



WORKFORCE INNOVATION

Provide Jobs and Economic Advancement

A long-term, lasting solution to poverty must be anchored in an economic development strategy that generates jobs. The Office of Community Wealth Building (OCWB) is working to expand and improve the way in which residents are connected to local employers, and supports programs which provides training and development to participants striving to obtain and maintain well-paying, sustainable occupations.

Innovative strategies are being utilized to translate area economic growth into economic opportunity for more Richmonders. As the local labor force is strengthened, fiscal sustainability for the City is strengthened through increased local revenue generation and an expanded healthier tax base.

workforce innovation



Center for Workforce Innovation

CWI is working to expand and improve employment pathways. CWI prepares participants in their pursuit to obtain and maintain well-paying sustainable employment with training support, and connects them with local employers.

Social Business Enterprise

CWI, in partnership with OCWB and the City's Office of Minority Business Development is developing a Social Enterprise initiative, with the goal of creating a cluster of job generating enterprises in the City focused on hiring residents in poverty. This concerted plan will capitalize on the procurement power of local anchor institutions, by leveraging that power to support the formation of new or expansion of existing businesses. These businesses can then generate related jobs accessible to those that need them, creating job opportunities tied to the existing market needs of local businesses and multiple anchor institutions - a cornerstone of the OCWB social enterprise approach.

BLISS: Building Lives of Independence and Self-Sufficiency

Recognizing that there are multiple barriers to achieving self-sufficiency beyond just employment, CWI, in collaboration with OCWB, launched a new program called BLISS, which provides wrap-around holistic support services to targeted participants who are heads of household. BLISS helps participants identify and overcome barriers to success, and addresses the comprehensive needs of participating households. Ultimately, the program is designed to help families take the long-term steps necessary to escape poverty and achieve self-sufficiency.