

Network2Work Overview

More than 15 percent of the families in our Commonwealth do not earn enough to pay for the essentials of life—food, shelter, clothing, utilities—and the costs associated with working, primarily childcare and transportation. Moreover, too many of our businesses are struggling to find quality employees.

The Network2Work framework was designed intentionally to address these dual challenges by identifying these families and connecting them to quality jobs that pay family-sustaining wages.

NETWORK2WORK FRAMEWORK—HOW IT WORKS

Network2Work recently received a national award as the 2021 State Innovation of the Year for bringing together three key networks—employers, job-seekers and resource providers:

Employer Network: Network2Work leverages relationships with local employers with jobs in a region that pay quality wages and that typically don't require a college degree.

Job-Seeker Network: This is the "secret sauce" of Network2Work. We recruit job-seekers through a "ground game" that leverages community connectors to identify job-seekers who would be a good match for quality jobs. We identify community-based "Connectors"—individuals in a community who "know everybody" and are trusted—and feed them real-time job information on their smartphones using award-winning technology. Recruiting job-seekers through neighbors and trusted community members directly confronts a fundamental challenge: many of those left behind in our economy distrust or are disconnected from the very institutions established to serve them.

Provider Network: Network2Work partners with resource providers, such as community colleges, Virginia Career Works centers, local United Ways, Commonwealth Catholic Charities, and many more, who can address barriers that typically prevent low- and no-wage individuals from securing quality employment:

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| ○ Childcare | ○ Technical skills training | ○ Work supplies/materials |
| ○ Transportation | ○ Physical health | ○ Job preparation |
| ○ Housing | ○ Mental health | ○ Legal Assistance |
| ○ Core skills education | ○ Food security | ○ Financial buffer |

Alignment through technology: The three networks that make up Network2Work—Employer, Job-seeker and Provider—are created and sustained by human relationships that are coordinated and amplified through the N2Work technology platform. The platform, found at n2work.org:

- Allows employers to post job opportunities in language easily understood by community Connectors
- Enables Connectors to match their friends, neighbors and clients to available jobs
- Facilitates job-seekers matching to specific providers who can best meet their needs as they travel the pathway to family-sustaining jobs and careers

N2Work provides a closed-loop system that alerts the job-seeker and the team assisting them when progress along the pathway has stalled, so action can be taken.

Current Footprint: There are five regions initially identified by the Governor for this innovative approach to connecting the unemployed and underemployed to quality jobs and careers: Charlottesville, Hampton Roads, Petersburg, Richmond and the Shenandoah Valley.