

# SUCCESS STORIES

## America's Promise Grants



### NEW RIVERS/MOUNT ROGERS WORKFORCE INVESTMENT BOARD PATHWAYS TO THE AMERICAN DREAM

#### — ADAPTING EXISTING — RESOURCES

**New River/Mount Rogers Workforce Investment Board Consortium (NRMR)** – Prior to the COVID-19 outbreak, NRMR had four regional in-person career fairs scheduled. They knew that these career fairs were important to the community and its job seekers and quickly converted the first event to a virtual platform.

Through the America's Promise grant NRMR partnered with Lord Fairfax Community College. Under previous U.S Department of Labor grants, Lord Fairfax Community College had built an online portal called *Knowledge to Work* to allow program participants and businesses access to resources. NRMR was able to adapt the portal's functionality to host the virtual career fair. NRMR staff created a landing page for each business that linked directly to online job applications.

Job seekers were able to utilize the portal to create a profile, search employers, and take notes during meetings, or could meet with employers without creating a profile. The career fair was promoted through local community-based organizations, newsletters, and social media. NRMR's podcast Episode 33 highlights the virtual career fair.

#### — ADDITIONAL RESOURCES —

- ★ [Virtual Career Fair Portal](#)
- ★ [Podcast](#)
- ★ [Promotional Video](#)

#### — LESSONS LEARNED —

To facilitate the virtual career fair the NRMR team created online profiles for participating employers, and facilitated live video meetings with employers and interested job seekers. The work by NRMR staff made the transition from an in-person event to a virtual event very easy for employers and the online profiles created will help build an online presence for employers, some who may not have their own websites.

Participants attending the live video meetings with employers could learn about the company and interact with staff. Employers had the option to follow-up with participants to discuss job opportunities. NRMR facilitated the 12 live video meetings to make sure employers could focus on conversations with job seekers.

Moving forward, NRMR will continue to offer a virtual format with a variety of meeting times to better meet participants' scheduling needs. They will also schedule more time for participant preparation including resume reviews and interview feedback sessions.



**500**  
CAREER FAIR  
WEBSITE HITS



**29**  
UNIQUE PARTICIPANT  
USER ACCOUNTS  
CREATED



**12**  
BUSINESSES REPRESENTED

*Each individual business  
profile was visited  
29 – 144 times*