

Virginia Career Works Northern leads an industry by helping job seekers into the workforce.

Challenge: Limited training and a high demand for skilled workers

- The pandemic caused Virginia Career Works Northern to change how they help job seekers and find an innovative way to increase opportunities for skills training.
- Faced with a regional workforce shortage, employers had more open job roles than skilled workers. The organization needed to provide job seekers with access to free, short-term skills training.
- Most of Virginia Career Works Northern's training was done in person but because of the pandemic, job seekers also needed the flexibility to take training courses from anywhere.

Solution: Accessible training courses for all job seekers

- With **LinkedIn Learning**, Virginia Career Works Northern helped job seekers of all ages access free online training. They promoted it in many ways, including a monthly raffle for those who activated their licenses.
- With unlimited courses for hard and soft skills, the platform helped them build programs for job seekers at different career stages. Learning paths helped them gain credentials and microcredentials they could add to their LinkedIn profile.
- And with reporting features in LinkedIn Learning, Virginia Career Works Northern was able to track and meet their goals, growing awareness of their organization as the front-runner to this important initiative.

“Our goal was to really get as many LinkedIn Learning licenses in the hands of our job seekers who absolutely needed them.”

Sabrina Walker Program Coordinator, SkillSource Group and Virginia Career Works Northern



NAMER Reach

Nonprofit | 700+ employees

Goal 1: **Scale learning**

Goal 2: **Build critical skills**



We knew we wanted to be innovative and that LinkedIn Learning was a way to help us move in that direction. Our employers are sophisticated in this region and they expect thoughtful solutions.”



David Hunn

President, Virginia Career Works Northern

