CITY COUNCIL WORK SESSION
ON
ALEXANDRIA COMMISSION ON EMPLOYMENT (ACE)

TUESDAY, APRIL 27, 2010

5:30 P.M.

CITY COUNCIL WORK ROOM

AGENDA

I. Welcome and Opening Comments  Mayor William D. Euille

II. Local Employment Picture  Iris Henley, Chair
Alexandria Commission on Employment

III. Metropolitan Washington Council of Government Report
Closing the Gaps to Build the Future

A. Workforce Development Priorities
   1. Youth Education and Career Preparation  Hector Huezo, ACE
   2. Adult Career Development and Re-Development  Greg Hudgins, ACE
   3. Integrating Workforce Development with Economic Development  Dory Ramsey, ACE

IV. Discussion  City Council and ACE Commissioners

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 703-746-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.
OET and VIEW Customers Served by Month with Unemployment Rate

<table>
<thead>
<tr>
<th>Month</th>
<th>OET Customers Served</th>
<th>VIEW Customers Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 09</td>
<td>2864</td>
<td>221</td>
</tr>
<tr>
<td>Aug 09</td>
<td>2984</td>
<td>230</td>
</tr>
<tr>
<td>Sep 09</td>
<td>2941</td>
<td>240</td>
</tr>
<tr>
<td>Oct 09</td>
<td>2477</td>
<td>226</td>
</tr>
<tr>
<td>Nov 09</td>
<td>2602</td>
<td>238</td>
</tr>
<tr>
<td>Dec 09</td>
<td>2532</td>
<td>240</td>
</tr>
<tr>
<td>Jan 10</td>
<td>2493</td>
<td>249</td>
</tr>
<tr>
<td>Feb 10</td>
<td>2544</td>
<td>248</td>
</tr>
<tr>
<td>Mar 10</td>
<td>2845</td>
<td>238</td>
</tr>
</tbody>
</table>

Unemployment Rate:
- July 09: 5%
- Aug 09: 4.8%
- Sep 09: 4.8%
- Oct 09: 4.7%
- Nov 09: 4.5%
- Dec 09: 4.8%
- Jan 10: 5.4%
- Feb 10: 5.4%
- Mar 10: 5%
New OET and VIEW Customers by Month with Unemployment Rate

- New OET Customers
- New View Customers

Data: 241, 170, 178, 154, 270, 180, 165, 78, 18, 29

Month: July 09, Aug 09, Sep 09, Oct 09, Nov 09, Dec 09, Jan 10, Feb 10, Mar 10
Customers Served FY00 - FY09
Adult and Youth Employment Programs

- Adult Training 419
- Disability Program 374
- Dislocated Worker 550
- Eagles Program 361
- FSET 346
- General Public Program 5898
- Older Worker Program 51
- VIEW Program 1660
- Core Services 1053
- Job Fair 468
- Resource Center 2406
- Youth 1944
Between FY05 and FY09, the number of customer visits to JobLink increased 82 percent.
COMMISSION ON EMPLOYMENT

Description:
The Commission on Employment is responsible for developing a City-wide plan for employment services that reflects the goals of linking existing City employment and training programs with employment and training programs operated by the City school systems and with the economic development program operated by the Alexandria Chamber of Commerce in cooperation with City Council. The Commission meets on the second Tuesday of the month at 8:00 a.m. Approximately five hours per month are required of Commission members.

Number of Members:
13

Comments:
7 Business representatives from among recognized area businesses including minority-owned and small businesses

3 Representatives from such organizations as educational agencies, organized labor, rehabilitation agencies, community-based organizations, economic development agencies and the public employment service

3 Citizens-at-large

Term of Service:
2-YEAR TERM

City Staff Contact:
DENNIS MCKINNEY
DEPARTMENT OF HUMAN SERVICES
746-5874

List of Members:
CHRISTOPHER APPLEGATE, Regional Director, Workforce Development, NVCC (Educational Agency Rep)
AMY BELL, Director, Center for Employment Training (CET) (Educational Agency Rep)
MICHAEL CRAWFORD
IRIS HENLEY, Coach, Henley Associates (Business Rep & Chair of ACE)
GREG HUDGINS, Consultant (Business Rep)
HECTOR HUEZO, Attorney, DOT (Citizen-At-Large and Vice Chair of ACE)
FLORENCE KING, President and CEO, FMK Credit Education Center (Business Rep)
MARTIN KORMANIK, President and CEO, O.D. Systems (Citizen-At-Large)
DOROTHY RAMSEY, Director of Organization & Employee Development (Business Rep)
PATRICIA SOLTYS, President, PARS Consulting (Citizen-At-Large)
JACQUELINE WOODARD, Business Owner, Performance Based Solutions (Business Rep)
The job fairs and individual recruitments are ways in which JobLink is working to bring together business and government employers and City job seekers in an effort to streamline the hiring process for both. With greater employer involvement, JobLink is better able to put customers into jobs.

An example of a budding partnership is Volkswagen of Alexandria, a company that was recruited to participate in the Automotive Training Program. Volkswagen of Alexandria not only agreed to provide two paid internships for JobLink trainees but also recently hired one of the JobLink interns for a full-time position. The dealership has requested more trainees and other JobLink clients to fill their staffing needs.

JobLink is working to develop partnerships with Green Workforce-related businesses to create job opportunities and internships for those program graduates and enrollees.

Additionally, JobLink is partnering with the Arlington Employment Center and the Alexandria Economic Development Partnership to assist persons working in Alexandria who are impacted by the military's Base Realignment and Closure (BRAC) initiative.
City of Alexandria Department of Human Services JobLink

- **Refugee Resettlement Program** for persons with refugee or asylee status;
- the **VIEW Program** (Virginia Initiative for Employment not Welfare) for persons receiving Temporary Assistance to Needy Families (TANF);
- the **SNAPET Program** (formerly the Food Stamp Employment Training Program) for persons receiving food stamps.

JobLink created several other programs for special populations:
- the **Disabilities Program** provides job search assistance to persons with disabilities and the **Eagles Program** assists ex-offenders.
- the **General Public Program** offers a variety of services for persons requesting job search assistance or vocational counseling.
- JobLink is partnering with the Arlington Employment Center and the Alexandria Economic Development Partnership to assist persons working in Alexandria who are impacted by the military's **Base Realignment and Closure** (BRAC) initiative.

**GOAL 3**

**Integrating Workforce Development with Economic Development**
Fostering inclusive economic growth, with a focus on growing the region's workforce and promoting innovation, will require that this region build on its competitive assets and focus **economic development strategies** on businesses that will generate good jobs and opportunity for advancement and mobility.

**What the City is doing.**

Over the years, nearly 4,000 customers have found employment through JobLink services. To better serve our customers, JobLink has partnered with a number of businesses to host job fairs both at the JobLink office and off-site. Some of the larger recruitments were:

- Gaylord National Resort and Convention Center
- United States Census Bureau
- US Department of Commerce
- US Department of Labor, Office of Inspector General
- Immigration and Customs Enforcement
- Homeland Security-TSA
- Local 669 Sprinkler Fitters
- National Institutes of Health
- UPS
- US Department of Veterans Affairs
- Allied Barton Security
- CVS
- Jiffy Lube
- Courtyard by Marriott
Community College's Model for Adult Automotive Pathway Program that offers evening classes for entry-level positions as General Service Technicians. Supportive services in the form of transportation assistance or help with other training-related needs is provided to the trainees by JobLink.

JobLink is currently exploring training opportunities in the fields of Automotive Glass Repair and Replacement, Auto Body Repair, and Automotive Collision Estimating.

Green Workforce Initiative

To prepare people for the “green jobs” of tomorrow, JobLink designed a Green Workforce initiative to meet the growing demand for skilled workers in the emerging fields of renewable energy, green building design and maintenance, and other earth-friendly areas.

- JobLink hosted a Green Education and Workforce Forum where representatives from business, government, and industry discussed the movement to create sustainable energy sources, improve existing buildings and design new construction methods to make structures more energy efficient, and find ways to live with a reduced carbon footprint.

- JobLink, in collaboration with the Arlington County Employment Center, Northern Virginia Community College, the Institute for Building Technology and Safety, and others, is seeking a federal grant to train and place persons in energy audit and energy efficiency jobs.

- Additionally, JobLink is participating in a project through the Alexandria Department of Transportation and Environmental Services to train weatherization technicians and energy auditors. This project, which is funded by an Energy Efficiency Community Block Grant, provides technical training to local residents to develop a green jobs workforce and, in the process, supports the City’s Energy Efficiency and Conservation efforts through weatherization and energy audits.

- Trainees from the Alexandria Redevelopment and Housing Authority are learning weatherization skills that they will put to use upgrading Alexandria housing units. The project will train about 20 local residents for jobs currently available in energy efficiency/conservation and weatherization fields.

The program supports economic stability within the community and provides newly trained workers with access to well-paying jobs. Program services include screening and skills assessment to better place prospective participants. Training covers many occupations in the “Energy Efficiency/Clean Energy/Weatherization Consultants” sector from solar sales, weatherization, design and installation, energy auditors, and remediators.

In addition to the Automotive Technology and Green Workforce training programs, JobLink, as the City’s one-stop career center, operates several Workforce Investment Act Training Programs to specific groups of people:
- the Adult Training Program serves economically disadvantaged workers and
- the Dislocated Worker Program assists persons who have been laid off or their jobs eliminated.

Other federally funded job training programs include the
Other innovations

- Recently the Mayor instituted The Mayor’s Youth Employment Initiative to encourage businesses to reach out to young people who need employment.

- In keeping with the City’s commitment to environmental conservation and sustainability and creating employment opportunities that honor that commitment, the Alexandria Youth Employment Program collaborated with the Alexandria Court Services Unit, Alexandria City Public Schools and the Alexandria Seaport Foundation to provide a “green opportunity” for some of the City’s hardest-to-serve youth.

The Workforce Investment ARRA Summer Work Experience “Green Apprenticeship” program provided coordinated services targeting youthful offenders, youth with disabilities and youth who were homeless. Fourteen youth participated in the program. They received instruction in life skills, financial literacy, environmental science and energy exploration, as well as critical thinking and math skills enhancement. The program put academics to practice in the Seaport Foundation’s woodworking shop where students constructed a wooden cistern for the roof of the T.C. Williams High School.

The cistern now sits on the school’s rooftop collecting rainwater and air conditioner condensate to be recycled in the rooftop garden and in the building. This ARRA “Green Project” was featured in both the Department of Labor “Success Stories” and the 2009 Go For The Green - Hire Education Conference sponsored by Virginia Community College System at The Homestead last fall.

Goal 2

Adult Career Development and Re-Development. Providing career pathways and entry points for residents along the skills continuum will require strong partnerships and continued collaboration amongst regional employers and education/training providers. Strategies must be implemented that offer multiple opportunities to engage and re-engage workers, focus on improving literacy and provide the supportive services necessary for workers to achieve economic self-sufficiency.

What the City is doing.

Automotive Training Program

Recently, JobLink initiated the Automotive Training Program, which brings together automotive service training providers in Virginia and Washington, D.C., and automotive dealerships and service companies and links them with qualified applicants from JobLink. Thus far, the program has placed five students at The Excel Institute, which offers a one-year program that prepares students to sit for two different Automotive Service Excellence (ASE) certifications. Another five students have completed training at the Northern Virginia
Priorities for Workforce Development

The Council of Governments Workforce Development Task Force identified strategies that seek to close the opportunity gap that exists among different socioeconomic levels, while also ensuring that the National Capital Region's workforce possesses the knowledge and skills that the new economy demands. These goals are not incompatible. (from the Metropolitan Washington Council of Governments report, *Closing the Gaps to Build the Future*)

Goal 1

Youth Education and Career Preparation.
To ensure that young people are connected to education and/or the labor market by age 24 a regional strategy must be implemented that enhances career preparation, aligns and coordinates educational requirements among institutions and ensures the success of all students, including those with special needs.

What the City is doing.

The City has operated a summer youth employment program for disadvantaged youth for more than 20 years. This program has provided teens as young as 14 with an opportunity to earn a paycheck while learning about the workplace.

Over the years the program has changed its name to TeensWork and added various components to better prepare students for the workforce.

*TeensWork* provides

- vocational assessments, career exploration, summer employment and job preparation workshops for teens 14 to 21;
- a six-week summer employment opportunity at a City agency or local non-profit for 14- and 15-year old youth from economically disadvantaged households. (This program – known as the Public Program -- is also open to teens over 15 who have a disability. Last year 50 percent of the students participating in the Public Program disclosed having a disability.);
- a job coach for youth with a disability in the Public Program;
- job preparation workshops for older teens
- a Private Sector Year-Round Program that partners with local businesses to hold an annual job fair at T.C. Williams High School and to provide year-round employment opportunities for 16- to 21-year-old youth who have the right to work and live in the City.
- employment training for youth who are still in school or who have left school.
The local employment picture

The unemployment rate in Alexandria has hovered between 4 and 5 percent during the past six months. Like other jurisdictions located near Washington, D.C., Alexandria benefits from the abundance of government sector jobs as well as jobs in the professional and technical, and hospitality sectors.

Alexandria has a highly educated and skilled workforce. Thirty percent of residents have a four-year college degree. Twenty-nine percent have a graduate or professional degree. However, there is a segment of the population that is not as well-prepared for the local workforce. These are the 9.3 percent of people with a less-than-12th-grade education and even some of those 12.8 percent with a high school diploma or GED.

At JobLink, 15 percent of the customers have less than a 12th-grade education. Forty percent have a high school diploma and 16 percent have one to three years of college while only 12 percent have a college degree. Clearly the job seekers looking to the City for help are those with limited skills and limited resources. We are there to assist them with resumes, job search tips, job leads, interview skills and, in some cases, job training. We provide them with the computers on which to create resumes and to search online for jobs. We offer career change counseling to those who want to change occupations and suggestions to those who are trying to get a foothold on the career ladder.

Our services, which we will discuss in detail momentarily, are offered to youth, to adults, to refugees, to persons who have lost their jobs in a layoff, and to older workers. We truly do fulfill our mission as a one-stop career center.

<table>
<thead>
<tr>
<th>Education Level*</th>
<th>JobLink Customers</th>
<th>Alexandria Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 12th Grade</td>
<td>15%</td>
<td>9.3%</td>
</tr>
<tr>
<td>12th Grade (includes GED)</td>
<td>40%</td>
<td>12.8%</td>
</tr>
<tr>
<td>College (1-3 years)</td>
<td>16%</td>
<td>14.2%</td>
</tr>
<tr>
<td>College 4 years</td>
<td>12%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Graduate School</td>
<td>6%</td>
<td>29.2% (degree)</td>
</tr>
<tr>
<td>Technical School</td>
<td>&lt;1%</td>
<td>N/A</td>
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</table>

*Adults Only
<table>
<thead>
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<th>Section</th>
<th>Page</th>
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<tbody>
<tr>
<td>1. Opening Remarks</td>
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<tr>
<td>2. Priorities for Workforce Development</td>
<td>3</td>
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<tr>
<td>Goal I</td>
<td>3</td>
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<td>Goal II</td>
<td>4</td>
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<tr>
<td>Goal III</td>
<td>6</td>
</tr>
<tr>
<td>3. Members of the ACE</td>
<td>8</td>
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</tbody>
</table>
Categories of Customers

Resource Center
Customers who choose to use only the equipment and assistance provided in the Resource Center, i.e., computers, Internet, fax machine, job boards and copier.

Core Services
Customers who choose to use the Resource Center and also request minimal assistance such as resume help or job leads from Core Services Staff.

Customer Visits
Each time a customer comes to JobLink he/she logs in on the lobby computer. This system tracks the number of customers and services being used.

General Public
All City of Alexandria residents using JobLink services who are not customers of Alexandria Works! or subsidized services.

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

Subsidized Services
Programs that are subsidized by Federal and State government organizations, including: Workforce Investment Act; Dislocated Worker Programs; Virginia Refugee Resettlement Program; and the Food Stamp Employment Training Program. It also includes the City Employment Program for Persons with Disabilities.

Case Activity

Customers Served
Customers who have used comprehensive JobLink employment services. This does not include customers who used the Resource Center only.

Customers in Job Skills Training/Education
Customers who participated in job training, general or post-secondary education, or ESL.

Open Cases
Customers who have registered with JobLink and are actively participating in the JobLink referral or employment follow-up process as of the last day of the quarter.

Customers Employed
Customers who were open cases and were working during the quarter.

Outcomes of New Jobs during the quarter

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
Alexandria Works! 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.

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 Served
Total number of youth customers served.

Total Number of Youth Jobs
Number of jobs obtained by youth customers.
Employers Who Hired JobLink Customers
Oct – Dec 2009

Access Worldwide Communications Inc
Alexandria City Public Schools
Air Wisconsin
Alarm System Security
Algerian Embassy
Alive Child Development Center
Allied Barton
AMC Courthouse Movie Theater
Aramark
ARHA
Barnes & Noble
Bath & Body
Best Buy
Buckingham Florist
CAI
Capital Remodel
CapitalOne
Chipotle
CiCi's Pizza
City of Alexandria
Coca-Cola Enterprises
Colonial Parking
Commissary Concepts Management
Diamond Transportation Services, Inc
DSW Shoe Store
Envoy of Alexandria
Exceed Corporation
EyeJobs
Fairfax County/Job Corner
Family Christian Bible Book Store
Fedcap
FEDEX
Five Guys
Friends & Company
G4s Wackenut
Gaylord Natl Resort & Convention Ctr
GeriatriCare Management
Giant Food
Goodwin House
Hands in Motion
Happy Home Child Learning Center
Hogates
Home Depot
Kadi's Hair Gallery
KBM Financial Services
KI Services
Loan Max Title Loans
Lord & Taylors
Macy's
Manpower
Mario's
Maxi-Clean
MBM Cleaning Services
Merit Education Inc
Metro Staffing
Mr. Kleen
NACCRA
National Council on Aging
Party City
PEMCCO INC
Penguin Staffing
Pitney Bowes
Plow & Hearth
Post Properties Inc
Public Partnership/VaDMAS
Red Cross
Red Lobster
Restaurant Depot
Rite Aid
Ross Dept Store
Safeway
Sears
Securitas Security Service USA
Seven-11
Social Security Administration
Tanna's Exxon Market and Car Wash
Target
Teddy Bear Daycare
TJ Maxx
TTC Associates
U Street Parking Company
UniSpec Enterprises
United States Postal Service
UPS
Walmart
Washington DC Public Schools
Waterfront Café
Whole Foods
Woodbine Rehabilitation Center
Working America (Creigh Deeds Campaign)
### Job Link Case Activity Oct - Dec 2009

#### Job Link Statistics

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Alexandria Works!</th>
<th>Subsidized Services</th>
<th>Totals for Qtr</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>84</td>
<td>322</td>
<td>1280</td>
<td>2277</td>
</tr>
</tbody>
</table>

- **Customers Receiving Comprehensive Svs in Quarter:** 582, 290, 408, 1280
- **Open Cases at the End of Quarter:** 322, 240, 264, 826

#### Employment Statistics

<table>
<thead>
<tr>
<th>1. Customers Employed</th>
<th>94</th>
<th>135</th>
<th>35</th>
<th>264</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. New Jobs Obtained in Quarter</td>
<td>43 jobs for 39 people</td>
<td>46 jobs for 45 people</td>
<td>21 jobs</td>
<td>110 jobs for 105 people</td>
</tr>
<tr>
<td>Full-time Jobs</td>
<td>56%</td>
<td>54%</td>
<td>81%</td>
<td>60%</td>
</tr>
<tr>
<td>Part-time Jobs</td>
<td>44%</td>
<td>46%</td>
<td>19%</td>
<td>40%</td>
</tr>
<tr>
<td>3. Average Wage for Full-time Jobs</td>
<td>$13.65</td>
<td>$10.25</td>
<td>$11.64</td>
<td>$11.84</td>
</tr>
<tr>
<td>5. Jobs Offering Health Benefits</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>5b. Customers Accessing Benefits</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

#### Job Rankings

| Standard | 42% | 46% | 29% | 41% |
|Beneficial| 35% | 39% | 67% | 43% |
|Select    | 23% | 15% | 4%  | 16% |

#### Employment Retention

| 90 Days Retention | 86% | 78%** | 100% |
|180 Days Retention | 100%* |       | 100% |

#### Youth Employment Statistics

| 1. Total Number of Youth Served | 166 |
| 2. Total Number of Youth New Jobs | 10  |
| 3. Average Wage for Youth Jobs  | $8.89 |

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*Data not available at this time.

**Statistic from VIEW Work Activity Report issued by State of Virginia
(Three-month employment for all enrolled in VIEW)
Explanation of Terms on Back of Page

Produced March 2010
schrader/harriet/reports/quarterly/2010