

EXHIBIT NO. 1

WS
4-27-10

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

TUESDAY, APRIL 27, 2010

5:30 P.M.

CITY COUNCIL WORK ROOM

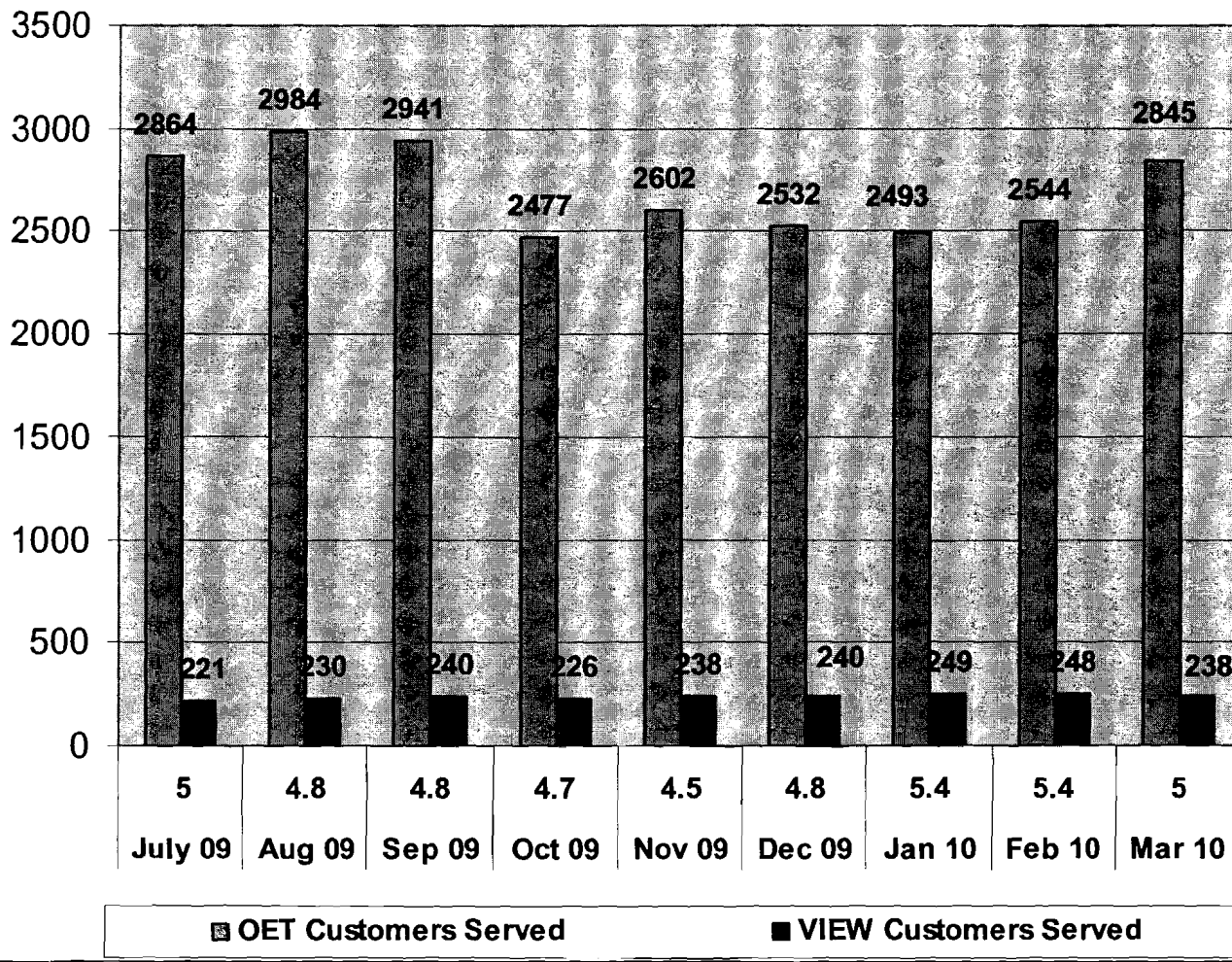
AGENDA

- 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

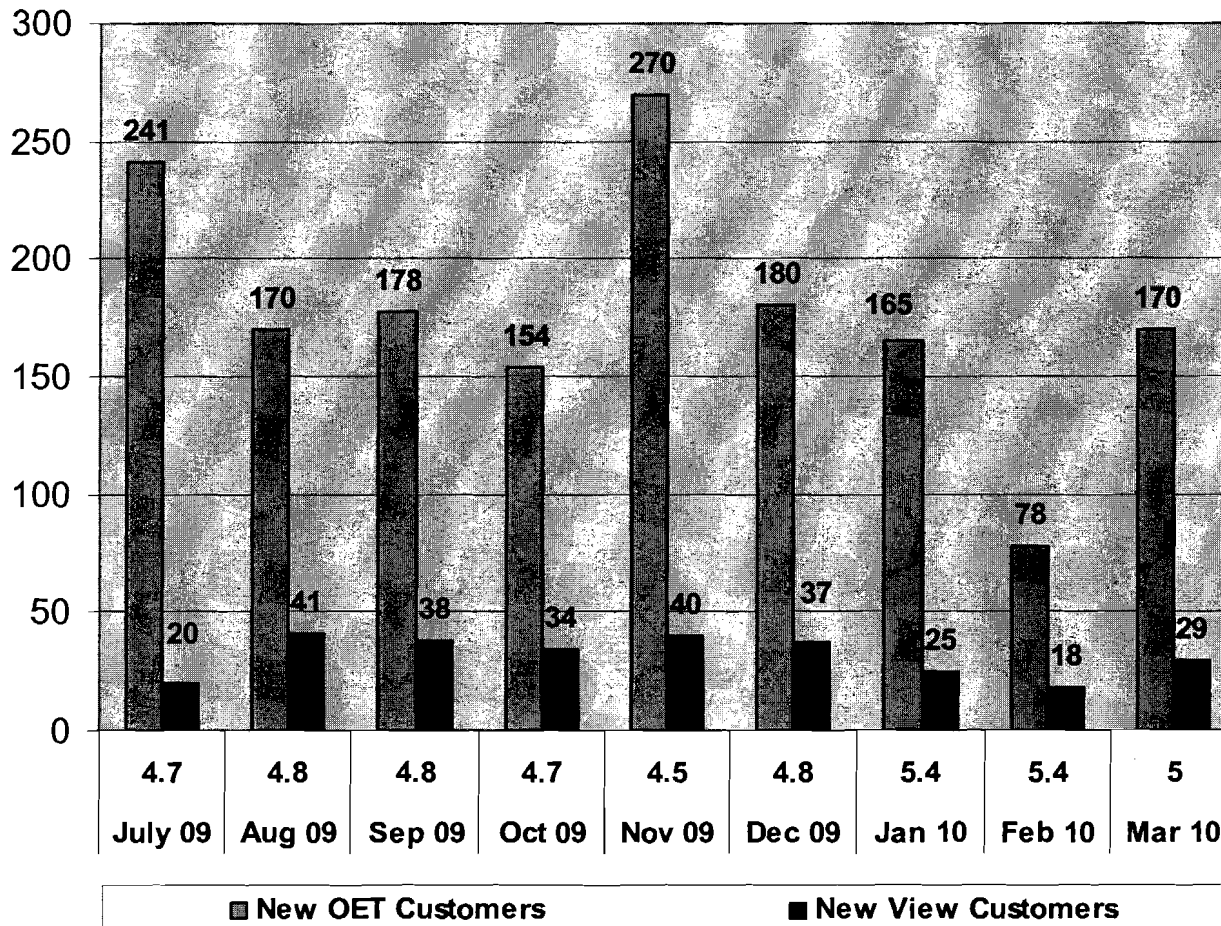
Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 703-746-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.

WS
4/27/10

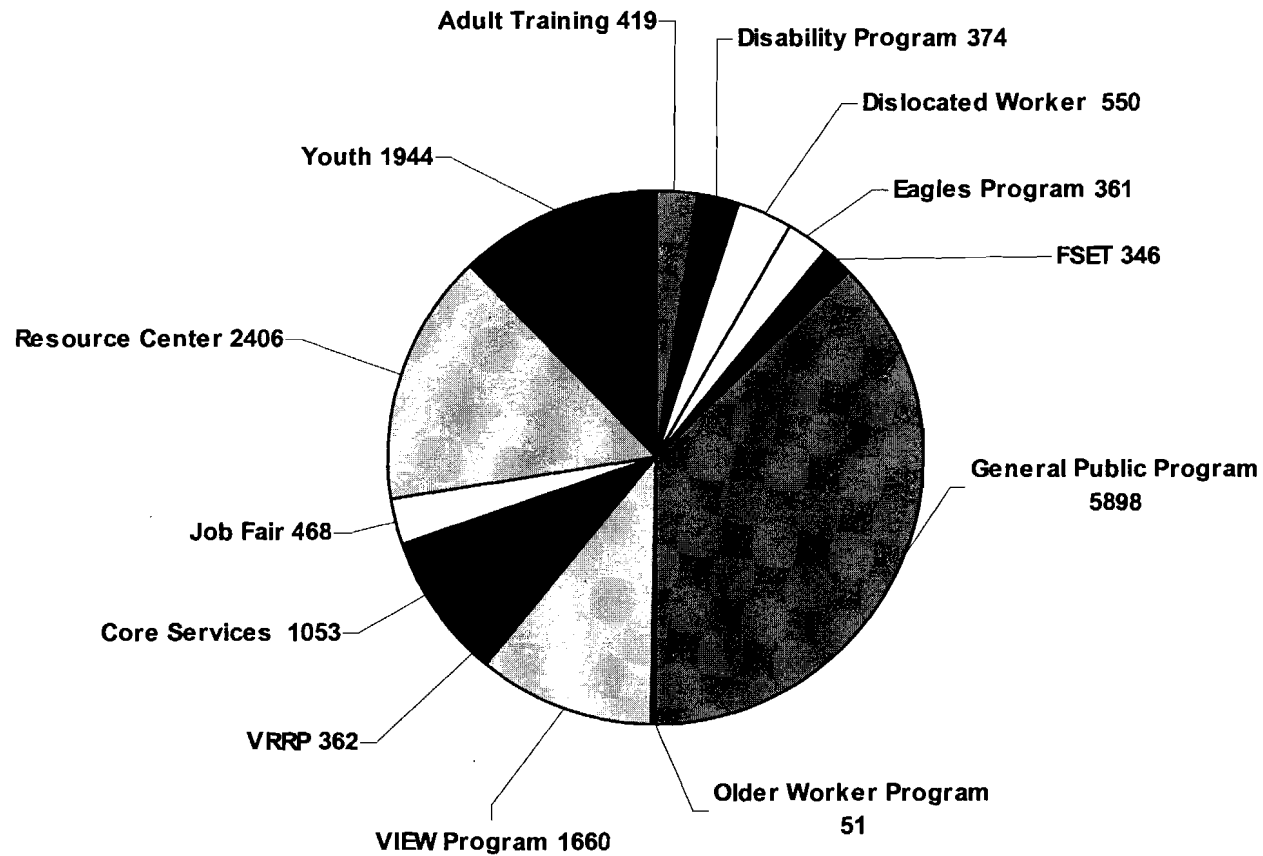
OET and VIEW Customers Served by Month with Unemployment Rate



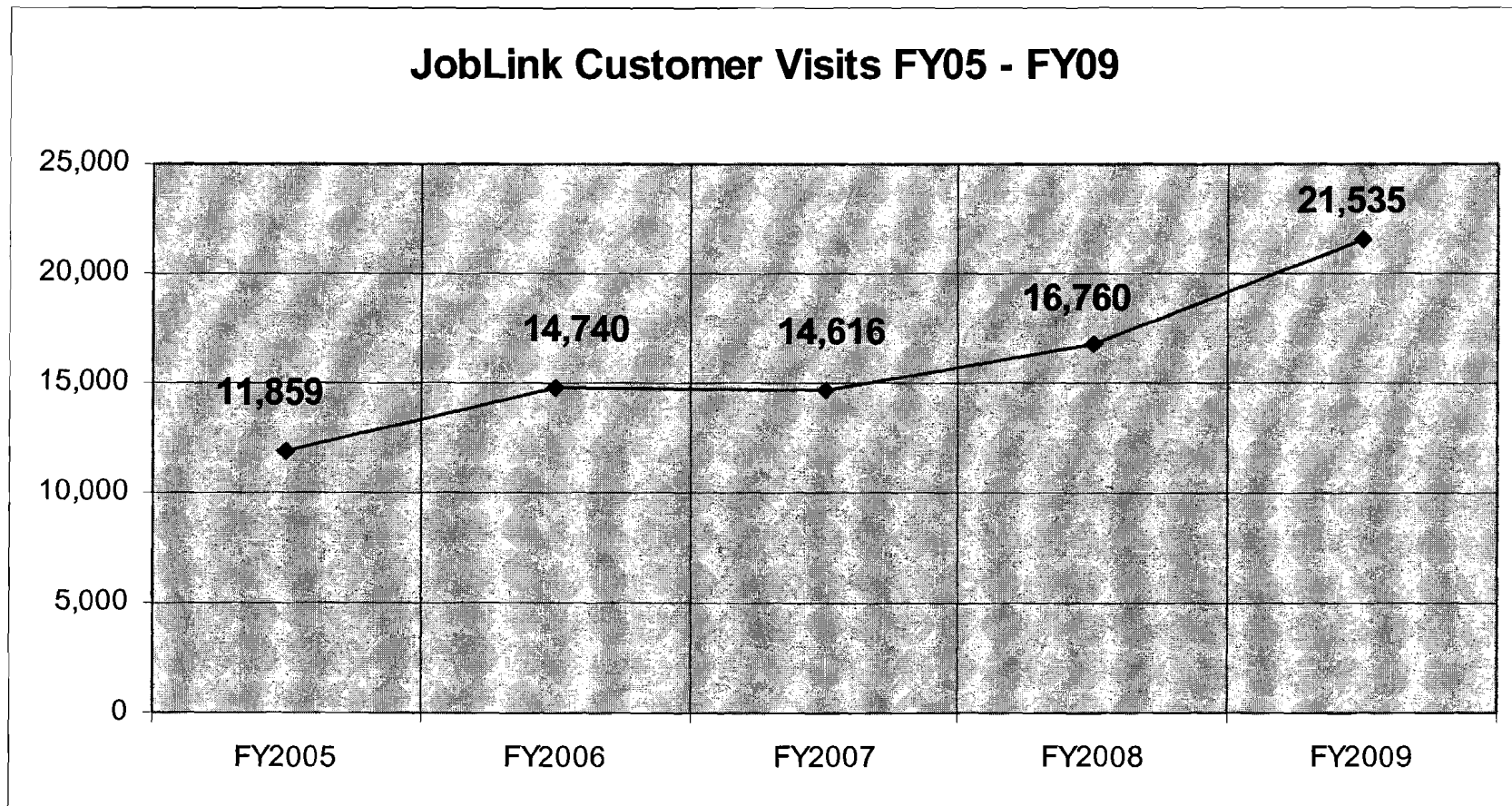
New OET and VIEW Customers by Month with Unemployment Rate



Customers Served FY00 - FY09 Adult and Youth Employment Programs



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 APPLGATE, 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)

City of Alexandria Department of Human Services *JobLink*

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

City of Alexandria Department of Human Services *JobLink*

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.

**Alexandria Commission on Employment
Presentation to City Council April 2010**

Opening Remarks

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.

Education Level*	JobLink Customers	Alexandria Residents
Less than 12th Grade	15%	9.3%
12th Grade (includes GED)	40%	12.8%
College (1-3 years)	16%	14.2%
College 4 years	12%	30.6%
Graduate School	6%	29.2% (degree)
Technical School	<1%	N/A
*Adults Only		

**Alexandria Commission on Employment
Presentation to City Council April 2010**

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JobLink Case Activity
Explanation of Terms

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 <i>JobLink</i> 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 <i>JobLink</i> services who are not customers of <i>Alexandria Works!</i> or subsidized services.
<i>Alexandria Works!</i>	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 <i>JobLink</i> 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 <i>JobLink</i> and are actively participating in the <i>JobLink</i> 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 <i>JobLink</i> 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	<i>Alexandria Works!</i> 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	Mario's
Alexandria City Public Schools	Maxi-Clean
Air Wisconsin	MBM Cleaning Services
Alarm System Security	Merit Education Inc
Algerian Embassy	Metro Staffing
Alive Child Development Center	Mr. Kleen
Allied Barton	NACCRRRA
AMC Courthouse Movie Theater	National Council on Aging
Aramark	Party City
ARHA	PEMCCO INC
Barnes & Noble	Penguin Staffing
Bath & Body	Pitney Bowes
Best Buy	Plow & Hearth
Buckingham Florist	Post Properties Inc
CAI	Public Partnership/VaDMAS
Capital Remodel	Red Cross
CapitalOne	Red Lobster
Chipotle	Restaurant Depot
CiCi's Pizza	Rite Aid
City of Alexandria	Ross Dept Store
Coca-Cola Enterprises	Safeway
Colonial Parking	Sears
Commissary Concepts Management	Securitas Security Service USA
Diamond Transportation Services, Inc	Seven-11
DSW Shoe Store	Social Security Administration
Envoy of Alexandria	Tanna's Exoon Market and Car Wash
Exceed Corporation	Target
EyeJobs	Teddy Bear Daycare
Fairfax County/Job Corner	TJ Maxx
Family Christian Bible Book Store	TTC Associates
Fedcap	U Street Parking Company
FEDEX	UniSpec Enterprises
Five Guys	United States Postal Service
Friends & Company	UPS
G4s Wackenut	Walmart
Gaylord Natl Resort & Convention Ctr	Washington DC Public Schools
GeriatricCare Management	Waterfront Café
Giant Food	Whole Foods
Goodwin House	Woodbine Rehabilitation Center
Hands in Motion	Working America (Creigh Deeds Campaign)
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	



Job Link Case Activity Oct - Dec 2009

Job Link Statistics	General Public	Alexandria Works!	Subsidized Services	Totals for All
				2277
				5372
Customers Receiving Comprehensive Svs in Quarter	582	290	408	1280
Customers in Job Skills Training/Education	*	*	*	*
Open Cases at the End of Quarter	322	240	264	826
Employment Statistics				
1. Customers Employed	94	135	35	264
2. New Jobs Obtained in Quarter	43 jobs for 39 people	46 jobs for 45 people	21 jobs	110 jobs for 105 people
Full-time Jobs	56%	54%	81%	60%
Part-time Jobs	44%	46%	19%	40%
3. Average Wage for Full-time Jobs	\$13.65	\$10.25	\$11.64	\$11.84
4. Average Wage for Part-time Jobs	\$8.94	\$9.31	\$9.40	\$9.16
5. Jobs Offering Health Benefits	*	*	*	*
5b. Customers Accessing Benefits	*	*	*	*
6. Job Rankings				
Standard	42%	46%	29%	41%
Beneficial	35%	39%	67%	43%
Select	23%	15%	4%	16%
7. Employment Retention				
90 Days Retention	86%	78%**	100%	*
180 Days Retention	100%*		100%	
Youth Employment Statistics				
1. Total Number of Youth Served				156
2. Total Number of Youth New Jobs				10
3. Average Wage for Youth Jobs				\$8.89

*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

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