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GREATER WASHINGTON PARTNERSHIP CONVENES TOP COLLEGE PRESIDENTS AND EMPLOYERS TO PREVIEW REPORT ON EMPLOYMENT TRENDS THAT DEMAND REGIONAL STRATEGIES TO REMAIN COMPETITIVE

Employer Insights Brief identifies growing demand for specialized skills in rapidly emerging fields; new Jobs Board portal launches to connect impacted federal workforce in the Baltimore-to-Richmond region to opportunities with leading employers

Washington, D.C., April 10, 2025 – Today, Greater Washington Partnership (the Partnership) announced the release of new research and workforce tools following its annual Collaborative of Leaders in Academia and Business (CoLAB) principals convening — a partnership of leading college and university Presidents and CEOs representing the top employers in Maryland, Virginia and Washington, D.C. — all dedicated to regional talent pipeline development and workforce retention.

At the CoLAB principals convening, the Partnership previewed its [2025 Employer Insights Brief](#), a deep dive into the region’s talent trends, workforce challenges and opportunities for employers. The report combines insights on the latest labor market data and expert interviews, offering strategic recommendations on addressing regional workforce shifts.

The release coincides with the launch of the [Greater Washington Partnership Jobs Board](#), a curated online portal designed to support local workers impacted by federal workforce reductions, among others, by connecting them to job opportunities with the Partnership’s table of leading employers in Maryland, Virginia and Washington, D.C. as we work to retain our region’s skilled workforce.

“The Employer Insights Brief and new Jobs Board are one step in the broader efforts to meet the region’s evolving workforce needs,” **said Kathy Hollinger, CEO of Greater Washington Partnership.** “We are focused both on addressing immediate priorities, particularly for workers impacted by federal workforce reductions, while also advancing strategies to strengthen talent pipelines and workforce retention for in-demand and high-growth sectors.”

“We know this work can’t be done in silos, and are committed to building the public-private collaborations required to secure a more resilient and competitive future for the region,” **added Hollinger,** highlighting the Partnership’s close cooperation with [Metropolitan Washington Council of Governments](#) and a broader coalition of business organizations to align on data to best understand and address the impact of recent federal workforce shifts.

CoLAB Principals Convening: Insights from Regional College and University Presidents and Leading CEOs



The CoLAB Principals Convening on Tuesday, April 8 gathered the region's college and university presidents and leading employers for a forum on the state of the region's labor market and talent pipelines, centered on findings from the 2025 Employer Insights Brief.

In addition to insights from the Brief, other trends discussed by CoLAB included:

- **AI and Innovation:** Both educators and employers are thinking about how to be innovative and agile to Generative AI's rapid emergence in education and the workforce. Institutions are embedding AI across academic disciplines, and employers are seeking talent with literacy Generative AI even outside of tech roles.
- **Professional Skills:** Education and business leaders emphasized the importance of professional skills like critical thinking and communication alongside technical skills. Both identified participation in work-based learning as an opportunity for learners to gain these professional skills prior to graduation.
- **Partnerships to Redesign Career Pathways:** In this pivotal moment of rapid economic shifts, educators look to employer partners to co-create new pathways for learners to access in-demand careers that bolster resiliency. This includes employers identifying adjacent skillsets for former federal workers to support their transition into the private sector and, in some cases, into entirely new industries.

The Greater Washington Partnership Jobs Board: Tool for Region's Job Seekers

The Jobs Board aggregates open job positions at the Partnership's Board and Leadership Council organizations into one portal. Job seekers can explore listings and customize searches by skills needed, skill level, company size, industry, desired salary, location (all located in Maryland, Virginia or D.C.) and other relevant filters, like security clearance.

"The Greater Washington Partnership Jobs Board was built with purpose, as a curated tool that connects impacted federal workers and other job seekers with real, family-sustaining careers right here in our region," **said Kathy Hollinger**. "These roles reflect the needs of top employers across Maryland, Virginia and D.C., especially in sectors where demand is growing."

"This is about helping people land meaningful jobs with staying power, and we hope this tool can serve as a replicable model for regional and national leaders to develop strategies to address our workforce needs," **added Hollinger**.

The 2025 Employer Insights Brief: A Data-Driven Response to Workforce Shifts

The 2025 Employer Insights Brief leverages the latest labor market data and expert interviews with leading education and workforce development professionals, providing a snapshot of the current employment landscape and strategic recommendations.

Greater Washington Labor Market Trends and Data:



- **Federal Workforce Impacts:** Employers are preparing for changes resulting from federal workforce reductions, anticipating an influx in candidates for non-technical roles like project management, and considering new opportunities for highly skilled former federal workers.
- **Tech Talent:** Demand for specialized skills in AI and cybersecurity remains high, despite a slowdown in entry-level tech roles.
- **Workforce Retention:** Organizations prioritize internal upskilling and career development.
- **Sector Growth:** Job growth is expected in healthcare, education and manufacturing.

Strategic Recommendations:

- **Upskilling and Reskilling:** Employers should invest in comprehensive upskilling and reskilling programs.
- **Collaborative Workforce Development:** Greater investment in partnerships between industry and educational institutions is crucial in this time of change.
- **Targeted Talent Pathways:** Career-connected learning initiatives should align with the skills employers seek, particularly in high-demand fields like healthcare.

“The future of this region depends on how well we prepare its people for what’s next. That means real investments in upskilling, stronger connections between education and industry and clear pathways into fields where the demand is real and growing. This is the moment to shift from reacting to reshaping the region’s economic future, so that we remain competitive on a global scale,” **said Kathy Hollinger.**

Accessing the Jobs Board and Employer Insights Report

- Explore the Greater Washington Partnership Jobs Board at jobs.greaterwashingtonpartnership.com
- Visit our website to download the [2025 Employer Insights Brief \[LINK\]](#)
- Visit our website to learn more about the [Collaborative of Leaders in Academia and Business \(CoLAB\) \[LINK\]](#)

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About Greater Washington Partnership

Greater Washington Partnership is a nonprofit alliance of the region’s most influential employers, dedicated to championing economic growth and vibrancy across Maryland, Virginia and Washington, D.C. Together, we leverage collective experiences, resources and assets to address critical regional issues, including skills and talent development, infrastructure, regional mobility and inclusive growth. Our goal is to ensure the entire region, from Baltimore to Richmond, remains vibrant, economically competitive and prosperous for all. Learn more at greaterwashingtonpartnership.com.

