



BOLSTER OUR TALENT PIPELINE

Build a seamless talent pipeline

Provide high-quality, accessible educational programming every step of the way, from PK-12 to career

- Pursue universal Pre-K-3 funding by 2026
- Establish a Talent Action Collaborative to create greater alignment throughout the entire talent pipeline, with special attention paid to emerging and high-demand industry sectors
- Continue to push for school choice, quality and accessibility in the region
- Continue to host the Pathways to Prosperity fellowship linking business and school leaders
- Replicate and scale successful programs that provide students, teachers, counselors, and others with skills to prepare the next generation of talent for career opportunities in the region
- Engage BRAC's advocacy team to secure participation of the region's schools in the state's pending Early College programs

Keep college grads

Retain talent produced at our colleges and universities

- Support vast expansion of paid internship programs in the Baton Rouge Area
- Be a strategic partner in hosting acclimation events to welcome new and returning students
- Collaborate with area colleges and universities to launch on-campus marketing campaigns
- Leverage BRING IT! to BR and Beautify BR initiatives to boost reputation of the region
- Continue to promote use of Handshake to connect graduates to local careers

Elevate skillsets

Boost efforts to reskill and upskill residents

- Secure funding for and launch permanent, standalone website for BR Works
- Seek funding and engage in large-scale upskilling and reskilling initiative
- Engage in regular analysis of workforce data to determine high-demand occupations and skills
- Continue to promote and build on programs that provide free training in high-demand careers for those impacted by the pandemic

Bring talent to the Baton Rouge Area

Attract people into our region with the skillsets and innovative thinking needed to advance our economy

- Develop and launch the BRING IT! to BR interactive, content-rich multimedia platform to bring the Baton Rouge Area story to life for prospective talent
- Execute a BRING IT! to BR marketing campaign targeted at talent outside the region
- Target Southern and LSU alumni, particularly in occupations that lend themselves to remote working
- Continue supporting talent attraction efforts by providing acclimation resources, maintaining the Baton Rouge Toolkit, and hosting talent tours
- Conduct national perception studies every 2-3 years to set benchmarks and measure the impact of attraction efforts