



FY25 Healthcare Industry Projects Administrative Guidance

Section 1: Overview

GO Virginia is a collaborative economic development program that promotes private sector growth in targeted, traded industry clusters that drive the production of high-paying jobs through regional collaboration. Each GO Virginia Regional Council adopts an Economic Growth and Diversification Plan as its strategic framework to achieve its economic development goals. Projects recommended by the Regional Councils and approved by the GO Virginia State Board must align with the strategies and goals outlined in the region's Growth and Diversification Plan.

On June 4, 2024, the GO Virginia State Board approved Board Policy #17 – Use of GO Virginia Funds for the Healthcare Sector. This policy permits regions to utilize their regional Per Capita fund allocation to support projects that expand the pool of skilled workers for the healthcare industry, provided the region can demonstrate that insufficient healthcare services hinder the growth of one or more traded industry clusters outlined in their Economic Growth and Diversification Plan. The purpose of this administrative guidance is to describe the application process for GO Virginia regions seeking to leverage this policy provision.

Section 2: Application Process

To apply, applicants must complete the GO Virginia Per Capita Application and submit the [Health Care Industry Project Addendum](#) as a supplementary attachment. Regional Councils must review the application and the addendum when considering a project for funding. The addendum must be submitted as an attachment to the application in CAMS when submitted to DHCD.



Section 3: Completing the Addendum

1) Please describe and document how the lack of healthcare services is affecting your region’s ability to grow one or more of the industry clusters defined in its Economic Growth and Diversification Plan. Optional attachments may include letters from industry partners describing how the lack of healthcare services is affecting their business or economic development partners who have experienced challenges recruiting businesses due to a lack of healthcare services. Employer surveys or other studies may be referenced.

2) GO Virginia board policy requires that more than 50% of the population served by the project be in localities designated as a Geographic Healthcare Professional Shortage Area (HPSA). Please complete the following table for the localities actively participating in this project.

Participating Locality	Population	HPSA Designation (Y/N)

Geographic Healthcare Professional Shortage Areas (HPSAs) are geographic areas of populations that lack adequate healthcare providers to meet the needs of that population. GO Virginia-eligible healthcare projects must prioritize workforce development efforts in localities designated as Geographic Healthcare Professional Shortage Areas. Applicants must use the [HPSA Find website](#) to determine the designation status for the localities participating in the project.

Steps to utilize the HPSA Find website:

- 1) Select Virginia.
- 2) Select the localities participating in the project.
- 3) HPSA Discipline – Select Primary, Dental, and Mental Health.
- 4) HPSA Status – Select Designated.
- 5) HPSA Designation Population Types – Select All Geographic HPSAs.



Population data for participating localities can be accessed at the [UVA Weldon Cooper Center for Public Service website](#). The Cooper Center develops the official population estimates for Virginia between decennial censuses. These estimates provide the best approximation of the population count as of July 1st of the previous year.

3) Please describe which occupations have been identified on the most recent Virginia High Demand Occupation List (VOEE Career Clusters – Health Science) as developed by the Virginia Office of Education Economics and how the project will expand the pool of qualified workers in those occupations. Please describe how regional healthcare employers have validated the demand for trained workers.

The Virginia High Demand Occupation List is produced annually by the Virginia Office of Education Economics (VOEE). GO Virginia-eligible projects must focus on expanding the pool of qualified workers in occupations listed on the High Demand Occupations List, accessible via the [VOEE website](#). A demonstration tutorial for the High Demand Occupations Dashboard can be found [here](#).

Steps to utilize the High Demand Occupation List Dashboard: Selecting Additional Filters

- 1) Select Region Type and select the Local Workforce Development Area or MSA that most closely matches the participating localities presented in the application.
- 2) Select your Region Name. More than one region may be selected.
- 3) Select the VOEE Career Cluster - Health Science Career Cluster.
- 4) Generate the list of high-demand occupations. This list may be downloaded and saved.

4) Describe the process used to determine the region’s existing capacity to develop talent in these areas and how this project will create new or expanded training capacity to increase healthcare services in the region.

Regional Councils and applicants must assess their base-level capacity to train workers in the proposed project focus area and describe how the project will expand that capacity and/or improve ecosystem alignment. Developing an inventory of existing training programs and the capacity of current systems partners is encouraged. VOEE has developed an [Education and Workforce Alignment Dashboard](#) to better understand training providers and educational programs across GO Virginia Regions.

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