

BY 2035 LANCASTER COUNTY WILL...

- BE THE BEST PLACE TO LIVE IN PENNSYLVANIA.
- BE A RECOGNIZED BUSINESS ENVIRONMENT FOR INNOVATION, SUCCESS, AND GROWTH.
- BE A UNIFIED COMMUNITY WHERE EVERY PERSON THRIVES.

VISION 66

Lancaster County. A thriving Community for all.

MISSION

STOP I

Create the environment, facilitate Partnerships, and lead on issues that elevate business success.



 broadly considering individual and organizational attributes.



LENSES!



We apply a lens that focuses on helping businesses and organizations across all of Lancaster County.



Lancaster Chamber

STRATEGIC DIRECTIONS

LEAD A BUSINESS FORWARD AGENDA.

DESIGN OPPORTUNITIES TO DO BUSINESS BETTER.

CULTIVATE A DYNAMIC WORKFORCE.

STRENGTHEN QUALITY OF LIFE.

ENSURE ORGANIZATIONAL SUSTAINABILITY.



WORKFORCEREIMAGINED

POSITION LANCASTER COUNTY AS A THRIVING TALENT HUB

FOSTER FUTURE TALENT

EMPOWER AND UPSKILL CURRENT EMPLOYEES





WORKFORCE CONTINUUM

BUSINESS & EDUCATION PARTNERSHIPS

Discovering Paths Mentoring Program
INSPIRE Lancaster
Partnerships with CRL!, WDB, Stem Alliance
Career Pathways Resource
Workplace Skills Workshops

HIGHER EDUCATION INSTITUTIONS

College President's Meeting Colleges & Universities Partnerships

- Elizabethtown College Admissions & Career Center Partnerships
- F&M Student Events
- Thaddeus Stevens Admissions/Pipelining
- Millersville University Admissions/Pipelining
- Healthcare Collaborative

EARLY CHILDHOOD/CHILDCARE

Advocacy:

- Policy
- Governor's Budget
- Press Conferences

Partnerships & Education

EARLY CAREER & NEW TALENT

Young Professionals Network
Early Career Professional Dev
Next Gen Mentoring Programs
Land in Lancaster - Talent Attraction

INCUMBENT WORKFORCE TRAINING

Soft Skills Training
New Manager Academy
Etown Edge Partnership
Industry Peer Groups
Role or Business-based Roundtables
Talent for Tomorrow Healthcare Collab







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Discovering Paths Mentoring Program



Inspire, Guide, Empower

Mentor a Lancaster County high school junior as they consider their next steps!

- Strengthen Career Pathways in Lancaster County
- Build Meaningful Industry/Career Connections
- 1:1 Mentorship
- Structured Program Support
 - Mentors walk alongside their student throughout the 10 structured program sessions



CAREER CLUSTERS WE EXPLORE:



- STEM
- Healthcare/Human Services
- HEAT- Hospitality, Entertainment, Arts, Tourism
- Education, Public Service & the Nonprofit sector,
- Skilled Trades
- Business, Entrepreneurship, and Professional Services.



What do we hope to achieve?



We are focused on five key outcomes through our Discovering Paths program.

- 1. Discovering Paths expands participants' understanding of career options available in high-demand and local industries.
- 2. Discovering Paths enhances students' workplace readiness skills.
- 3. Discovering Paths connects students to two work-based learning opportunities.
- 4. Discovering Paths increases students' awareness of postsecondary educational options.
- 5. Discovering Paths creates a connection between local business professionals and students through a one-on-one mentoring relationship.



'24-'25 Impact – At a Glance



Prior to Discovering Paths:

- Respondents with a good or significant understanding of career options available to them: 50%.
- 27% of respondents understood what career pathways existed in in-demand industries in Lancaster County.
- Averaging across our workplace readiness skills, 53% of respondents agreed or strongly agreed they were confident demonstrating these skills.
- 46% of respondents reported good or strong awareness of educational options in the community.

After Participating:

- Respondents with a good or significant understanding of career options available to them: 93%.
- 87% of respondents understood what career pathways exist in in-demand industries in Lancaster County.
- Averaging across our workplace readiness skills, 93% of respondents agreed or strongly agreed they were confident demonstrating these skills.
- 89% of respondents reported good or strong awareness of educational options in the community.
- Students rated the mentor-student relationship an average of 4.6/5 stars.

'24-'25 Impact – Testimonials





- I could see her confidence grow with every session—not just in terms of career clarity, but also in how she carried herself and engaged with others. It's been so rewarding to see her find direction and take such meaningful steps toward her future. I'm proud to have played a small part in her journey.
- The Discovering Paths program helped show me the vast extent of the number of jobs in Lancaster county. This program also taught me and my peers skills which will help us be more prepared for the future.
- Before Discovering Paths, I knew what I wanted to do with my career. Only, I had no idea how to go about it. Through the program I was able to connect to people within my career interest and learn what they did...Discovering Paths helped me solidify my career plans and reduce any anxiety I had.
- I had so much support in every endeavor, especially from my mentor, who empowered me the whole way through. I learned more about what I valued in careers, using what I learned to rebuild my professional outlook and identity to be resilient, open-minded, and ultimately successful

5 Ways to Engage!



- Serve as a Mentor
- Host a 1:1 or Group Job Shadow
- Facilitate Hands on Activities
- Participate in an Industry Career Fair
- Become a Sponsor





LAND IN

LANCASTER





A COUNTYWIDE INITIATIVE FOR ATTRACTING & RETAINING TALENT

WORKFORCECHALLENGES

Aging Population + Retirement Wave

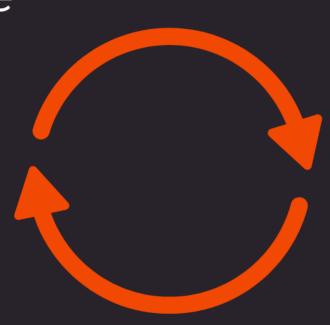
Stagnant Population Growth

Out-Migration of Talent

Childcare + Transportation Access

Changing Workplace Expectations

Housing Affordability & Availability





OF YOUNG PROFESSIONALS SAY THEY'D BE MORE LIKELY TO STAY IN A COMMUNITY IF THEY FELT TRULY CONNECTED TO IT.



OF TALENT CONSULT RELOCATION MARKETING MATERIALS DURING THEIR RELOCATION PROCESS

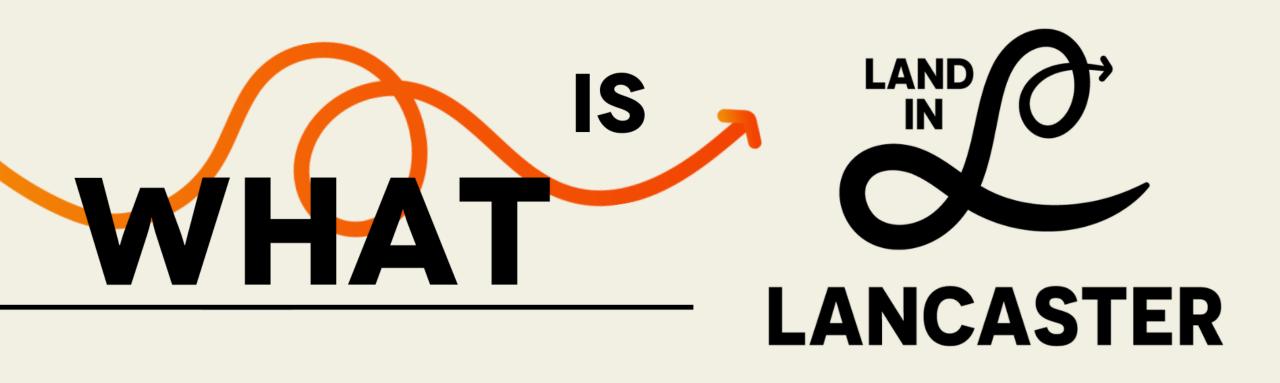
OVER OF JOB SEEKERS SAY THEY CONSIDER QUALITY OF LIFE AS ONE OF THEIR TOP DECISION FACTORS FOR RELOCATION.



OUR COMPETITIVE E DE E

- Cost of Living
- Job Availability & Career Growth
- Lifestyle Amenities
- Sense of Community & Connectedness
- Access & Proximity to the East Coast & Beyond

HOW WILL LAND IN & LANCASTER TALENT ATTRACTION?



WEBSITE + BRAND + RESOURCES

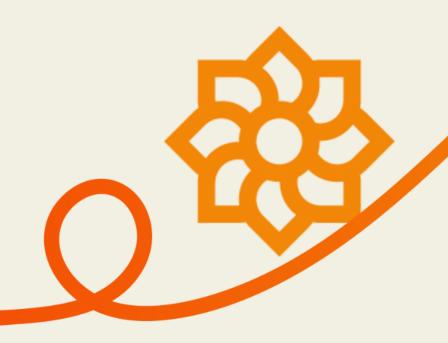
Providing Employer Recruitment Support Organic, Targeted Promotion & Outreach



LANDINLANCASTERPA.COM

WHOARE WETALKINGTO?

EARLY CAREER PROFESSIONALS



EXECUTIVE LEVEL PROFESSIONALS



WILL USE IT?



EMPLOYERS & PARTNERS

NEWCOMERS & RELOCATION CANDIDATES



WHAT'S THE PLAN?



Workshops for Employers/HR
Info Session for Interested Industries

Emails Campaigns

Organic Social Media

Paid Social Media

Earned Media & Partnerships

Optimizing SEO



WAYS TOENGAGE & PROMOTE

HOW LOCAL CHAMPIONS CAN ENGAGE:

Follow & Share → Follow us on Instagram and LinkedIn — and help spread the word.

Leverage Local Networks → Share with realtors, community groups, cultural organizations, and your personal networks.

Invite Us to Speak or Share → Bring Land in Lancaster into local events, networking groups, or community discussions.

Offer Testimonials or Success Stories → Share how Lancaster has helped you attract talent, grow a career, or build connections.



WAYS TOENGAGE & PROMOTE

HOW EMPLOYERS CHAMPIONS CAN ENGAGE:

Feature Land in Lancaster on Your Career Page → Add a link or mention on your company's job listings or HR page.

Highlight in Onboarding & Recruitment Materials → Introduce Land in Lancaster to candidates and new hires as a resource for living and working here.

Post Your Jobs → Use the Chamber Job Board or Indeed.com to maximize reach.

Tag Us on Social When Promoting Jobs → Amplify your job postings and connect them to the community vibe.



SECOME AN EMPLOYER PARTNER

We are seeking employer partners who are **committed to enhancing their talent attraction strategies** and supporting the
growth of this initiative through **multi-year funding**.

Your investment will **help sustain and expand** the Land in Lancaster website and attraction campaign, positioning Lancaster County as the **go-to destination for both emerging and executive talent.**



VISIT WEBSITE













Now, we want to hear from you!

Employer buy-in: What's the barrier?

What prevents young talent from **envisioning a future** here?



LAND IN LANCASTER

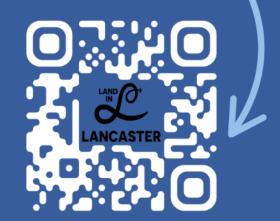
Let us help YOU get engaged!

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Maya Fenner

Workforce & Education Coordinator Mfenner@lancasterchamber.com





DISCOVERING PATHS MENTORING PROGRAM