

WS  
5-22-01

**AGENDA**

**ALEXANDRIA CITY COUNCIL  
WORK SESSION ON *JobLink*, THE METRO TECH GRANT  
AND THE YOUTH EMPLOYMENT PROGRAM**

**TUESDAY, MAY 22, 2001  
6:00 P.M.  
CITY COUNCIL WORK ROOM**

- I. ***JobLink* Update - Introduction of Staff  
and *JobLink* Overview** Meg O'Regan, Director  
Department of Human Services
- Workforce Investment Act
  - Workforce Investment Board Developments
- II. ***JobLink* Presentation** Dennis McKinney, Division  
Director - *JobLink*
- Youth Employment Program
  - Metro Tech Grant
  - Statistical Review
  - H-1B Grant
  - Virginia Tech Study

*Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 703-838-4500 (TTY/TDD 703-838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.*



THE CITY OF  
ALEXANDRIA  
DEPARTMENT  
OF HUMAN  
SERVICES

DENNIS McKINNEY  
*Division Director*

 **JobLink**

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Alexandria, Virginia 22314  
Phone: 703-838-4479 Ext. 204  
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THE CITY OF ALEXANDRIA  
DEPARTMENT OF HUMAN SERVICES

WS  
5-22-01



UPDATE - MAY 22, 2001



***THE  
WORKFORCE  
INVESTMENT ACT***

***KEY COMPONENTS***

# ***The Workforce Investment Act (WIA)***

- ⇒ **A Tool for Local Leadership to Implement the Local Workforce Strategy.**
- ⇒ **Business in a Pivotal Role.**
- ⇒ **Governance Structure is Key.**
- ⇒ **A Systemic Approach to Service Delivery.**
- ⇒ **Customer Satisfaction (Employers, Job Seekers and Workers).**

# *The Local Workforce Strategy*

## WIA

## JobLink

- ⇒ **Connected to Economic & Community Development.**
- ⇒ **Investment in Workforce Training & Skills Upgrading is an Urgent Priority for Virginia to Remain Competitive.**
- ⇒ **Local/Regional Vision and Mission.**
- ⇒ **Policy Focus and Strategic Planning.**
- ⇒ **Leadership by Local Elected Officials in Partnership with the Private Sector.**

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# *The Local Workforce Strategy, Cont..*

## WIA

## JobLink

- ⇒ **An Integrated High Performance Workforce Training System.**
- ⇒ **Special Interventions & Strategies for the Hard to Employ-Bridging the Digital Divide.**
- ⇒ **Workforce Training as an Investment in Human Capital - A Regional Culture of Lifelong Learning.**
- ⇒ **Broad-based and Inclusive of Major Stakeholders.**

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# *Chief Local Elected Officials’ (CLEO) Agreements*

- ⇒ **Funds Distribution Method.**
- ⇒ **Sharing Associated Liability.**
- ⇒ **Nominations, Appointments & Certification of WIB Process.**
- ⇒ **Oversight with WIB.**
- ⇒ **Strategic Planning, One Stop Selection & WIB Budget Approval.**

# ***Mandatory Board Members***

- ⇒ **Majority Private Sector - Appropriate Business Mix for Area**
- ⇒ **2 Education.**
- ⇒ **2 Labor.**
- ⇒ **2 Community-based.**
- ⇒ **2 Econ. Develop.**
- ⇒ **1 for Each One Stop Partner, except 2 for Title I of Rehab. Act (grant recipient).**
- ⇒ **Others Based On CLEO Choice.**
- ⇒ **Optimum Policy Making Authority.**
- ⇒ **Appropriate Mix of Small, Med. & Large Businesses in Area.**
- ⇒ **Membership to Reflect Demographic Make-up of Area.**
- ⇒ **WIA Title I Grant Recipient.**

## *Key WIB Duties*

- ⇒ **Administer Title I of WIA and Welfare-to-Work.**
- ⇒ **Develop the vision, goals, objectives and policies with CLEOs.**
- ⇒ **Link the workforce vision with the economic development mission for the area and coordinate with economic development strategies.**
- ⇒ **5-Year strategic local plan.**

## ***WIB Duties Continued***

- ⇒ **Designate or Certify One Stop Centers.**
- ⇒ **Negotiate with Virginia Workforce Council to reach agreement on local performance measures, in partnership with CLEOs.**
- ⇒ **Promote private sector participation in the statewide workforce investment system through connecting, brokering and coaching activities, to assist employers in meeting hiring needs.**

## *Certification of WIBs*

- ⇒ **CLEO designates Appointments to WIB**
- ⇒ **Governor approves and notifies CLEO**

# *Moving From PICs to WIBs*

## PICs

- ⇒ **Micromanage Programs & Program Planning**
- ⇒ **High Level Members Not Required**
- ⇒ **Interest in Specific Program Planning & Running Programs**
- ⇒ **Minimal Elected Official Involvement**

## WIBs

- ⇒ **Workforce Leadership, Vision & Strategic Planning for the Region**
- ⇒ **Members Must Have Optimum Policy Making Authority**
- ⇒ **Interest in Area Wide Planning & Economic Development**
- ⇒ **Elected Officials Must Be Involved for Area Wide Success**

## ***Local Workforce Investment Boards (WIBs)***

- ⇒ **Governance for All Workforce Training in the Workforce Investment Area**
- ⇒ **Local Elected Officials Must Invite Private Sector Involvement & Stay Involved to Keep Private Sector Interest & Ensure a Systemic & Integrated Program Focus.**

# *Moving From JTPA to WIA*

<u>JTPA</u>	<u>WIA</u>	<u>JobLink</u>
⇒ Federally Driven	⇒ State & Locally Driven	⇒ Locally Driven
⇒ Training Program Orientation	⇒ One Stop Service Delivery System	⇒ Established in 12/99
⇒ CLEO Role Often Absent	⇒ CLEO Role is More Prominent	⇒ CLEO to be Mayor Kerry Donley
⇒ Program Administrators Fight Losing Battle of Private Sector Disinterest	⇒ CLEO Role Key Private Sector Involvement prominent	⇒ Staff to WIB
⇒ Service Delivery & Program Planning.	⇒ Leadership, Strategic Planning, Vision, Policy & Oversight.	⇒ Staff to WIB
⇒ Purchase Slots with Service Providers or Directly Train.	⇒ Customer Choice.	⇒ Vendor Certification

# *Moving From JTPA to WIA*

## *Structure & Funding*

### JTPA

- ⇒ Separate funding streams and authorizing legislation for JTPA, Wagner Peyser, vocational education, adult education, and vocational rehabilitation.
- ⇒ Separate funding streams for disadvantaged adults, dislocated workers, disadvantaged youth, and summer youth.

### WIA

- ⇒ Organized into five titles: (1) job training; (2) adult education; (3) amendments to Wagner Peyser and related Acts; (4) amendments to the Vocational Rehabilitation Act; and (5) general provisions. Does not include vocational education (addressed in separate legislation).
- ⇒ Maintains separate funding streams for adults, dislocated workers, and youth.

# *Federal Funding Formula*

## Youth

- ⇒ **1/3 relative number of unemployed individuals in areas of substantial unemployment. “Area of substantial unemployment” means any area that is of sufficient size and scope to sustain a program of workforce investment activity and that has an average rate of unemployment of 6.5% for the most recent 12 months, as determined by the Secretary of Labor.**
- ⇒ **1/3 relative excess number of unemployed individuals; the term “excess number” means, used with respect to the number of excess unemployed adults within a state, the higher of the number that represents the number of unemployed individuals in excess of 4.5% of the civilian labor force in the State;**

# *Federal Funding Formula*

## Youth cont'd...

or the number that represents the number of unemployed individuals in excess of 4.5% of the civilian labor force in areas of substantial unemployment; and

- ⇒ 1/3 relative number of disadvantaged youth. The term “disadvantaged youth” means an individual age 16-21 whose income/family income does not exceed the higher of the poverty line or 70 percent of the lower living standard income level (both standards set by the federal government and issued annually).

## Adult (not less than age 22 and not more than age 72)

- ⇒ Factors same as youth, except substitute adult.

# *Moving From JTPA to WIA*

## *Target Population Groups*

### JTPA

- ⇒ Economically disadvantaged adults must be age 22 or older, economically disadvantaged (10% can be non-disadvantaged if they have serious barriers to employment). 65% must be “hard-to-serve” in identified categories.
- ⇒ Dislocated Workers are defined to include four categories.
- ⇒ Youth are defined to include ages 16-21, in certain cases, they may be 14 and 15. *Year-round program* - they must be economically disadvantaged (10% may not be if they have serious barriers to employment). 65% must be “hard-to-serve” in specific categories. At least 1/2 must be out-of-school youth. *Summer program* - they must be economically disadvantaged.

### WIA

- ⇒ All adults are eligible for core services ages 18 and older. Priority for intensive services must be given to recipients of public assistance and other low-income individuals in areas where funds are limited.
- ⇒ Dislocated Workers - excludes long-term unemployed from definition of dislocated worker and adds displaced homemakers.
- ⇒ Youth must be ages 14-21, low-income, and meet at least one of six specific barriers to employment. 5% may be non-low-income if they have one or more specified barriers to school completion or employment. At least 30% of the funds must be spent on out-of-school youth.

## **Workforce Investment Act**

The Workforce Investment Act of 1998 provides the framework for a unique national workforce preparation and employment system designed to meet both the needs of the nation's businesses *and* the needs of job seekers and those who want to further their careers. Title I of the legislation is based on the following elements:

- Training and employment programs must be designed and managed at the local level - where the needs of businesses and individuals are best understood.
- Customers must be able to conveniently access the employment, education, training and information services they need at a single location in their neighborhoods.
- Customers should have choices in deciding the training program that best fits their needs and the organizations that will provide that service. They should have control over their own career development.
- Customers have a right to information about how well training providers succeed in preparing people for jobs. Training providers will provide information on their success rates.
- Businesses will provide information, leadership, and play an active role in ensuring that the system prepares people for current and future jobs.
- Three streams of funding: Adult, Youth and Dislocated Workers.

## Alexandria/Arlington Workforce Investment Board Accomplishments

On August 8, 2000 the 42-member Alexandria/Arlington Workforce Investment Board (WIB) met for the first time; 21 members were appointed by the Mayor of Alexandria. WIB members immediately began activities to support goals and objectives.

Significant accomplishments are:

- Review and approval of initial Five-Year Strategic Plan
- Development of WIB Committee Structure
- Establishment of Youth Council
- Approval of Consortium Agreement between Arlington County and the City of Alexandria
- Selection of One-Stop System Operator
- Designation of two full service One-Stop Centers, *JobLink* and the Arlington Employment Center
- Designation of one Satellite One-Stop Center (Virginia Employment Commission - Cherokee Avenue Site)
- Secured H-1B Funding for High Technology and Health Care Training  
"Vendors \$2,700,000"
- Testimony at state level regarding WIA funding formula (success in getting state to apply "Hold Harmless Provision")
- Approval of local WIA training providers in accordance with Certification Policy
- Approval of agreement between the Chief Local Elected Officials and the WIB
- Approval of Memorandums of Understanding with 12 community partners
- Development and approval of Two-Year Strategic Plan

**Alexandria Workforce Investment Board Members  
Appointed by Mayor Donley**

- Mr. Mathew Pasquale  
Director, Special Projects  
Alexandria City Public Schools
- Ms. Robyn Fitzgerald  
Director  
ICON Community Services
- Ms. Paula Riley  
Executive Director  
Alexandria Economic Development Partnership, Inc.
- Mr. Nelson Smith  
Director  
Office of Community Services
- Mr. James B. Shank  
Group Vice President & Regional Sales Director  
Riggs Bank
- Ms. Audrey Williams  
Owner  
AMA Systems
- Ms. Bettie Applewhite  
President & CEO  
Applewhite Research & Management Services
- Mr. Aaron L. Grau  
Director  
The Leonard Resource Group
- Ms. Shelby J. Robinson  
Regional Manager  
Virginia Employment Commission
- Mr. Donald Fowler  
Chairman  
Alexandria Commission on Aging

**Alexandria Workforce Investment Board Members  
Appointed by Mayor Donley (cont'd)**

- Ms. Celeste McDonald  
Center Director  
Potomac Job Corps Center
- Ms. Kathy Corr  
Director, Workforce Development Center  
Northern Virginia Community College
- Mr. Ray Roper  
President  
Printing Industries of America
- Mr. Rick Endres  
President  
Washington Network Inc.
- Mr. Matt Andrews  
Executive Vice President  
Cardinal Bank
- Mr. Andrew Blair  
CEO  
Colonial Parking
- Ms. Doris Spencer  
President & CEO  
WomenFutures, Inc.
- Ms. Jacqueline Woodard  
Director  
MTS Technologies, Inc.
- Mr. Peter Hill  
Director, Human Resources  
Embassy Suites Hotel
- Mr. Dennis McKinney  
Director  
JobLink
- Reverend Lee A. Earl  
Pastor  
Shiloh Baptist Church

## Alexandria Commission on Employment Members

- Bettie Applewhite  
Business Representative
- Kathy Corr  
Educational Representative
- Robyn Fitzgerald  
Business Representative
- Aaron Grau  
Citizen
- Charles Martel  
Business Representative
- Margaret Neustadt  
Citizen
- Carolee Partyka-Mills  
Business Representative
- Richard Rynders  
Business Representative
- James Shank  
Business Representative
- Nancy Dean  
Public Employment Service Representative
- Janet Von Sternberg  
Citizen
- Jacqueline Woodard  
Business Representative

**Alexandria JobLink  
WIA One-Stop Partners**

**LOCAL PARTNER ENTITY**

**ONE-STOP PROGRAM REPRESENTED**

Alexandria City Public School Board

Adult Education and Literacy

Northern Virginia Community College

Postsecondary Vocational Education

Alexandria Office of Community Services

Community Service Block Grant Program

*Alexandria Works!*

Welfare-to-Work Grant Program

VA Department of Rehabilitation Services

Title I - Rehabilitation Act

Older Worker Program

Title V of the Older Americans Act

Virginia Employment Commission

Employment Service (Wagner-Peyser),  
Unemployment Compensation,  
Trade Adjustment/NAFTA, Veteran's  
Employment & Training Programs

Alexandria Redevelopment and Housing Authority

U.S. Department of Housing and Urban  
Development Employment and Training  
Programs

Job Corp

Nationally-Funded Program  
Entities present in the local area

*JOBLINK*  
**Program Update**  
**May 2001**

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**We link good people to good jobs.**

- *JobLink* Mission

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**Our Purpose**

*JobLink* is a One-Stop Career Center developed by the City of Alexandria's Department of Human Services. Designed to foster career development and economic growth, *JobLink* refers qualified candidates to prospective employers and works with employers to meet their needs.

*JobLink* has two components: *Alexandria Works!* and the **Office of Employment Training**.

*Alexandria Works!* is an active job-oriented program for all welfare recipients who are required to work. The cross functional teams assist clients through comprehensive service delivery directed at removing barriers and building on the client's skills.

The **Office of Employment Training** (OET) provides career assessments, job counseling, and job placement services. Services include computers with Internet access, job vacancy listings, telephones, fax machines, copiers, resource materials on labor market trends, adaptive equipment for clients with disabilities, and access to skills training programs.

The following programs are within OET:

The **Adult Employment Training Program** provides eligible clients with career counseling, assessment, and referrals and vouchers for a variety of skills training programs.

The **Dislocated Worker Program** provides employment training and career counseling specifically for persons affected by layoffs and plant closings in the area.

The **Youth Employment Program** provides summer and year-round employment training opportunities for the City's economically disadvantaged youth.

The **Virginia Refugee Resettlement Program** offers counseling, supportive services, skills training and English as a Second Language training for refugees.

**Services for Persons with Disabilities** provides career counseling, assessment, adaptive equipment, and job placement for persons with disabilities.

The **Older Worker Program** offers work experience/training opportunities at public and non-profit worksites for low income job seekers ages 55 and older.

***JobLink***  
Update/New Initiatives

*JobLink* has initiated two activities to better serve our customers and to continue to keep citizens aware of the opportunities and services available to them.

- ***JobLink Internship Program -***  
Alexandria *JobLink*, the Alexandria Commission on Employment, and Northern Virginia Community College - Workforce Development Center have established the *JobLink* Internship Program. The program develops employer paid internship positions for recent completers of in-demand training who lack experience. The Account Management team of OET will coordinate the internship program. Representatives of the partnering entities are developing the marketing/outreach strategies.
  
- ***JobLink Outreach -***  
*JobLink* has established an outreach effort designed to increase public awareness of *JobLink* services and programs. The total effort will involve materials, presentations and displays at various public and private events, meetings and other gatherings.
  
- ***New JobLink Operating Hours -***  
Alexandria *JobLink* has set new operating hours. Beginning March 19, 2001, *JobLink* has extended its Monday and Thursday operating hours to 8:00 p.m. *JobLink* is also open on the second Saturday of each month from 10:00 a.m. until 2:00 p.m. Regular operating hours of 8:00 a.m. until 5:00 p.m. are maintained for Tuesday, Wednesday and Friday.

***JobLink* OPERATING HOURS**

MONDAY AND THURSDAY  
8:00 A.M. TO 8:00 P.M.

TUESDAY, WEDNESDAY, AND FRIDAY  
8:00 A.M. TO 5:00 P.M.

SECOND SATURDAY OF EACH MONTH  
10:00 A.M. TO 2:00 P.M.

## ***Alexandria Works!***

### ***Alexandria Works! Teams -***

*Alexandria Works!* Teams provide comprehensive programs and services to assist eligible Alexandria residents to overcome barriers to employment and move toward self-sufficiency. The cross-functional Teams include a Social Worker, an Eligibility Worker and an Employment Training Specialist. The following programs and services are offered:

### **Virginia Initiative for Employment not Welfare (VIEW) -**

The *Alexandria Works!* Teams provide intensive case management for participants in the Virginia Initiative for Employment not Welfare Program (VIEW).

- The Employment Training Specialist handles VIEW compliance and employment issues.
- The Eligibility Worker determines financial eligibility for Temporary Assistance to Needy Families (TANF), Food Stamps, and Medicaid.
- The Social Worker provides counseling, psychosocial assessment, child care and referrals to non-profit agencies.

The *Alexandria Works!* Teams coordinate service plans to address barriers to employment and lead participants to permanent, full time employment.

Clients Served For Program Year 2000:

- 416 VIEW clients served
- 271 VIEW clients employed
- 122 open cases as of December 31

### **Welfare-to-Work -**

The Welfare-to-Work program (WtW) provides a wide variety of programs and services to assist eligible City residents to obtain employment, vocational training, and/or basic educational skills. WtW offers:

- Educational Assessment
- Job Readiness Classes
- Job Placement and Retention Services
- On-the-Job Training
- Basic Education and Vocational Skills Training
- Transportation and Child Care Assistance
- Referral Services

Clients Served For Program Year 2000:

- 34 participants served
- 24 participants placed in jobs
- 34 open cases as of December 31

**Food Stamp Employment and Training Program -**

The Food Stamp Employment and Training Program (FSET) provides non-public assistance food stamp customers with programs and services to enable them to overcome barriers to employment. The broad range of opportunities available to eligible FSET customers include:

- Vocational Training
- GED and Pre-GED Courses
- Educational Opportunities
- Community Work Experience
- Employment English/Life Skills Courses
- Job Search Training
- Transportation Assistance
- Referral Services

Clients Served For Program Year 2000:

- 261 open cases
- 129 employed/training
- 174 clients served

## ***JobLink Youth Employment Program***

The *JobLink* Youth Employment Program provides **subsidized** and **unsubsidized** employment and training targeted toward the development of employability of youth ages 14 – 21. *JobLink* Youth Employment also provides employability and needs assessment, counseling, job preparation, skills training, work experience and transition activities.

### **Summer Youth Employment & Training Program**

Provides City-funded subsidized summer employment and career exploration for disabled, economically disadvantaged, and at-risk youth. This program provides entry-level employment opportunities for youth and introduces them to the world of work.

- Capacity 80 youth in summer program
- Youth Salary \$5.15/per hour
- Employment dates July 9 – Aug 17
- Eligibility Income/Disability

### **Jobs for Alexandria Youth**

Provides unsubsidized employment for youth ages 16-21 in the private and public sectors.

- Capacity No limit
- Youth Salary current market
- Employment dates summer and year-round
- Eligibility Income/Disability

### **WIA Youth**

Provides federally-funded employment opportunities for youth ages 14-21 to achieve academic and employment success by providing: on-going mentoring opportunities with adults, skills training, support services, activities to develop skills in leadership, decision making, citizenship and community service.

- Capacity serve 25 youth in year round program
- Youth Salary \$5.15 /per hour for six weeks
- Eligibility Income/Disability/Academic Deficiency

## **JobLink Youth Employment Program Update**

During the summer of 2001, *JobLink*/Youth Employment will operate summer youth employment programs funded by three sources:

- City-funded program placing 80 youth in public and private non-profit work sites,
- SJAY (private sector program with a goal of 150 placements)
- WIA Youth--Federally funded program serving 25 youth focusing on employment readiness.

Total: 255

### **Marketing/Outreach:**

- Letters signed by Mayor Donley have been mailed to 683 employers encouraging support of the SJAY program.
- Staff have met with teachers and counselors at T.C. Williams High School, the Secondary Training and Education Program (S.T.E.P.), Minnie Howard, Francis Hammond and George Washington Middle School updating them on youth summer employment and eligibility information.
- *JobLink*/Youth Employment has scheduled over 75 recruitment sessions at schools, evenings at Recreation Centers, and after-school clubs. Staff will conduct 33 two-hour job readiness workshops with participants.
- Staff distributed over 2500 applications.
- Job Prep Day for all program youth ages 15-21 at T.C. Williams High School

### **Up Coming Events:**

- May 31, 2001 Job Fair Day at T. C. Williams High School for youth ages 16 – 21 enrolled in the private program
- July 9, 2001 - August 17, 2001 City-funded program dates

### **Updated Statistics as of 5/17/01:**

- 43 Public sites with 73 employment opportunities developed for the City-funded program.
- 51 private employers partnered with SJAY- (goal is 100)
- 24 employers attending Job Fair- (goal is 50)
- 5 positions for SJAY youth developed at the Executive Office of the President Office of Administration
- Total number of youth in programs is 144 with 17% of youth identifying themselves as having a disability.

**2001 SJAY EMPLOYERS AS OF  
5/17/01**

AMC Skyline 12 Theatres	The Ritz Carlton, Pentagon City*
O'Conner Meier	Argenbright Security
Panera Bread	Baskin Robbins Ice Cream
Rite Aid	Bertucci Brick Oven Pizza
RPS	Blockbuster Video
Sears Auto Center/NTB	California Pizza
Self Storage Plus	City of Alexandria, Department of Recreation
Smithsonian Business Ventures	Coca Cola Company*
Sylvan Learning Center*	CVS Pharmacy
TCBY Yogurt	Giant Foods
Trak Auto	Harris Teeter
Thrifty Car Rental	Hecht's Landmark
Trader Joe's	Hoyt's Potomac Yard 16*
US Department of State	Jiffy Lube
Circe/Aveda Lifestyle Spa/Salon*	Long Fence and Home*
Alexandria Volunteer Bureau *	Marlo Furniture
Advance Alexandria Chiropractic*	Metro Washington Airport Authority*
Applewhite Research*	Mum, Inc
ASCO*	Nation Wide Warehouse & Storage
Blinds To Go*	Northern Virginia Community College- Alexandria
Holiday Inn Select-Old Town*	Comcast*
Nat'l Assoc. of Chain Drug Stores*	Commercial Carpets of America*
Office Movers*	Generous George's Pizza Place*
Water Management*	YMCA-Alexandria*
Winkler Pool Management*	
Champion, Inc*	
Duron Paints & Wallcoverings*	Martin Focus Group*

\* Employers attending Job Fair on May 31, 2001 at T.C. Williams High School from  
3:30 – 5:30

**City-Funded Summer 2001 Work Sites as of 5/17/01**

1	Alexandria Adult Day Services Center
2	Alexandria Adult Probation and Parole
3	Alexandria Archaeology Museum
4	Alexandria Convention & Visitors Association
5	Alexandria Office of Sheriff
6	Alexandria Risk Management Division
7	Alexandria Volunteer Bureau
8	Barrett Branch Library
9	Charles Houston Recreation Center
10	Cora Kelly Recreation Center
11	Department of Human Services, Administrative Office
12	Department of Human Services, Office of Youth Prevention Services
13	Department of Recreation, Centers and Youth Sports Division Jefferson Houston
14	Department of Recreation, Centers and Youth Sports Division John Adams
15	Department of Recreation, Centers and Youth Sports Division MacArthur
16	Department of Recreation, Centers and Youth Sports Division Beverly Park
17	Department of Recreation, Centers and Youth Sports Division Four Mile Run Park
18	Department of Recreation, Centers and Youth Sports Division George Mason
19	Department of Recreation, Centers and Youth Sports Division Maury
20	Department of Recreation, Centers and Youth Sports Division Warwick Village
21	Department of Recreation, Centers and Youth Sports Division Tancil Court

22	Department of Recreation, Centers and Youth Sports Division Stevenson Park
23	Department of Recreation, Centers and Youth Sports Division Ben Brenman Park
24	Department of Recreation, Administration Division
25	Department of Recreation, Lee Center
26	Department of Recreation, Special Events Office
27	Department of Recreation, Therapeutic Recreation Section
28	George Washington Middle School
29	Goodwin House, Inc.
30	Health Department, Administration
31	Health Department, Public Health
32	Health Department, Eligibility
33	Health Department, Flora Casey Health Center
34	Health Department, Tuberculosis Clinic
35	Literacy Council of Northern Virginia, Inc.
36	Minnie Howard Ninth Grade Center
37	Nannie J. Lee Recreation Center
38	Tenant's and Worker's Support Committee
39	The Child & Family Network Centers
40	United Way of America
41	Virginia Cooperative Extension
42	Washington Metropolitan Area Transit Authority
43	William Ramsey Recreation Center

**Other Tentative Sites:**

Boys and Girls Club  
Patrick Henry Recreation Center  
Mt. Vernon Recreation Center  
Charles Barrett Recreation Center  
Beatley Central Library  
City Hall Mailroom  
Hopkins House

## **Metro-Tech**

The exploding growth of high-technology in our region has created tremendous staffing demands. The MetroTech Project was designed to address the need for qualified individuals with information technology skills, which employers are seeking. This unique partnership between the Technology Council of Maryland, the Northern Virginia Technology Council, the Greater Washington Board of Trade, the Washington D.C. Technology Council and workforce agencies in Washington, D.C., Maryland, and Virginia has been in existence for over two years. MetroTech has filled an array of high technology positions for a variety of companies.

The MetroTech Project has a resource of qualified individuals ready for the information technology industry. This is an “employer driven” project where free, customized training is offered in response to specific employer vacancies. The employer has the opportunity to select potential employees; in turn, the employer commits to hire the individual when training has been successfully completed. The employer has the opportunity to select and specify its own training plan which is paid for by the MetroTech Project.

Six million dollars has been dedicated to Virginia for this project.

## **Grant Summary H-1B Training Grant**

The Alexandria/Arlington Workforce Investment Board was awarded a \$2.7 million grant by the U.S. Department of Labor to train employed and unemployed workers in the information technology and health care industry.

### **History of the H-1B Training Grants**

In response to industries that were experiencing skill shortages, Congress enacted The Immigration Act of 1990 which created the H-1B visa category. It was established to admit 65,000 non-immigrants annually to the U.S. who sought to work in high skill or specialty occupations. In 1998 the American Competitiveness and Workforce Improvement Act temporarily increased the number of visas available to 115,000 and added a user fee of \$500, half of which was to be used for technical skill training grants. The provisions of that act have been superseded by the American Competitiveness in the Twenty-first Century Act of 2000, which also increased the cap of visas to 195,000, doubled the employer fee to \$1,000, and extended the program through FY2003.

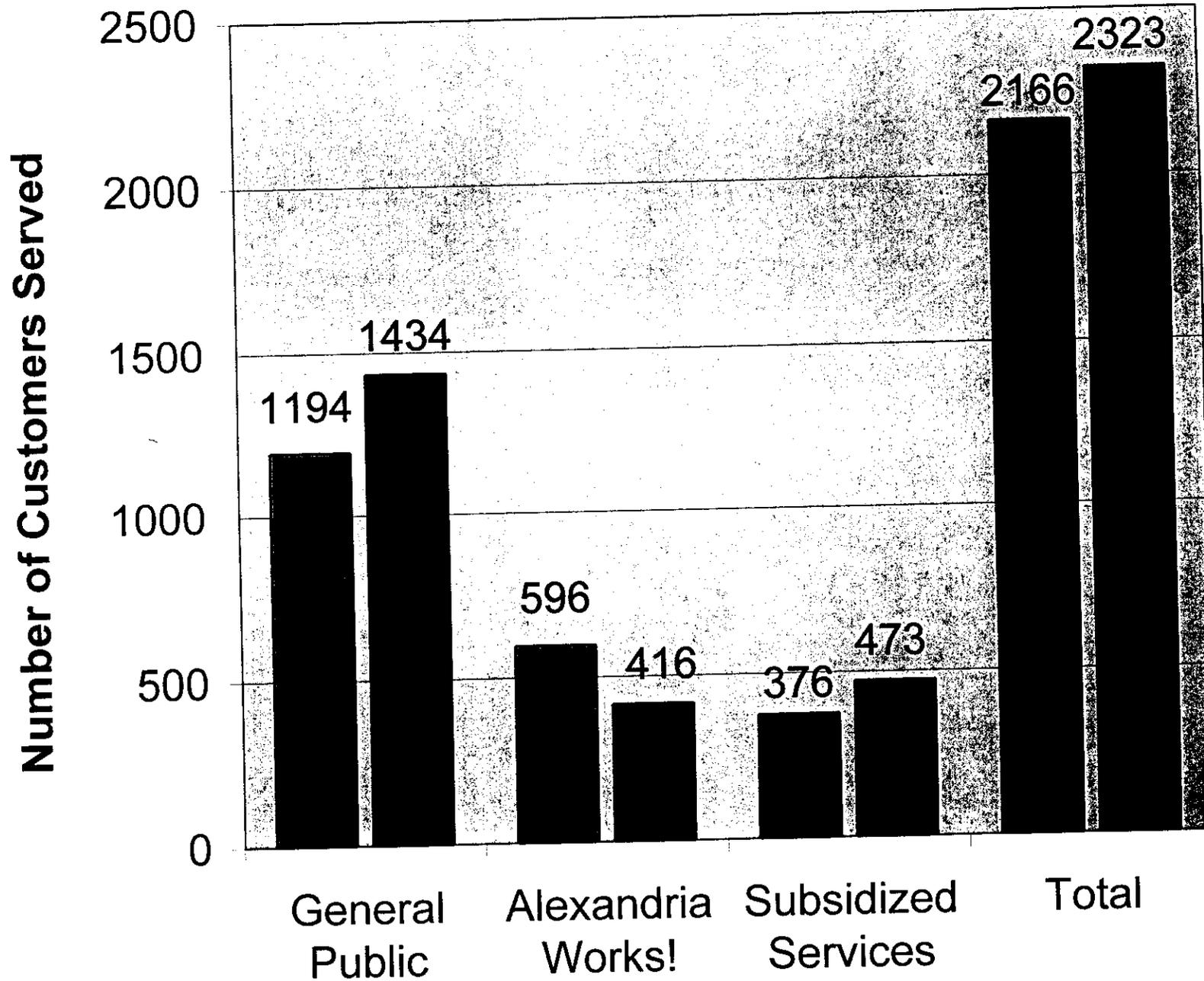
**The purpose of the grant** is to provide technical skills training to both employed and unemployed American workers so that businesses can lessen their dependence on highly skilled foreign workers. In the greater Washington D.C. area, it has been determined that our largest skills shortages are in the information technology and healthcare industries. This grant is for training in these industries, with 70% for IT and 30% for healthcare.

### **Goals**

- Screen 800 individuals for participation.
- Enroll 540 (up to 200 incumbent workers) – 365 IT and 175 healthcare.
- Place 80% un/under-employed individuals into unsubsidized employment.
- Upgrade 90% incumbent workers in IT and healthcare occupations.

# Job Link

■ 1999 ■ 2000



## Participating Vendors and Skill Instruction

VENDOR	OCCUPATION
Arlington County Public High School System	Computer Support Specialist; Network Administration; Database Administration; Web Designer
Northern Virginia Community College (NVCC)	Computer Support Specialist; Network Administration or Development; Database Administration of Developers; Web Designer or Developer; Analyst of Programmers  Certified Nursing Assistant; Clinical Technician; Pharmacy Technician; Phlebotomist; Surgical Technician; Medical Technician
Marymount University	Network Administration or Development; Database Administration of Developer; Web Designer or Developer; Analyst or Programmers  BSN Bachelor of Science, Nursing
Old Dominion University	Computer Support Specialists; Network Administration of Development; Database Administration or Developers; Web Designer or Developer
MTS Technology Inc.	Web Designer or Developer; Analyst or Programmers
COMSOFT Learning Center	Web Designer or Developer; Analyst or Programmers
Applewhite Research and Management Services	Technical Aptitude Readiness
TESST Technology Institute	Network Administrators; LAN Operators; Telecommunications Technicians; Computer Repair Technicians; Computer Operators; and Computer Support Specialists
National Computer Systems and Manpower Professional	Computer Support Specialists; Network Administration; Web Designer or Developer
Applied Career Training	Dental Assistant; Pharmacy Technician; Medical Assistant
Resource Opportunities, Inc.	Physical Therapy Aide

## **H-1B Vendor & Partner Applewhite Research & Management Services (ARMS) Response to the “Skills Shortage” Initiative**

### **Statement of Need**

Applewhite Research & Management Services, a minority woman-owned company licensed and located in the City of Alexandria, proposes to address the **basic** “skill shortages” of **African American males** between the ages of 16-21 in the Alexandria/Arlington area.

### **Skills Mismatch**

Growing evidence suggests that lack of important skills keeps an increasing proportion of disadvantaged young people from successfully entering the labor market. For young people who have never completed high school, the lack of an educational credential, and the basic skills associated with it, presents serious obstacles to employment and career advancement. Job prospects for those who have completed high school are not much better, in part because America’s high school graduates lack skills and work experience that employers seek: 60% of 12<sup>th</sup> graders, for example, cannot perform at basic math proficiency levels. The lack of a high school diploma with basic math, language and computer skills is a major barrier to a successful career.

Positive results for males are more difficult to achieve for several reasons. The resistance of employers to hiring and promoting disadvantaged males, particularly minority males, is also a factor in men’s lower employment earnings impacts. In addition, in many urban communities, males may travel in peer groups that disparage being “in a program” partly because it is not “cool” and partly because they know few minority males who have benefited from program participation.

### **Linkages with Key Partners**

ARMS proposes to partner with 20-25 high tech firms in the Alexandria/Arlington area who are interested in hiring African American males in high-tech fields. Other linkages will be with Alexandria *JobLink*, the Alexandria Criminal Justice System, the City’s child support enforcement agency, a community based organization, a faith based organization, and an African-American male-oriented organization in the City.

During the period of grant performance, ARMS will provide “free” diversity training to at least 25 high-tech employers in the area who commit to employ a minimum of 10 African American males within a 6-month period.

## Job Link Case Activity January 1999 - December 1999



Job Link Statistics	General Public	AlexandriaWorks!	Subsidized Services	Totals For All Customers
1. Customers Served in 1999	1194	596	376	2166
2. Customers in Job Skills Training/Education	0	154	182	336
3. Open Cases at the End of 1999	384	253	227	864
<b>Employment Statistics</b>				
1. Customers Employed	169	372	175	716
2. New Jobs Obtained in 1999	191 for 169 customers	227 for 201 customers	163 for 152 customers	581 for 522 people
Full-time Jobs	72%	60%	90%	72%
Part-time Jobs	28%	40%	10%	28%
3. Average Wage for Full-time Employment	\$11.07	\$7.44	\$16.19	\$11.67
4. Average Wage for Part-time Employment	\$8.65	\$6.63	\$9.32	\$7.57
5a. Jobs With Health Benefits	48%	N/A	80%	63%
5b. Customers Accessing Health Benefits	N/A	11%	N/A	N/A
6. Job Rankings				For 446 jobs:
Standard				18%
Beneficial				48%
Select				34%
7. Employment Retention				
90 Days Retention	77%	73%	97%	81%
180 Days Retention	66%	62%	98%	75%
<b>Youth Employment Statistics</b>				
	Summer Youth Employment (SYETP/SJAY)	Year Round Youth Employment (JAY)		
1. Total Number of Youth Applications	315	102		417
2. Total Number of Employed Youth	245	55		300

Explanation of Terms on Back of Page

Produced January 2000

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## **JobLink Case Activity Explanation of Terms**

### Categories of Customers

General Public

*AlexandriaWorks!*

Subsidized Services

All City of Alexandria residents using *JobLink* services who are not customers of *AlexandriaWorks!* or subsidized services. Program for welfare recipients who are required to work, and who receive employment support services in addition to financial aid. Programs that are subsidized by Federal and State government organizations, including: Workforce Investment Act, Dislocated Workers Program, Virginia Refugee Resettlement Program, and the Older Worker-Title V Program. It also includes the City Employment Program for People with Disabilities. Other subsidized programs related to Summer Youth Employment are explained below.

### Case Activity

Customers Served

Customers who have used the employment services of *JobLink*. This includes General Public customers who used the resource room but not necessarily direct employment services.

Open Cases

Customers who have registered with *JobLink* and are actively participating in the *JobLink* referral or employment follow-up process.

Customers in Job Skills Training/Education

Customers who participated in job training, general or post-secondary education, or ESL.

Customers Employed

Customers who were open cases and were working during the year.

### Outcomes of New Jobs during the year

New Jobs Obtained

Number of jobs obtained by *JobLink* customers.

Full-Time Jobs

Jobs for 32 hours or more per week.

Part-Time Jobs

Jobs for 31 hours or less per week.

Average Wage for Full-Time Jobs

Average wage for all full-time jobs.

Average Wage for Part-Time Jobs

Average wage for all part-time jobs.

Jobs with Health Benefits Offered

Jobs in which health benefits are offered through the employer.

Customers Accessing Health Benefits

*AlexandriaWorks!* customers accessing health benefits offered by employers.

Job Rankings

Job classifications are based on a point system. The greater quantity of benefits, the higher the point total and the higher the job score in the ranking. Rankings are Standard (lowest), Beneficial or Select (highest) based on the quantity of benefits made available to an employee.

90-Days Retention

Customers with new jobs who remained employed for at least 90 days (3 months) after starting their jobs.

150-Days Retention

Customers with new jobs who remained employed for at least 150 days (5 months) after starting their jobs.

180-Days Retention

Customers with new jobs who remained employed for at least 180 days (6 months) after starting their jobs.

### Youth Employment

Total Number of Youth Applications

Total number of youth customers who applied for any of the Youth programs.

Total Number of Employed Youth

Total number of youth customers who are employed as a result of the *JobLink/Youth Employment Program*.

Job Link Case Activity January 2000 - December 2000



Job Link Statistics	General Public	AlexandriaWorks!	Subsidized Services	Totals for All Customers
1. Customers Served in 2000	1434	416	473	2323
2. Customers in Job Skills Training/Education	N/A	77	163	240
3. Open Cases at the End of 2000	598	122	285	1005
<b>Employment Statistics</b>				
1. Customers Employed	192	271	205	668
2. New Jobs Obtained in 2000	142 for 109 people	190 for 162 people	170 for 167 people	502 for 438 people
Full-time Jobs	81%	66%	92%	79%
Part-time Jobs	19%	34%	8%	21%
3. Average Wage for Full-time Employment	\$10.95	\$8.65	\$14.82	\$11.76
4. Average Wage for Part-time Employment	\$9.19	\$6.99	\$13.70	\$8.39
5a. Jobs With Health Benefits	72%	N/A	85%	79%
5b. Customers Accessing Health Benefits	N/A	13%	N/A	N/A
6. Job Rankings	128 of 142 jobs ranked	88 of 190 jobs ranked	167 of 170 jobs ranked	383 of 502 jobs ranked
Standard	34%	75%	13%	34%
Beneficial	43%	23%	46%	40%
Select	23%	2%	41%	26%
7. Employment Retention				
90 Days Retention	94%	74%	97%	88%
150 Days Retention	N/A	64%	N/A	N/A
180 Days Retention	91%	N/A	94%	93%
	<b>Summer Youth Employment (SYETP/SJAY)</b>	<b>Year Round Youth Employment (JAY)</b>		
<b>Youth Employment Statistics</b>				
1. Total Number of Youth Applications	290	49		339
2. Total Number of Employed Youth	227	13		240



## ***JobLink Case Activity*** **Explanation of Terms**

### Categories of Customers

General Public

All City of Alexandria residents using *JobLink* services who are not customers of *AlexandriaWorks!* or subsidized services.

*AlexandriaWorks!*

Program for welfare recipients who are required to work, and who receive employment support services in addition to financial aid.

Subsidized Services

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Total number of youth customers who are employed as a result of the *JobLink/Youth Employment Program*.

**"Interns provide employers with much needed additional labor. In return, the interns are given the opportunity to experience hands-on situations that they will not learn in school. Having interns is a win-win situation for both parties involved."**

**-Lou Vescio, President  
ICTS Corp**

 THE CITY OF ALEXANDRIA  
DEPARTMENT OF HUMAN SERVICES

 **JobLink**

*JobLink is operated by the City of Alexandria,*

*Department of Human Services with:*

*The Alexandria Chamber of Commerce*

*Alexandria Works Coalition*

*Alexandria Commission on Employment*

*Alexandria/Arlington Workforce Investment Board*

*Alexandria Economic Development Partnership*

*Northern Virginia Community College*

*Workforce Development Center*

*Alexandria Education Partnership*

**WE LINK GOOD PEOPLE  
TO GOOD JOBS**

***[www.ci.alexandria.va.us/dhs/joblink](http://www.ci.alexandria.va.us/dhs/joblink)***

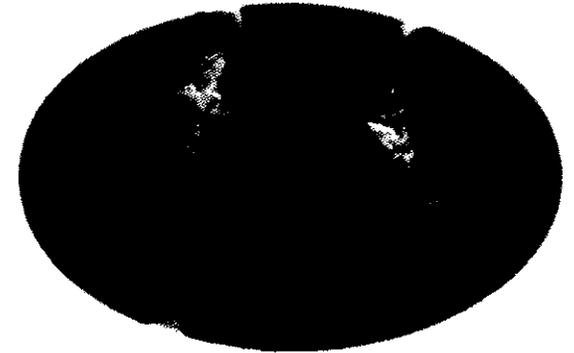
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YOUR SOLUTION  
TO  
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&  
RETENTION**



**SAVE**

save \$8,000 to \$32,000 in recruitment costs

**BENEFITS**

- Reliable applicants
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**REDUCE**

the struggle for qualified workers

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**Plus**

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which May Include:**

- HTML, Web Design, JAVA,
- CISCO, Visual Basic, Oracle,
- Power Builder, C++, SQL Server,
- E-Commerce

**One Year Commitment**

**On going support  
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**Internships help you to  
Recruit, Train and Retain!**

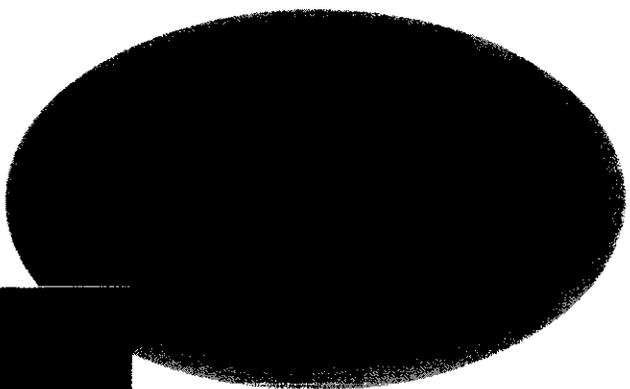
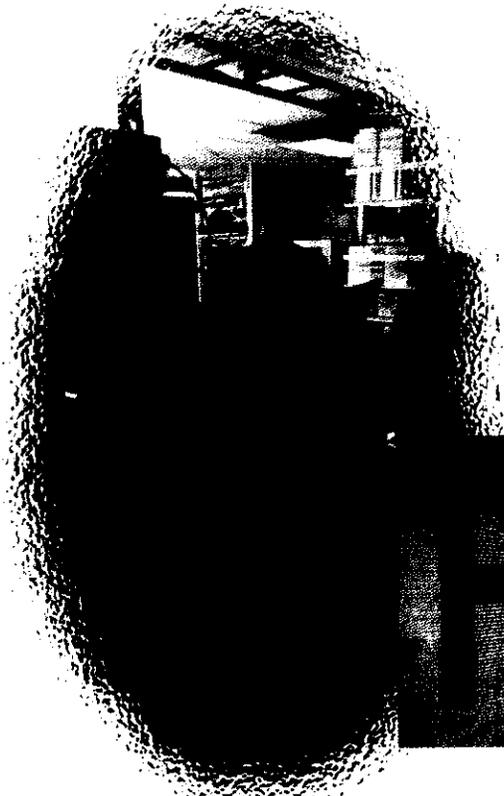
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**Call Intern Coordinator**

**Phone: 703-838-4316**

**Fax: 703-548-0483**

**Email: [joblink@ci.alexandria.va.us](mailto:joblink@ci.alexandria.va.us)  
[www.ci.alexandria.va.us/dhs/joblink](http://www.ci.alexandria.va.us/dhs/joblink)**



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<http://ci.alexandria.va.us/dhs/joblink>



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DEPARTMENT OF HUMAN SERVICES

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The JobLink logo features a stylized graphic of three figures holding hands, representing a community or support network.

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Keep —  
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- Automated Office Skills
- English as a Second Language
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- Medical Office Assistant
- Building Maintenance
- Electrician's Helper



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Services and Start Working  
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Alexandria Economic Development Partnership  
Northern Virginia Community College*

**WE LINK GOOD PEOPLE  
TO GOOD JOBS**



THE CITY OF ALEXANDRIA  
DEPARTMENT OF HUMAN SERVICES

 JobLink

**GET READY  
FOR THE  
RIGHT CAREER**



## Top New Opportunities for Your Future

At JobLink, you'll get the information you need to find a better — and better paying — job. Through our special programs, people at all stages of professional development can develop the skills and confidence they need to reach their goals.

From brushing up on your GED to brushing up on your professional skills, we'll take you step-by-step through what you need to know to be a more prepared professional.

Learn the secrets to what area employers want and receive guidance to help you enter or re-enter the professional world.

Develop more marketable skills.

Break the cycle of low-paying jobs.

Find the right job for your unique strengths.

Build character.

## Start Off On The Right Foot With Special Programs

JobLink can help people at all stages of life learn about the world of work and establish the skills they need for a better life.

### Personal Enrichment Courses

- World of Work Responsibilities
- Stress Management
- Emotional Intelligence
- Analytical Skills
- Personal Financial Management
- And more

### Special Programs For Youth and Young Adults

- Find summer and year-round employment
- Receive on-the-job training
- Begin building a resume
- Develop reliability and independence

## Take Advantage of JobLink's Free Programs and Services

No matter what abilities you have now, JobLink can help you develop stronger skills and give you a better chance at a higher paying job. The best part is all of our services are free! At JobLink, you can:

- Access computers, fax machines and copiers
- Receive professional job counseling
- Improve your communication skills
- Locate up-to-date prospects through computerized and Internet job listings
- Learn how to fill out an application, create a resume, contact employers, interview successfully and follow-up after the interview process
- Attend sessions on problem solving, enhancing your self image, adding new sources to your job searching network, resolving conflict, effective parenting and mental health awareness
- Discover the ins and outs of work ethics, job etiquette, reliability and employer/employee relations
- Evaluate your strengths and aptitudes through a computerized skills assessment
- Get and keep a good job!



## GET READY FOR A NEW YOU!

No matter what stage of employment you're in today, JobLink can help you improve your outlook for tomorrow and build a new you!

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Alexandria, VA 22314

Phone: 703-838-4316

Fax: 703-548-0483

Email us: [joblink@ci.alexandria.va.us](mailto:joblink@ci.alexandria.va.us)

Web site: <http://ci.alexandria.va.us/dhs/joblink>

City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 26, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: PHILIP SUNDERLAND, CITY MANAGER *PS*

FROM: *Meg O'Regan* MEG O'REGAN, DIRECTOR, DEPARTMENT OF HUMAN SERVICES  
DENNIS MCKINNEY, DIVISION DIRECTOR, *Dennis McKinney* JobLink

SUBJECT: CITY COUNCIL WORK SESSION FOLLOW-UP

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This information is being sent as an update to a specific request made by Councilman Euille at the *JobLink* work session held on May 22, 2001. Mr. Euille suggested that *JobLink* enhance linkages with vocational education in the schools.

On August 21, 2001, staff met with Mat Pasquale, Director, Department of Vocational Education (DVE), and agreed on four points:

- A Vocational Education counselor will be located at *JobLink* twice each week to provide job counseling and basic academic instruction.
- *JobLink* staff will have access to the Vocational Educational Career Center at T.C. Williams High School, where staff will distribute information on *JobLink* services.
- *JobLink* will request the installation of cable television to enable customers to access the Department of Vocational Education GED telecast.
- DVE is exploring the possibility of becoming a partner in the *JobLink* Virtual Learning Network. Partnering would allow customers at remote locations to access additional job skills training and educational programming.

If any further information is needed, please call Meg O'Regan at (703) 838-0712. Thank you.

cc: Michele Evans, Assistant City Manager