



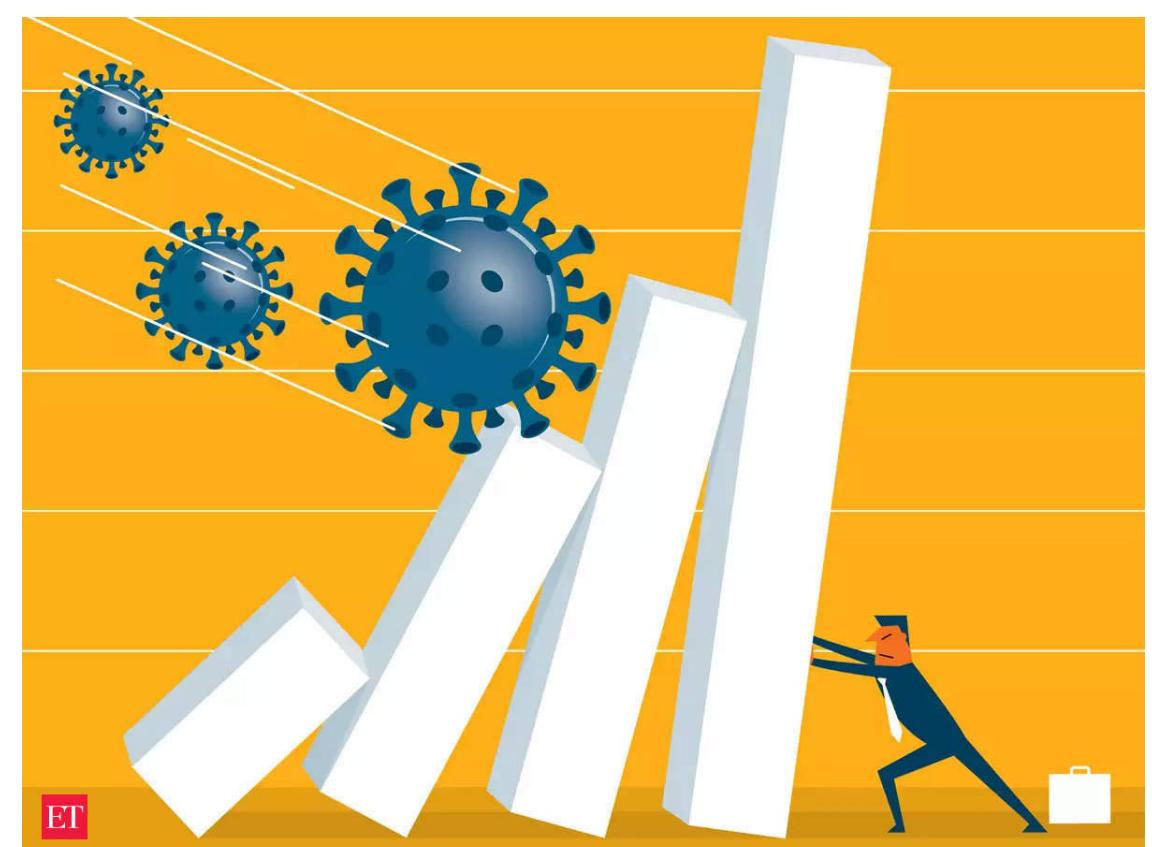
# Workforce Adaptation During COVID-19



Lori Valburn, Chief of Civil Rights  
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## Taking the Talent Acquisition Pipeline Virtual

The pandemic has created a need for all employers, including VTrans, to rapidly migrate to new digital technologies and remote work processes. The word of the year 2020 is "virtual" and that is particularly true for all strategic workforce management components, especially in the talent acquisition pipeline: Career fairs, recruitment posts, interviews, and on-boarding are all taking place in the new virtual space. VTrans is exploring how quickly an organization can adapt and create new levels of visibility, agility, productivity, and connection with all stakeholders, including employment candidates and recruitment partners, even during times of great challenge.



## The Time is Now!

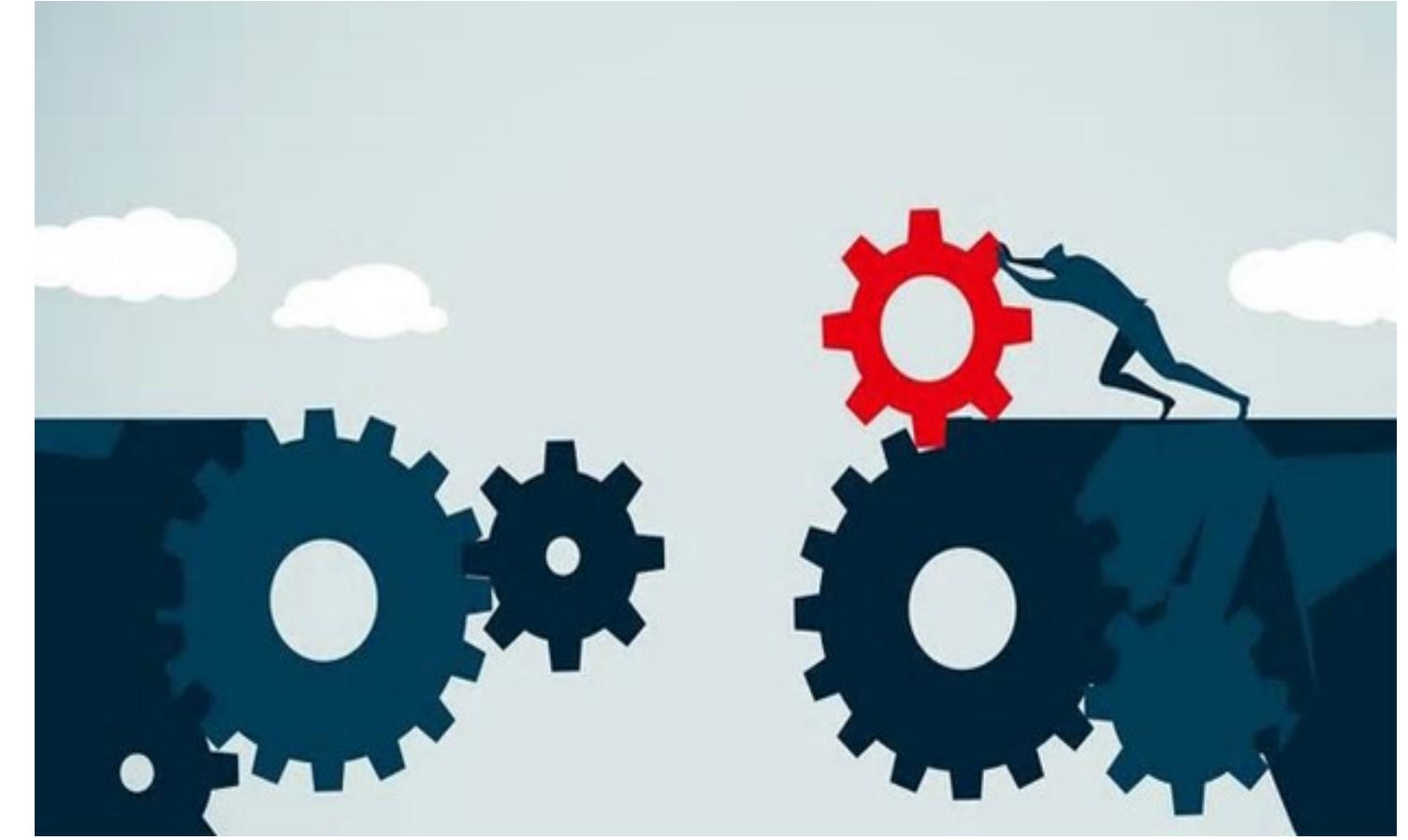
Despite today's myriad uncertainties and challenges, it's critical to develop and implement a talent acquisition plan that leverages all the advantages of digital technology. Whether your organization is currently freezing, hiring, or stabilizing, we know the future need in the transportation industry is great. The demand for engineers & technicians, highway construction, maintenance, and operations workers is growing rapidly, while the industry is experiencing a revolution of emerging technologies that will require new skills ~ carpe diem!



## Strategies for Building a Successful Talent Pipeline During the Pandemic and Beyond

Plan, strategize, and leverage technology for effective talent pipelining:

- Focus on Employer Branding
- Identify Critical Skills Gaps & Future Talent Needs
- Design a Talent Sourcing Strategy
- Engage Your Pipeline
- Leverage Equity, Diversity & Inclusion Principles & Practices



## Impacts and Benefits

The pandemic presents a unique challenge and opportunity for VTrans and all employers to revisit and revise strategic workforce management goals and practices to best align with our new normal and our future state, including a dispersed workplace, profound budget shortfalls, and acute workforce training needs. By embracing technology and taking a proactive approach, we can implement strategies and practices to position us for success.

## Additional Information

FHWA EDC-6: Strategic Workforce Development: [https://www.fhwa.dot.gov/innovation/everydaycounts/edc\\_6/strategic\\_workforce\\_development.cfm](https://www.fhwa.dot.gov/innovation/everydaycounts/edc_6 стратегическое_развитие_рабочей_силы.cfm)

The Ultimate Guide to Building A Talent Pipeline in a Post-COVID World: <https://recruitingdaily.com/the-ultimate-guide-to-building-a-talent-pipeline-in-a-post-covid-world/>