



**Elevating the Healthcare Workforce
through Regional Collaboration
with Economic, Community, and
Workforce Development Stakeholders**

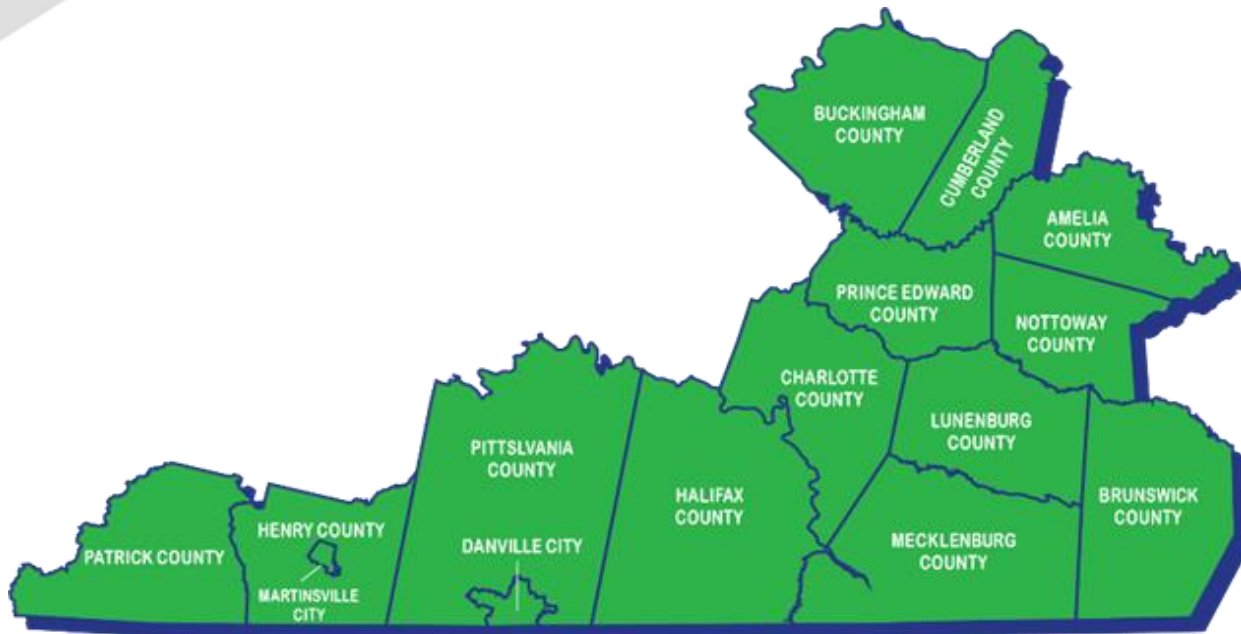




PRESENTATION OVERVIEW

- GO Virginia Region 3 Overview and Mission
- Southern Virginia Partnership for Health Science Careers (SOVA Partnership)
- Convergence of Economic, Workforce, and Community Development

WHERE IS GO VIRGINIA REGION 3?



- ~371,700 total population (2025 est.)
- ~153,265 total employment (2025 est.)
- ~\$47,000 median annual wage (VA avg ~\$66,000)
- 15 counties and 2 cities
- ~7,500 sq. miles in area
- Population density of ~50 people per sq. mile
- VA statewide density is ~222 people per sq. mile

WHERE ARE GO VIRGINIA REGIONS?



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION





WHAT IS GO VIRGINIA?

- “GO” stands for *Growth and Opportunity*.
- GO Virginia is a **business-led** economic development initiative with **funding** to invest in **collaborative projects** that bring **more business and opportunities** to the Commonwealth.
- **Established in 2017** with the strong support and collaboration from leaders statewide from the private and public sectors.
- **GO Virginia Success = More High-Paying Traded Sector Jobs**.
- **Traded sector businesses** are firms whose primary customers are **outside** the local or regional market (***ECONOMIC BASE THEORY***).
- For GO Virginia, **Outside = Beyond Virginia**.

WHAT IS GO VIRGINIA?

Base Economic Theory

$$E_T = E_B + E_{NB}$$

E_T = Total Local Area/Region Employment

E_B = Total Employment in Basic Business

E_{NB} = Total Employment in Non-Basic Businesses

- Basic businesses are devoted to producing goods and services ultimately sold to consumers (individuals and firms) outside of the local area/region/state.



- Non-basic businesses are devoted to producing goods and services ultimately sold to consumers (individuals and firms) within a local area/region/state.



WHAT IS GO VIRGINIA?

GO Virginia Regional Priorities for Target Traded Sectors

Industry Cluster	R1	R2	R3	R4	R5	R6	R7	R8	R9
Energy	X		X						
Agriculture/Aquaculture		X	X						
Advanced Manufacturing	X	X	X	X	X	X	X	X	
Food & Beverage Manufacturing		X	X	X	X		X		
Pharmaceutical Manufacturing			X			X			
Forestry/Wood /Paper Products			X				X		
Life Sciences/Biotechnology				X	X	X	X		X
Information & Emerging Tech	X	X	X	X	X	X	X	X	X
Water Technologies								X	
Transportation & Logistics			X	X	X		X		X
Aerospace & Autonomous Systems				X					X
Professional Business Services					X		X	X	

WHO LEADS GO VIRGINIA REGION 3?



Sheldon Barr
President, Community Memorial Hospital

[View Full Bio](#)



Robert Bates
Area Manager, Benchmark Community Bank serving Halifax, South Boston, and Clarksville

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Clark Casteel
President & CEO, Danville Regional Foundation

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Angela D. Kellett
Director of Economic Development, Mecklenburg County

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Ernest "Randy" Lail
Council Vice Chair; Independent Consultant and Retired Executive of Peebles Corporation

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Kelly Lanier-Arnold
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Elizabeth Leggett
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Ilsa Loeser
Founder and Owner, Letterpress Communications

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Danny Marshall
Virginia Tobacco Region Revitalization Commission, Executive Committee and Southern Committee member, Incentives Committee and Loan Committee Chair

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Sheri McGuire
VP for Community and Economic Development, Longwood University

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John Parkinson
CEO, Drake Extrusion

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Dale Wagoner
County Administrator, Henry County, VA

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Lauren T.A. Willis
Chair, Go Virginia Region 3, Senior Administrative & Compliance Officer, The Bank of Charlotte County

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WHAT IS THE GROWTH & DIVERSIFICATION PLAN?

- Comprehensive **strategic framework** for Region 3's **economic growth**.

Goals

- **Align** workforce and talent **pipelines** with **business needs**.
- **Strengthen** industry clusters in **traded sectors**.
- **Improve regional competitiveness** through data-driven strategies.



GO Virginia Region 3 2025 Growth & Diversification Plan

Investing in Our Potential: People, Places, and Product



- Developed with **significant stakeholder input**.
- **Roadmap for future** GO Virginia project investments.





RECOMMENDATIONS FOR PROJECT INVESTMENT

Key Investment Areas

- Start-up Entrepreneur Ecosystem Development
- Emerging Business Cluster Scale-up
- Business Site and Infrastructure
- **Talent and Workforce Development**

***Eligible grantees** include political subdivisions, educational institutions, non-profits, and quasi-governmental organizations.



STRATEGIC PROJECT INVESTMENTS

(BASED ON ECONOMETRICS)

Targeted Traded-Sector Businesses

- Business Services/IT Data Centers
- Logistics and Transportation
- Advanced Manufacturing
- Advanced Materials
- Agriculture and Food Processing
- Controlled Environment Agriculture
- **Health Care Services**



WHAT HAS BEEN ACCOMPLISHED IN REGION 3 SO FAR?

- **Since 2017, 34 projects** ranging from planning to implementation **totaling over \$36MM** in GO Virginia funding, **leveraging over \$9MM** in matching funds from federal, Tobacco Region Revitalization Commission, private-sector, and philanthropic sources.
- **Project types** include workforce development, entrepreneurial ecosystem development, business-ready sites, middle-mile broadband, emerging business cluster scale-up, and regional capacity building.



Virginia's Heartland Partnership
for Economic Development



Great Opportunities in Technology and Engineering Careers



Strengthening Southern Virginia's
Economy by Expanding the Inventory
of Shovel Ready Sites



Bridge To Recovery



Middle Mile Expansion for
Economic Development





GO Virginia Region 3's Entrepreneurship & Innovation Strategy

Controlled Environment Agriculture Strategy and Roadmap





Colocating Data Centers & Greenhouses Feasibility Study



Southern Partnership for Health Science Careers



Why This Matters for GO Virginia Region 3

- Health outcomes **directly affect** the availability of individuals available and ready to work.
- Chronic disease, low life expectancy, and poor mental health **shrink the overall workforce**.
- Employers consider **healthcare access a top site-selection factor**, with a top consideration being the cost of group health insurance.
- **Improving the health outcomes** along with the **availability, affordability, and quality of healthcare** is an economic, workforce, and community development strategy.



Southern Virginia Partnership for Health Science Careers (SOVA Partnership)

- Convened over 30 representatives from Region 3's healthcare systems, K12 and higher education institutions, and allied stakeholders modeled on the Blue Ridge Partnership.
- Mission is to build coordinated talent pipelines for Direct and Non-Direct Patient Care Professionals.
- Established working committees for Academic Alignment, Talent Pathways, and Data & Technology.
- GO Virginia Region 3 implementation grant slated for June 2026 to operationalize the SOVA Partnership.



Southern Virginia Partnership for Health Science Careers (SOVA Partnership)

Key Findings

- **Increasing demand** for registered and licensed practical nurses, medical assistants, behavioral health specialists, and lab technicians.
- **Employer priorities** included clinical readiness, simulation labs, certifications, interpersonal skills, instructor shortages, and overall work readiness.
- **Potential workforce strategies** include dual enrollment, mobile simulation, mentorship networks, updated instructor credentialing, and student testing protocols.
- **These are high-wage, in-demand occupations in their own right.**



Convergence of Economic, Workforce, and Community Development

- Economic Development + Workforce Development + Community Development
- Align business recruitment and expansions with talent pipelines, infrastructure, and other foundations that contribute to community vitality.
- Health workforce development, by extension, and regional healthcare delivery systems catalyze broader regional competitiveness.
- Childcare _ Early Childhood Education and Housing are next-step priorities.



Childcare and Early Childhood Education as an Economic Development Strategy

- **Availability, affordability, and quality** of childcare reduce labor force participation.
- **Recruitment and retention of employees** are impacted for both private and public sector organizations, include healthcare systems.
- **Tri-Share Model** – Cost shared among the employer, employee, and public or nonprofit organizations.

MI Tri-Share
CHILD CARE



Housing as an Economic Development Strategy

- **Availability, affordability, and quality** of housing reduce labor force participation.
- **Recruitment and retention of employees** by private and public sector organizations, include healthcare systems, are impacted by housing challenges.

ECONOMY

Hitachi Energy to invest \$457 million, add 825 jobs in Halifax County

The company said its expansion will make South Boston the biggest manufacturing site for large power transformers in the United States. The electrical grid components are seen as critical for meeting the rising U.S. demand for electricity, driven largely by data centers and AI.

by Matt Busse
September 5, 2025



- Approximately **654 workers** are expected to **relocate** to the area, creating demand for an estimated **518 new homes** and **136 rental units**.
- **Halifax County's housing vacancy rate** at just **0.8%**, one of the lowest in Virginia, and a **0% rental vacancy rate**.



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THANK YOU!

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