERMINE STRATEGIES
AND TACTICS



EXECUTION

HIT RIGHT TARGETS
WITH RIGHT
MESSAGES/VEHICLES,
DO COMPANY
OUTREACH



EVALUATION

SHARE WITH COUNTY
AND PARTNERS,
HOW DID WE MOVE
THE NEEDLE?

