Central Virginia
PARTNERSHIP *for* ECONOMIC DEVELOPMENT

centralvirginia.org

Tech Talent Retention

(Sept. 2022 – Dec. 2024)

Goal of Grant:
Fill entry-level tech job openings with University of Virginia and community college students

Target Sectors: Biosciences, Business/Financial Services, IT, and Light Manufacturing

- **Goal Metric 1:** Have outreach to 100+ businesses within target sectors throughout the grant

- **Goal Metric 2:** Retain at least 55 graduates in full-time time jobs in the region by the end of the grant

Year 1 at a Glance

Year 1 (September 2022- August 2023):

- "TechLink name" – began branding
- 4 year-round interns hired (3 at UVA, 1 at Germanna CC)
- Katie Dulaney hired in Feb. 2023
- Initiated weekly newsletter for students
- First Tech Talent on Tap event – April 2023
- First summer intern (UVA)
- Tech Night Takeover business sponsor

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Year 1 at a Glance

Celebrations:
- Significant year for relationship building + branding
- Strengthened connection with UVA
  - Employee Relations Group meetings
  - Office hours on Grounds
- Weekly newsletters – over 150 subscribers, 70% open rate
- Tech Talent on Tap event drew ~70 attendees
- 2 confirmed hires, 1 internship
- Handshake tagging – routinely labeled jobs located in Central VA

Challenges:
- Relationship building is time intensive
- Difficulty of tracking placements

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Year 2 at a Glance

Year 2 (September 2023 – August 2024):

- 3 year-round interns hired (3 at UVA)
- Website additions – company spotlights, job board
- First collaboration event with Rising Professionals Group (C'ville Chamber of Commerce)
- TechLink commercial through 29News!
- Second Tech Talent on Tap event
- Another summer intern (UVA)
- Tech Night Takeover business sponsor

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Year 2 at a Glance

Celebrations:
- Continued exposure through new networks (Chambers of Commerce) + 29News (interview and commercial)
- Began organizing student-tours with regional businesses
- 3 confirmed hires

Challenges:
- Marketing effort is challenging with the size of our team
- Community College involvement was challenging due to turnover; no community college interns during this school year

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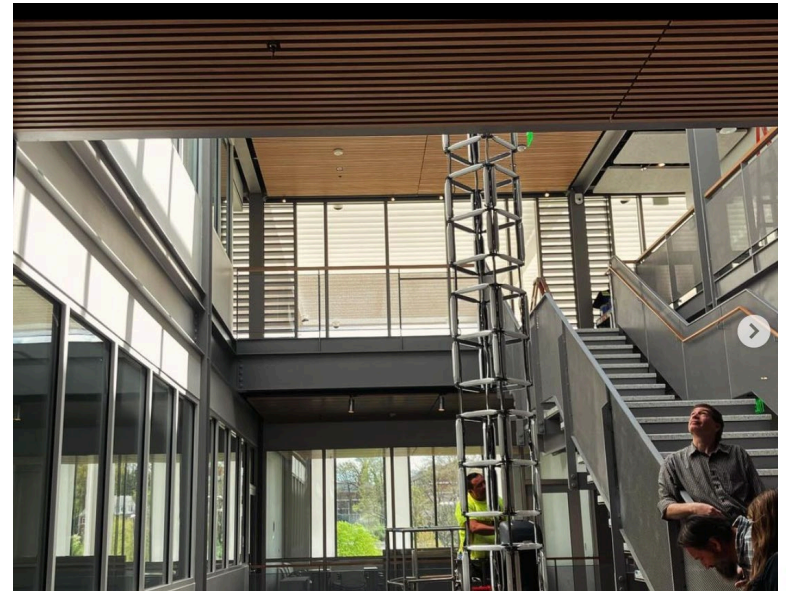
Sector Specific Learnings

Information Technology

- More willing to hire entry-level positions as remote/hybrid positions and focus on in-person hires for mid-to-senior level

Business & Financial Services

- Very competitive hiring timelines for Commerce School students at UVA

- Internship track leads to hires

Biosciences

- High interest from UVA students, but fewer full-time positions available

- Internship track leads to hires

Light Manufacturing

- More aligned with community college students; need redoubled engagement with community colleges for this sector

Grant Extension + Looking Ahead

Extension (Sept. 2024– Dec. 2024)
- Continue programmatic outreach with 3 interns
- Begin formally promoting internships as part of our effort to retain college graduates – collaboration with V-TOP grant

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