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Date: Friday, November 20, 2020 at 2:12 PM

Subject: Hampton Roads Workforce Council Announcement: Talent Syndicator

Partners and friends of the Hampton Roads Workforce Council (HRWC),

I hope this message finds everyone safe and doing well. In recent weeks and months, the HRWC has made some significant strides in further launching our Talent division and the programs that will fall under its umbrella. I am hopeful that you have seen some of the announcements and media coverage. We at the Workforce Council remain extremely eager to serve the region by addressing the gaps that exist between key open positions and a credentialed, qualified talent pool to fill them.

Among the programs we are kicking off in the coming months is one that we are already sharing with our Talent Coalition partners and the broader Hampton Roads community. **In January, the HRWC plans to launch an innovative initiative that will significantly increase our collective ability to identify and source locally-based talent.** We are partnering with a local labor analytics and data science company (Oplign, LLC) to aggregate and syndicate Hampton Roads-based labor data among all regional stakeholders (business, military, education, skilled trades, etc.).

This new system, the **Hampton Roads Talent Syndicator (HRTS)**, automatically connects business to the talent supply in the region; more importantly, it very quickly allows industry personnel to observe and understand exactly how candidates align to/qualify for open positions. We are finding the system to be a substantial boon to business' hiring efforts; our regional efforts in talent should garner significantly more progress with participation across the 757 community.

We are excited to be partnering with Oplign and have encouraged them to show wider audiences how it works. To that end, during the week of **November 30 – December 4, Oplign will host daily live demonstrations on how the HRTS system works and the best ways to capitalize on this functionality.**

Demos will occur each day at 10:00 AM, and you and/or your organizational representative(s) can register to attend any of these days via the link below. Given the breadth of data that this system generates, we encourage representatives from an array of departments to attend: Operations, Financial, Human Resources, Business Development, Senior Executive Leadership, and beyond.

https://us02web.zoom.us/webinar/register/WN_RTGTwrZaSVCUVvxgLSB5Rg

Thank you all, and I look forward to seeing you at the demos.

Very best,

Whitney C. Lester, Senior Director of Talent Development

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Hampton Roads Talent Syndicator

Optimizing Talent for the Regional Future of Work

"Data Analytics, Machine Learning, and Artificial Intelligence aim to reshape the entire economy through data. Now that data is the life blood for companies seeking to optimize their business and gain an advantage, Hampton Roads workers must be savvy not only in IT but in the mathematics used in data analysis."

- Hampton Roads Talent Alignment Strategy Initiative, Report 1, Workforce Analysis, June 2019

Optimizing the Regional Talent via the HRTS

Global Market Forces (COVID, aging work force, technology, talent gaps, etc.) are impacting the Hampton Roads Region. No company is immune to these forces, which don't care about your balance sheet or your business model.

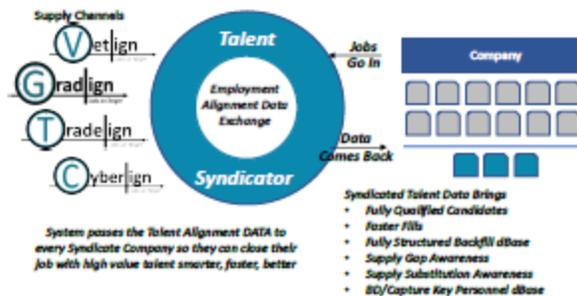
You're not alone. Because this problem is systemic, the Hampton Roads Workforce Council is partnering with a local labor analytics and data science company, Oplign, LLC, to give every enterprise in the region the tools they need to prepare for the future and succeed.

In January 2021 we are launching the Hampton Roads Talent Sydicator (HRTS)—an innovative and revolutionary system allowing all labor supply talent (tradesmen, military, grads, etc.) in Hampton Roads to automatically see and align to all the labor demands (jobs) in Hampton Roads through a simply interface.

This is NOT a job board, a resume pile, or a headhunter pipeline. This is the future of enterprise optimization and margin expansion. And, it's starting in Hampton Roads first.

How It Works

- Your company jobs are ingested and encoded
- Trade, Vet, and Grad talent is channeled into the HRTS via multiple methods
- Talent sees the jobs they align to...and clicks through to apply direct to companies
- Companies get the Talent Alignment Data for everyone that comes into the system
- Prioritized talent for fills, key positions, backlog, immediate hires, etc.



Enterprise Benefits

- Immediately see all the local talent available that aligns to your demand
- Have first crack at transitioning Vets, new Grads, and experience Trades professionals
- Turn all the analog into data—sweet, sweet actionable data
- Fire and forget SaaS technology so there is no admin cost on the enterprise side
- Works with all ATS and HRMS systems
- Decision data direct to BD, Capture, Ops leaders, hiring managers, etc
- Accessed with a click for 24/7/365 awareness

For more information and demo, contact alex@oplign.com or jeff@oplign.com