



For Immediate Release

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Central Virginia Partnership Awarded GO Virginia Grant to Connect Local Businesses with Graduates

Charlottesville, Virginia - The Central Virginia Partnership for Economic Development was awarded \$307,500 from a generous GO Virginia grant to help retain college graduates by creating relationships with local businesses. Student ambassadors will learn directly from business leaders about company culture and opportunities that they will promote to fellow students.

"We have a high-quality developing talent pool that disappears at graduation," said Melinda Crawford, Partnership Board Chair and Executive Director, Charlottesville Albemarle Airport Authority. "We've heard from businesses that they want to tap into that talent and hire students who might want to stay in our region and enjoy our quality of life." The Tech Talent project focuses on tech positions across sectors such as Business and Financial Services, Information Technology, Light Manufacturing, and Bioscience.

"Many local businesses don't have the resources to recruit on grounds," said Helen Cauthen, Partnership President. "Our student ambassadors will help spread the word that there are excellent career-worthy job opportunities in and around the Charlottesville area."

Student interns, Kaylee Corven, a fourth-year UVA student, and Jag Singh and Madhi Alidina, both second-year UVA students, will work with Talent Director, Mary Kay Campbell, to visit companies, research opportunities, and develop networks. The intern team, or Business Ambassadors, will then determine best practices to deliver a company's message to other students, from job fairs to social media. Additional internships are available to UVA, Piedmont Virginia and Germanna Community College students.

The Tech Talent project complements the Partnership's newly launched talent attraction website, www.LivingCentralVA.org. The new site tells a story about what it's like to live, work and play in Central Virginia. In addition to showcasing each of the region's nine localities – the Counties of Albemarle, Culpeper, Fluvanna, Greene, Louisa, Madison, Nelson, and Orange, and the City of Charlottesville – the website offers video testimonials from workers in companies such as WillowTree, Performance Signs and BioCat and features recreational activities such as skydiving and festivals.

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