

Pathways to Purpose: Promoting Careers in Virginia State Government

Group 3

**VEI Leadership
Challenge**

June 13, 2025



The State of Recruitment

**Over 100,000
Careers of
Purpose in
State
Government**

**16,088 job
recruitments**

**Average age
new hires
37.7**

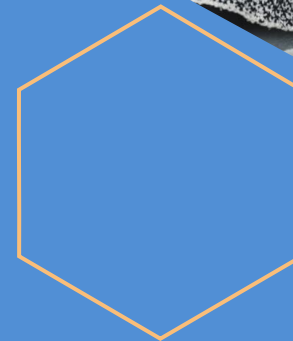
**75% High
Schoolers
have a Career
Pathway in
mind**

**We can
do more!**



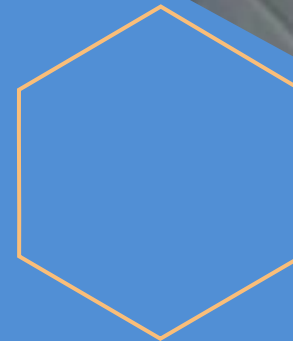
WHAT IF...

There were a central hub that
brought together state
careers and the next generation
workforce ?



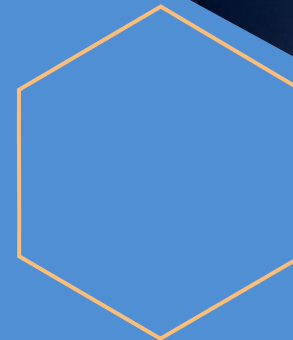
WHAT IF...

There were resources that schools could use to promote career pathways in state government?



WHAT IF...

A career with the
Commonwealth was synonymous
with a career of service?



This can be a reality with Pathways to Purpose (P2P)

A novel approach to state job recruitment that:

- Builds awareness of the wide range of state job opportunities
- Highlights the steps to get started with a career of service with the Commonwealth



Darren Poole, Fish Culturist
Virginia Department of Wildlife Resources



Pathways to Purpose

OPPORTUNITIES

Customized personal assessment
and job search function



EDUCATION

Career path resources and
trained speaker corps for
schools

OUTREACH

Annual career expo to connect
successful practitioners who can share
their stories of growth



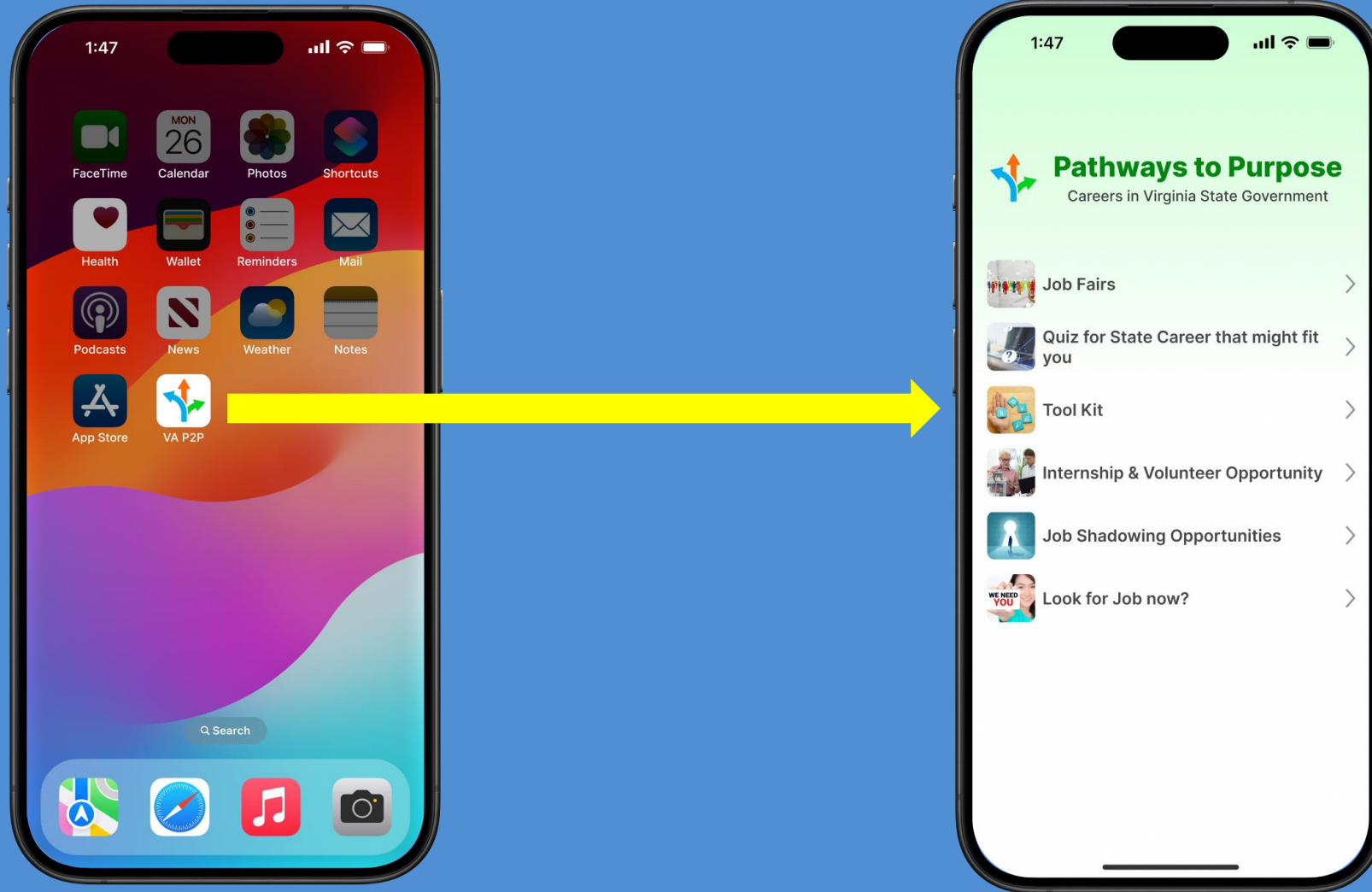
Why is this relevant?

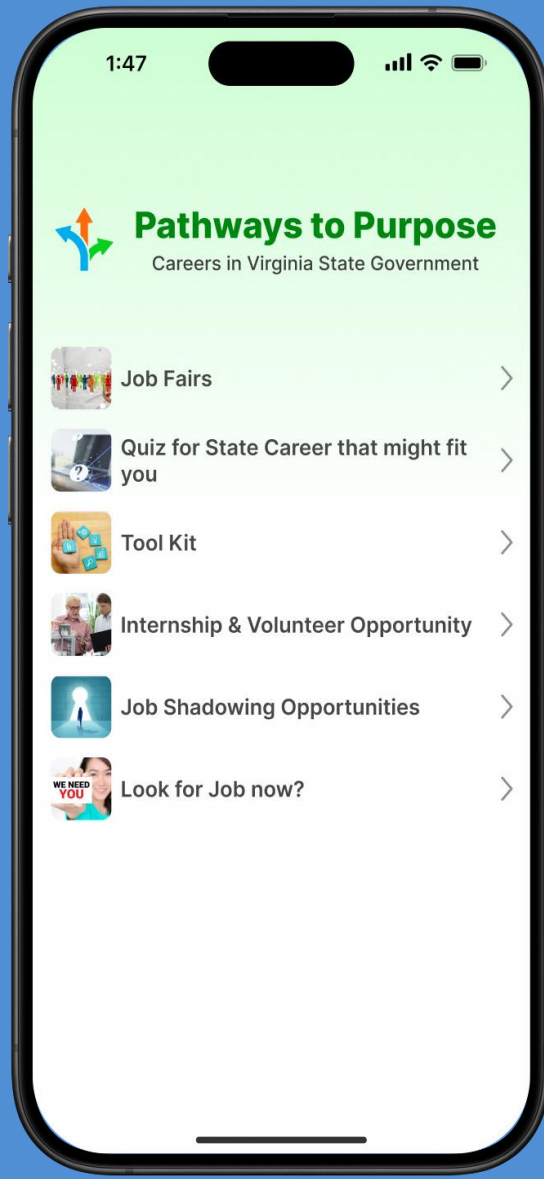
- ✓ Close to 10% of the state workforce will be eligible for **retirement** in the next two years
- ✓ 90% of state jobs are now listed **without degree requirements**/preferences
- ✓ **Gens Z and Alpha** come out of school with advanced technical skills. They are looking for careers with stability, benefits, and growth that **align with their values**.
- ✓ Careers with the Commonwealth are **careers of service**

Pathways to purpose can create a match with employees who are eager to serve!



Pathways to Purpose





Pathways to Purpose (P2P) App

Career Expo
Dates and locations

State Career Quiz
Match interests with
careers

Toolkit
Information available to
teachers and job seekers

**Internship and
Volunteer Opportunities**
Gain experience

**Job Shadowing
Opportunities**
Find a mentor

Job Search
Find available jobs
now



This can be a Success!

- ✓ Increase (over time) in the number of people who visit the Central Hub of State Jobs (website or application)
- ✓ Younger average age of new hires
- ✓ Fewer recruitments and quicker “time to fill” for entry level positions
- ✓ Fulfilled employees staying within Commonwealth employment longer



Where to Start?

- ✓ Engage State Agency Recruiters
- ✓ Engage the next generation workforce through existing Capstone Projects, internships, and career programs
- ✓ Collect and Curate Information on all State Agencies and their Career Pathways
- ✓ Design the Pathways to Purpose web interface



**Virginia State jobs
represent a career of
service**

And...

**Our next generation can
find their purpose by
exploring the broad array
of pathways in
Commonwealth careers.**



Thank you!

