

Overview of *Developing Tomorrow's Talent: The Virginia Plan for Higher Education*

Private College Advisory Board

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**STATE COUNCIL OF HIGHER
EDUCATION FOR VIRGINIA**

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Objectives for Today

- ✓ Summarize SCHEV's statutory responsibility and the planning process.
- ✓ Outline the vision, goals, objectives and relevant strategies and measures.
- ✓ Consider how PCAB members can get involved and the role they play in plan implementation and goal achievement.
- ✓ Answer questions.



THE VIRGINIA PLAN FOR HIGHER EDUCATION

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READY

Prepare Virginia students to learn, work, contribute and lead

RESPONSIVE

Align higher education institutions to the needs of students, industry, labor markets, regional economies and Virginians

RELEVANT

Articulate and emphasize the value of higher education

Top state for talent – learning to leading

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TOP STATE FOR TALENT BY 2032

Creating a new value proposition in Virginia

- Measured by Credentials of Value
- SCHEV to create index
- Currently ranked #4 by Lumina

CREDENTIALS OF VALUE?

Credentials that lead to meaningful career, social and economic benefits and earning more than the median annual earnings of a high school graduate.*

Virginia will be #1 state for credentials of value

Rank	State	Percentage
1	Massachusetts	52.5%
2	Colorado	51.7%
3	Washington	49.8%
4	Virginia	49.4%
5	Maryland	49.2%
6	Minnesota	49.2%
7	New Hampshire	48.6%
8	Utah	48.6%
9	New Jersey	48.1%
10	Vermont	47.5%

*Note: The definition of "Credentials of Value" is informed by [LUMINA CREDENTIALS OF VALUE](#). The definition serves as a placeholder while SCHEV works with other stakeholders and learns from other states to craft a definition to measure progress toward The Plan's vision. SCHEV is in the process of developing the index to measure credentials of value and how Virginia ranks compared to the 49 states.

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Goal 1: Ready – Objectives & Strategies

OBJ 1: READY TO LEARN

Strategy 1.1

Establish formal partnerships between VDOE, SCHEV and institutions to align exit and entry standards regarding college readiness. (Academic skills, soft skills, life skills, career exploration and SOL alignment to work/careers.)

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Goal 1: Ready – Objectives & Strategies

OBJ 2: READY TO WORK

Strategy 1.2

Increase collaboration and commitments between Virginia K-12, post-secondary institutions and employers to improve pathways alignment and enhance career readiness via career-focused education and work-based learning (e.g., certifications in high-demand fields, apprenticeships and internships).

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Goal 1: Ready – Objectives & Strategies

OBJ 3: READY TO CONTRIBUTE & LEAD

Strategy 1.3

Incorporate civic knowledge, civil discourse, service-learning opportunities and leadership development into the Virginia college experience – what it means to be a part of a community and what it means to lead in an environment of diverse perspectives.



Goal 1: Ready - Measures

First Time in College Retention (FTIC)

Increase rate year-over-year and close gaps between IHEs and types of IHEs.

Employment

Increase total employed one-year post-grad within each degree level.

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Goal 2: Responsive – Objectives & Strategies

OBJ 1: RESPONSIVE TO STUDENT NEEDS

Strategy 2.1

Expand mental health training and services as well as basic need supports to students, faculty and staff.

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Goal 2: Responsive – Objectives & Strategies

OBJ 2: RESPONSIVE TO INDUSTRY NEEDS

Strategy 2.2.a

Foster sustainable industry partnerships and commitments to co-develop training, re-skilling, work-based learning and credentialing programs. Integrate technological literacy and ethics, especially regarding AI and other advancing technologies, into the college experience.

Strategy 2.2.b

Encourage development of agile, responsive, student-centered curriculum policies and audits for faster adaptation to industry and technological shifts.

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Goal 2: Responsive – Objectives & Strategies

OBJ 3: RESPONSIVE TO VIRGINIANS' NEEDS

Strategy 2.3a

Champion innovative funding strategies and efficiencies (e.g., enrollment and infrastructure management) that support affordable access to public higher education

Strategy 2.3b

Increase outreach and supports to engage and retain non-traditional students (e.g., adult learners, military, incarcerated, etc.)

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Goal 2: Responsive – Objectives & Strategies

OBJ 4: RESPONSIVE TO SOCIETAL & CULTURAL NEEDS

Strategy 2.4

Establish new and strengthen existing innovation ecosystems around research conducted by Virginia universities to commercialize research discoveries that address societal needs and advance entrepreneurship and startup formation.

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Goal 2: Responsive - Measures

Completion

Increase rate year-over-year and close gaps between IHEs and types of IHEs

Community College Success Rate

Increase aggregate success rate and across all factors.

Workforce Alignment

51% (majority) of graduates from programs aligned to high-growth occupations.



Goal 3: Relevant – Objectives & Strategies

OBJ 1: RELEVANT TO STUDENTS

Strategy 3.1

Implement a cross-sector communication campaign on the value of Virginia higher ed that links existing resources; expand access programming (including FAFSA completion, college advising and career coaches for K-12 and college students), as well as enhance the college application process for Virginians.

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Goal 3: Relevant – Objectives & Strategies

OBJ 2: RELEVANT TO STUDENTS & FAMILIES

Strategy 3.2.a

Improve transparency to students and families: Provide cost transparency and more consistent financial aid and scholarship information earlier in the college decision-making process.

Strategy 3.2.b

Promote non-traditional pathways toward credential completion: Credit for prior learning/ experience; stackable credentials as package toward completion; consider three-year degree pathways and transfer agreements for high school DE and AP courses.

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Goal 3: Relevant – Objectives & Strategies

OBJ 3: RELEVANT TO VIRGINIANS

Strategy 3.3

Improve transparency to Virginians on institutions' outcomes and return on investment including graduate employment rates and their economic impact.

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Goal 3: Relevant - Measures

**College
Participation
Rate**

Achieve a participation rate of
75%.

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HOW CAN YOU SUPPORT THE PLAN?

- Consider its goals, objectives and strategies when developing your institutional strategic plans.
- Consider ways to enhance programs and activities you are already pursuing that address these goals, objectives and strategies.
- Collaborate with regional partners (industry, education and community) to share initiatives that are working and partner where possible.
- Share your progress, activities and ideas with SCHEV.
- Follow along on SCHEV's website to monitor the plan's progress.