

WORKFORCE INVESTMENT COUNCIL

QUARTERLY BOARD MEETING

April 20, 2022



I. WELCOME & CALL TO ORDER

**ANTWANYE FORD
CHAIRMAN**



AGENDA

- I. Welcome & Call to Order
- II. Chairman's Comments
- III. Guest Speaker
- IV. Director's Updates
- V. Board Discussion and Updates
- VI. Public Comments
- VII. Adjourn



II. CHAIRMAN'S COMMENTS

**ANTWANYE FORD
CHAIRMAN**



III. Guest Speaker

**KEVIN CLINTON
FEDERAL CITY COUNCIL**





Hire Local DC's Presentation to the Workforce Investment Council



Wednesday, April 20, 2022

Hire Local DC's One Year Anniversary



Hire Local DC consists of employers and employer organizations working together to ensure that DC residents obtain DC's "good" jobs.

Through engagement with employers and employer organizations, **we pursue three primary activities:**

Communications to Advance Awareness and Amplify Hiring Local

- Promote a consistent and optimistic message through channels such as an e-newsletter, social media, earned media and events.
- Highlight positive momentum and existing centers of excellence and broaden the reach of government and Coalition member efforts to meet our shared goals.

Immediate Tactical Engagement

- Work at the company and sector level to overcome specific barriers to local hiring by:
 - Supporting the most effective providers by sharing expertise and helping them grow
 - Coalescing on policy goals
- The work is organized by sector starting with the Construction, IT and Healthcare industries

Long-Term Systems Change

- Promote the widespread adoption of practices with proven linkages to long-term career success such as work-based learning and early exposure to professional networks and settings.
- Engage with colleges and universities to ensure that the programs exist to provide residents with opportunities for individual growth and the tools to succeed in the workforce.



Hire Local DC Highlighted Accomplishments

Communications to Advance Awareness and Amplify Hiring Local

- Conducted several Hire Local DC Coalition meetings, grew coalition members and sent monthly newsletters

Immediate Tactical Engagement

- Identified 3 sectors
 - **Construction:** Create DC's version of Hire 360 which brings together employers to help address talent gaps in the construction industry.
 - **IT:** Facilitate a partnership between small and large IT firms through the Mentor Protégé Program where small businesses will gain capacity and local residents are hired into the booming IT industry.
 - **Healthcare:** Amplify DC Hospital Association's efforts to expand an industry-driven Career Pathway System for District residents.

Long-term systems change

- Identified hiring barriers employers face and begin to lay the groundwork to address said barriers
- Developed an employer-facing Work Based Learning Framework



Communications to Advance Awareness

Hire Local DC **held
6 meetings**

Hire Local DC sent
8 newsletters

Grew the Hire Local
DC newsletter
subscription list to
185 people

Increased the Hire
Local DC Coalition
to **17 employer
organizations
and government
partners**



Communications to Advance Awareness

Promote government efforts and provide opportunity for employers and employer groups through the following programs

Workforce Investment Council Employer Training Grants

Advanced Technical Centers

Career-Ready Internships

DOES Apprenticeships



**This is an open invitation to
draw employers to a
conversation with the WIC:
How can we continue to serve
as a better partner?**



IV. DIRECTOR'S UPDATES

AHNNA SMITH
EXECUTIVE DIRECTOR



FY22 RECOVERY INVESTMENTS

Goal	Strategy	Investment	Projected Impact	Status
Drive Inclusive Jobs Recovery	Prioritize employer-driven training	Employer-led training partnerships	~750 workers impacted, annually	Awarded 3 grants in first round for \$1.6 million* Received 14 eligible applications in second application round.
	Strengthen employer-job-seeker connections	Career Coach DC	Serve up to 5,000 residents, annually	Awarded \$2.4 million grant to KRA Corporation; coaches to begin services later this spring.
	Drive surge in high-impact credentialing	IT Workforce Investment (UDC and training grants)	Free workforce, AA, BA training at UDC for IT credentials (175 students) IT training grants (~100-150 participants)	UDC working to launch programs; WIC working to support implementation and recruitment. Training Grant closes April 27th. We anticipate receiving 15-20 total applications across IT and Healthcare.
		Nursing Workforce Investment (UDC and training grants)	Free workforce, AA, BA training at UDC for Healthcare credentials (160 students) Healthcare training grants (~100 participants)	

FY22 RECOVERY INVESTMENTS

Priority	Actions	Next Steps
Update WIC policy and clarify how WIC and partners conduct required oversight of WIOA programs.	WIC staff have begun drafting with technical edits and are working with agency partners to finalize draft updates.	Once policy is updated with the required language, WIC will share the policy with the Executive Committee and conduct trainings for partners and the WIC Board. Goal is to publish the policy and conduct trainings by early May.
Release a Youth Policy to clarify how youth services are delivered.	WIC staff have begun drafting and are working with DOES to finalize the draft policy.	Once policy is updated with the required language, WIC will share the policy with the Executive Committee and conduct trainings for partners and the WIC Board. Goal is to publish the policy and conduct trainings by early May.
Maintain ETPL list on the WIC website that includes required data and information.	The ETPL has been updated to include all required information and data.	WIC staff will continue to update the ETPL list to ensure it reflects newly approved ETPL providers.



WIOA STATE PLAN MODIFICATION

WORKFORCE DEVELOPMENT VISION

- Every DC resident is ready, able, and empowered to discover and attain their fullest potential through lifelong learning, sustained employment, and economic security.
- Businesses are connected to the skilled DC residents they need to compete globally, are full participants in the workforce system, and drive the District's economic growth.
- Residents and businesses in all eight wards are supported by a system that includes coordinated, cohesive, and integrated government agencies and partners working to help communities thrive.



WIOA IMPLEMENTATION UPDATES

WIOA Unified State Plan update was submitted on time. Plan highlights include:

- Updated labor market information and implications from pandemic
- Priority areas include implementation of foundational employability skills as part of job readiness consistent across all workforce programs
- Continue prioritizing underrepresented populations (ie., youth, women, returning citizens)
- Increasing training and on-the-job skill development opportunities in high growth industries



WIOA IMPLEMENTATION UPDATES

WIOA Working Group Third Quarter Highlights:

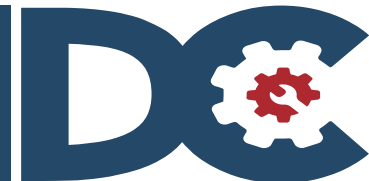
- Connected residents to technology needs (SCSEP/SNAP co-enrollment)
- Increased resident access to AJC services in a virtual environment (launched Bookings function)
- Distributed marketing materials and videos promoting AJCs and DC Networks
- Completed Career Pathway maps for each high-demand sector
- Increased ETPL work-based learning programs (*three new providers added to the ETPL with 11 new programs added*)
- Began updating Community Catalog in Data Vault



WIOA IMPLEMENTATION UPDATES

WIOA Working Group Fourth Quarter Priorities:

- Work with partners to develop solicitation requirements for youth providers to include employability skills as part of job-readiness standards
- Launch the Participant Portal function within Data Vault
- Complete Data Vault functionality enhancements (will support recovery investment grantees)
- Back to Work DC Employer Resource Fair
- Leverage workforce training analysis to support a more business-driven training and skills development approach through engagement and TA for providers
- Finalize development of customer satisfaction surveys (jobseekers, businesses, training providers) – *tentatively launch in early fall 2022*



V. BOARD DISCUSSION AND BOARD MEMBER UPDATES

ANTWANYE FORD, CHAIRMAN
AHNNA SMITH, EXECUTIVE DIRECTOR



Expanding Access to High Quality Workforce Training

Added three new providers to the ETPL this quarter

- 18% increase from FY 2021 through the 2nd Quarter of FY 2022
- Overall increase of 67% from FY2020 to now
- Eight new providers and 34 new programs
- **United Planning Organization (UPO)** offering seven programs
 - Commercial Drivers' License (CDL) Training
 - Emergency Medical Technician (EMT): IT Help Desk and Application Support Specialist, Hospitality Hotel Industry Worker, Electrical Technician, Plumbing Technician, Child Development Associate (CDA).
- **Time For Change** offering three training programs in the Healthcare industry
 - Nursing Assistant Program, Pharmacy Technician Program, Emergency Medical Technician
- **Dudley Beauty College** Dudley Beauty College offering one program
 - Nail Technology Hybrid Course on the ETPL.



Expanding Access to High Quality Workforce Training

Technical Assistance (TA) for Providers

- Conducted interviews with ETPL Stakeholders
- Develop a list of technical assistance topics
- Looking to develop curriculum for current TA topics list

ETPL Policy

- Policy content approved by EWA Committee
 - Provides more clarity
 - Improves data collection
 - Aligns with partner agencies' KPIs
- Will be published this month

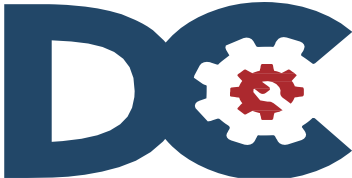


LOOKING AHEAD



BOARD MEMBER UPDATES

We welcome WIC Board members to provide updates, announcements, or opportunities that they would like to share with the group.



VI. PUBLIC COMMENT



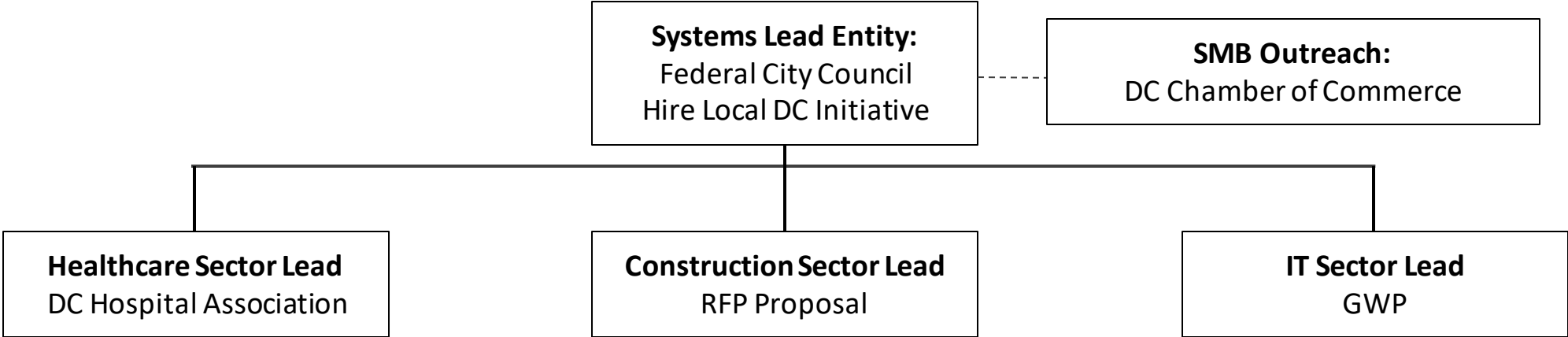
VII. ADJOURN



Federal City Council Appendix

Applied to the Good Jobs Challenge to Accelerate the Vision of Hire Local DC Coalition

- **Proposed Grant Award:** \$24.7 million over three years
- **Proposed Grant Outcomes:**
 - Systems Level Outcomes: Oversee the coordinated industry-led effort to create career pathways to good jobs for traditionally underserved DC residents and establish Hire Local DC as the primary convener.
 - Sector Level Outcomes: Establish and scale sector level intermediaries.
 - Individual Outcomes: Focusing on individuals who are unemployed, under-employed and under-served we intend to place 830 residents into good jobs as a starting point.
- **Proposed Delivery:** Building upon District investments, HLDC will scale a coordinated and concurrent delivery of training required for good jobs and deliver of wrap around services to support residents.
- **Key partners:**
 - The DC Chamber of Commerce will partner with us to engage small and medium sized businesses in the Coalition.
 - This work will be governed by a HLDC Steering Committee composed of FC2, HLDC, and key leaders committed to providing strategic oversight and guidance to the system-wide effort.
 - We will partner with community organizations (and allocate resources to those organizations) to help residents overcome what we know are persistent barriers to employment such as access to child care, transportation, and mental health support.



Established a process to identify and address recruitment/ hiring/ retention barriers

Barriers	Description
Employability Skills	<ul style="list-style-type: none"> Professionalism, professional writing and communicating, time management Most government contracts require background checks
Training and Education	<ul style="list-style-type: none"> Most government contracts require certain levels of higher education High-demand for skilled trades (carpentry, plumbing etc.) and lack of training programs (Construction)
Awareness and Interest	<ul style="list-style-type: none"> Many people start in the industry and realize it is not for them (Construction) Lack of immediate interest and minimal brand awareness (Construction)
Transportation	<ul style="list-style-type: none"> People who do not have access to a car/driver's license need transportation Public transportation does not operate at certain hours required of people in the construction industry (Construction)
Wrap around services	<ul style="list-style-type: none"> Childcare availability for either training or on the job (Construction) (Technology) Trauma and mental health supports Housing instability
Lack of available data	<ul style="list-style-type: none"> Unclear on retention numbers for people who work at sites (Construction)



Increased Awareness of Government Programs through the establishment of an Employer-Facing Work Based Learning Framework

Career exploration

Overview: Offer young people (typically middle or high school age) opportunities to learn about your profession, field, and/or company to build interest.

Examples: Speak at events, host job shadowing/field trips/company tours, participate in career fairs.

Time, Staffing, and \$

Investment: Minimal time commitment from employees with no budgeted expenditures.

Return on Investment: Spark interest among young people in your profession, field, and/or company that could pay off many years in the future.

Career preparedness

Overview: Provide paid, short (<400 hours) work experiences for young people (typically high school or college-age) to build employability skills and first-hand knowledge of your profession and/or company.

Examples: Hire interns, conduct pre-apprenticeships.

Time, Staffing, and \$

Investment: Stipends for interns (may be covered by local funds), moderate time commitment from supervisors, little to no budgeted expenditures.

Return on Investment: Build loyalty, interest, and employability skills in young people that could pay off in a few years.

Career launch

Overview: Hire young people (typically high school or college-age) to get deep work experience and training (1,000+ hours) so they are ready to be hired full-time.

Examples: Hire apprentices, develop intensive education and training program for new hires, provide transitional jobs.

Time, Staffing, and \$

Investment: Participant wages (may be covered by local funds), supervisor and staff time and budgeted expenditures, training costs, wrap-around support.

Return on Investment: A loyal talent pipeline that immediately pays off, lower costs of recruitment, and improved employer retention.

