



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Hanover County

Program Title: Hiring In Hanover, VA App

Program Category: Communications

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: John Budesky

Title: County Administrator

Signature: 



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Challenge

As businesses pivoted to adjust to new working conditions created by the COVID-19 pandemic, our department's outreach efforts quickly uncovered the desire by our business community for a free job board to help assist with filling vacancies. With limited resources, Hanover County Economic Development had to think outside the box to provide a solution. Hanover County has a population of 114,148 (U.S. Census, 2023) citizens and is home to more than 4,300 businesses (QCEW Q4-2023).

Program Description

Criteria for Selection: *Offer an innovative solution to a problem, situation or delivery of services.*

During the onset of the COVID-19 pandemic in March 2020, a Hanover-based marketing consultant contacted our department to obtain a list of Hanover restaurants. He quickly provided the Department with a simple, pro-bono app



using the Glide Apps platform to assist local restaurants with advertising their location, contact information and curbside/delivery services available during the mandatory closure of inside dining. Over the past few years, our staff has built upon this original app, now named the [Here In Hanover, VA App](#), to leverage as a tourism tool and citizen resource for leisure, recreation and events. This App has been used in the Hanover County Museum of History and Culture as an aid to visitors.

To answer the call from our business community related to employment needs, our staff created an additional app in July 2020 on the same platform to assist businesses with connecting to jobseekers. [The Hiring In Hanover, VA App](#) lists Hanover-based



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businesses, featuring their representative job openings, description of the company, address, link to the company's website, and a link to the business's job portal whether it be a third-party company (such as indeed or their own career page). By providing a link to the location where the business advertises openings, Economic Development is relieved of the cumbersome task of maintaining individual position postings, making the app significantly more efficient to operate. A one-stop portal for job seekers looking for employment in a specific county appears to be rare. Users desire easy access, and the variety of access from any device whether mobile, tablet, or desktop, addresses the ease of convenience.

In addition to the business listings, there are resource links to Hanover County Department of Economic Development's Workforce Assistance page, the County's largest employers, and labor statistics. To be listed on the app, businesses complete a simple form, and Hanover County's staff inputs the information into a Google spreadsheet which updates the information in real time on the App. A subsequent benefit to the App is the ability to cross-promote our ZoomBusiness-Hanover, an interactive mobile-responsive directory, and Here in Hanover, VA App. These links are located at the bottom of the Hiring in Hanover, VA home page.

Program Execution

- **Financing** - Creation of a practical tool without use of any funds is typically unheard of. At the time, Economic Development was able to create the apps using the Glide platform without cost. Glide Apps are progressive web apps (PWAs) designed to imitate the look and feel of a native mobile app, but uses the mobile browser to work, rather than the mobile device's operating system. As our apps have grown in



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audience and content, we now subscribe to the platform's enhanced services plan at a reasonable cost to include mapping and analytics tracking.

- **Staffing** - The initial obstacle was staff learning to build and operate the app with only the use of online tutorial videos and guides. The app uses spreadsheets and databases incorporating functions, relations, components, linked tables, integrations and queries. No professional outside assistance was utilized. To this day, the apps are maintained by Economic Development staff.
- **Promotion** - The Hanover County Department of Economic Development was the main lead with this project. The Hanover Chamber of Commerce and Hanover County government administration are the primary partners for marketing the app.

Marketing of the Hiring in Hanover, VA App has included:

- a. A feature on a local news station.
 - b. Screen ads during the holiday season at the local historic theater.
 - c. Local career fairs.
 - d. Hanover County Public Schools.
 - e. Print ads in the local newspaper.
 - f. The Hanover Review, a quarterly newsletter mailed to every household in the County.
 - g. Routine features of Hanover-based employers on Wednesdays on our social media channels using the hashtags #WorkforceWednesdays, #HiringinHanoverVA and #RVAJobs (metro Richmond, VA for larger reach).
- These posts include a link to our Hiring in Hanover, VA App.





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- h. The department's new monthly newsletter started in February 2024. Hanover County government has promoted our newsletter in its weekly newsletter distribution.
- i. Postcards with both apps including scannable QR codes to download the App. These cards are routinely given out during Business Walks, visits to our businesses, and at events targeting employment, tourism, and schools.



The App is offered as a free service to all Hanover-based employers and is promoted by our staff during regular business visits and outreach. An application for businesses to be included on the App is provided on our website and is distributed during quarterly business walks. Business Walks are coordinated by our Existing Business Manager and use staff and volunteers to canvas a targeted area with a concentration of businesses to drop off promotional items, resources, and to offer assistance for any needs expressed during the visit. Business walks, held multiple times per year, routinely target 20-30 businesses per walk.

Program Results

Since its inception in July 2020, the app has received more than 8,700 views. Additionally, Economic Development has received inquiries from other jurisdictions about the origins and resources used for our apps.



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In late March 2023, one of Hanover's major employers announced they were closing their local plant in addition to several plants around the United States and laying off 622 employees in the community in eight weeks. The Hiring In Hanover, VA App was used as a resource for the company's employees. We printed the instructions for how to use the App in various languages - Spanish, Arabic, French – to meet 32% of their workforce which were limited English proficiency. It was a quick way to have a tool available for their use.

The Hiring in Hanover, VA App received the 2023 International Economic Development Council (IEDC) Gold Award for Excellence in Economic Development in the digital media category. The App was once again recognized by the Virginia Economic Developers Association with a 2023 VEDA G.O.A.T. award on November 30, 2023.



[2023 IEDC Excellence In Economic Development Awards](#) (PDF - pg.43)

[VEDA Top 10 2023 Projects G.O.A.T. Awards](#) (Facebook Video - #4 starts at time 8:38)

QR Code – Hiring in Hanover, VA App:





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Executive Summary

As businesses pivoted to adjust to new working conditions created by the COVID-19 pandemic, the Hanover County Economic Development's outreach efforts quickly uncovered the need for a local job board to assist local businesses and job seekers. In July 2020, Hanover County Economic Development staff created the **Hiring in Hanover, VA App** using the Glide Apps platform to satisfy the numerous requests from Hanover-based businesses.

The web-based app is a tool that Hanover County can use to engage businesses and broadcast their career information. Anyone can access the app from any device – mobile, tablet, or desktop, and the app can be shared as a simple web link or QR code. Job seekers have a free and easy way to access information regarding potential employment in Hanover County by company name, industry, and/or job title.

The app has been well received by the business community, and the businesses are appreciative of the efforts and exposure of their employment needs through the department's monthly newsletter and featured employer posts on social media. Hanover County Economic Development continues to explore more options for app enhancements and broader marketing opportunities. Since its inception in July 2020, the app has received more than 8,700 views.

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