

WORKFORCE INVESTMENT COUNCIL

QUARTERLY BOARD MEETING

April 26, 2023



I. WELCOME & CALL TO ORDER

**ANTWANYE FORD
CHAIRMAN**



AGENDA

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



II. CHAIRMAN'S COMMENTS

**ANTWANYE FORD
CHAIRMAN**



III. Guest Speaker

BRIANNE DORNBUSH
Executive Director
District Bridges





Talent Development Technical Assistance Grant Update

WIC Board Meeting
4/19/23

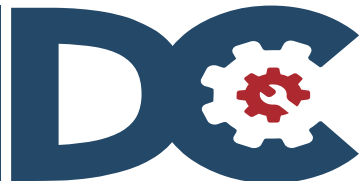


Addressing DC's Workforce Equity Gap

Equity Gap:

- District residents with no college education had a 25% lower labor force participation rate, and five times higher rate of unemployment than those with a bachelor's/advanced degree.
- Median earnings for residents without a bachelor's degree were one-half to one-quarter the level of those with bachelor's or advanced degrees.

DC's Vision: Businesses are connected to the skilled DC residents they need to compete globally, are participants in the workforce system, and drive the District's economic growth.



TDTA Goals

To help address these disparities and maximize the potential, the DC WIC is launching the Talent Development Technical Assistance (TDTA) initiative.

The goals of TDTA are to:

- ***Increase in the number of District employers who implement inclusive talent development practices, resulting in stronger business and economic growth.***
- ***Ensure more District residents without a four-year college degree obtain employment in high-demand, “Good Jobs”.***

District Bridges was selected as the TDTA implementation partner and will help the DC WIC develop a suite of business-facing, inclusive hiring tools, and resources, and provide individual and cohort-based technical assistance to District employers.

Services will begin in Spring of 2023.





District Bridges is a community ecosystem development nonprofit organization working to bridge community engagement and economic development opportunities to foster equitable, resilient, and connected communities here in DC.

We bring deep functional expertise but are known for our holistic approach to urban development that strengthens existing communities. We recognize the value in economic hubs, focusing on both individual businesses and stakeholders, as well as the overall prosperity of the broader community.



TDTA Program Overview

Core Activities Include:

- Connecting businesses in the DC metropolitan region to learn more about inclusive hiring needs and challenges and to share information about available District talent development resources.
- Selecting a cohort of businesses to receive a deeper level of customized training, technical assistance and capacity-building and serve as a pilot group for implementation of the new DC WIC resources.
- Providing training and capacity building support to District workforce and community-based organizations around implementation of inclusive hiring practices.
- Hosting at least two business-facing, inclusive-hiring focused convenings to highlight local business innovations and impact and share information about best practices information and new resources and tools.



TDTA Program Timeline

- April and May:
 - Main Street outreach partner business outreach
 - Business Survey deployment & dissemination
 - Cohort recruitment
- May 9th – DC Chamber Small Business Summit
- June – August:
 - Cohort selection and launch
 - Launch video trainings and toolkits via Access Point DC & My Journey
- September 21st – Business Facing Summit



Outreach Strategy

DC Main Streets represent one of the most direct ways to connect with and support DC small Businesses. Our Main Street outreach partners include:

Ward 1

- Columbia Heights | Mount Pleasant Main Street
- U Street Main Street
- Lower Georgia Avenue Main Street (Wards 1 & 4)

Ward 2

- Logan Circle Main Street
- Shaw Main Street
- Georgetown Main Street

Ward 3

- Chevy Chase Main Street
- Cleveland Park Main Street

Ward 4

- Upper Georgia Avenue Main Street
- Lower Georgia Avenue Main Street

Ward 5

- North Capitol Main Street
- H Street Main Street (Wards 5 & 6)

Ward 6

- Eastern Market Main Street
- H Street Main Street (Wards 5 & 6)

Ward 7

- Pennsylvania Avenue East Main Street
- Minnesota Avenue Main Street

Ward 8

- Congress Heights Main Street





AccessPointDC is an on-demand virtual learning platform that provides technical training solutions for small business owners. Its on-demand format provides a much-needed alternative to live training sessions, which are often difficult for small business owners to attend.

Self-empowerment through virtual education is only one component of the greater vision District Bridges has for Access Point. In 2022, District Bridges launched phase two of Access Point DC: a first-stop clearinghouse to connect small businesses to technical support, funding, and more.

Additionally, Access Point is available regardless of ward or organizational affiliation—at every stage of business, at any time of day, with language translation, to any business in the District.



TDTA Content Development

Since 2019, District Bridges has partnered with Enspire Creative as our platform and content developers. Enspire has built the custom site that Access Point DC lives on and has integrated District Bridges Salesforce platform to track and report on the success of the content.

Enspire Creative are experts in developing content for adult learners who have limited time. The content developed for Access Point meets the direct needs of small business owners in the District with relevant and easily accessible education and resources.



Content Development

The Markle Foundation has developed two courses that focus on Attracting the Right Talent and Candidate Evaluation. Enspire Creative will be developing two courses broken down into five video content sections. In addition to the courses, there will be downloadable toolkits with templates and resources that can be immediately implemented by businesses to make the trainings actionable

Course 1: Attract The Right Talent

- Introduction
- What is Skills-Based Hiring?
- Identifying and Classifying Competencies
- Defining Competencies for Job Postings
- Job Postings Checklist and Next Steps

Course 2: Candidate Evaluation

- Introduction
- Skills-Based Screening
- Skills-Based Interviewing
- Work-Based Assessments
- Check-list and Next Steps

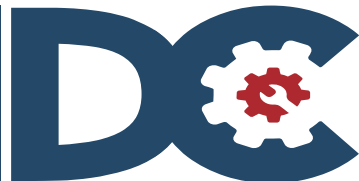


How Can You Help?

- Disseminate the business survey to your network.
- Encourage businesses to apply for the cohort.



Questions?



Thank you!

Brianne Dornbush

Executive Director, District Bridges

Brianne@districtbridges.org

For more information on the TDTA pilot please email:

skillsdc@dc.gov



IV. DIRECTOR'S UPDATES

AHNNA SMITH
EXECUTIVE DIRECTOR



FY22 Expenditure Guide Highlights

- Reflects workforce programs serving **~55,000 participants**.
- In FY22, approximately **2,600 participants** earned a credential and approximately **2,500 were employed**.
- In FY22, the **budget for programs increased by 52%** from FY21 to \$187 million and spent approximately \$139 million.
- In FY22, the agencies with the largest budgets were:

DOES (\$110m)	DSLBD (\$8m)
DHS (\$35m)	OSSE (\$6.9m)
WIC (\$12m)	UDC (\$6.6m)
DSLBD (\$8m)	DOEE (\$4.9m)
- **Participation increased on average by 9% each year**



Looking Ahead

- **FY24 Budget and Priorities**
- **Executive Director Transition**



FY24 Budget

- **Mayor Bowser's FY24 Budget included approximately \$500 million reductions**
- **WIC's FY24 budget reflects:**
 - ARPA-funded programs eliminated
 - Reduction in local grantmaking funds
 - Reduction in contracting funds (technical assistance, communications, etc.)
 - Continued investment in the healthcare workforce partnership and healthcare training



Priorities in FY24

- Continue momentum built in recent years—greater coordination and alignment across government and across sectors.
- Focus shifts to core operations of the WIC; leveraging partnerships and external support to complement our efforts.
- Shift from scaling high-quality training opportunities to supporting individuals that have received training—ensuring residents have pathways for upward mobility and employers are connecting with the talent they need.



Big Goal in FY24

Support Mayor's Comeback Plan, contributing to:

- The creation of 35,000 new jobs in the next five years
- Increasing the median household income of Black residents by \$25,000 in the next five years



Areas of Focus in FY24

Workforce Data Modernization:

- Increase use of My Journey DC to support case management across the system.
- Continue to support data integration across the system.
- Increase knowledge about customer performance outcomes, strengthen and improve services for residents and employers, and inform future investments.

Business Engagement:

- Expand business engagement programming via launch of employer-focused skills-based hiring technical assistance initiative which seeks to increase awareness of District resources and use of inclusive talent development practices.

Develop and submit 2024 WIOA State Plan in Feb/March 2024



2024-2027 WIOA State Plan Development

- Contractor identified by July 1, 2023
- Kick-off with partners in August 2023
- Economic and workforce data collection and analysis, including stakeholder engagement in September 2023
- First draft by November 2023
- Final draft by January 2024
- Submit to USDOL by March 2024
- Make any required edits by September 30, 2024



Executive Director Transition

- **WIC Management Team Planning and Coaching Support**
 - Rosa Moreno, Chief of Staff
 - Suzanne Towns, Deputy Executive Director
 - Deborah Russell, Associate Director, Performance and Impact
 - Anika Holmes, Associate Director, Business Engagement
- **Transition Plan Support from the Deputy Mayor for Education**
- **18-month Plan in Place**



V. BOARD DISCUSSION AND BOARD MEMBER UPDATES

ANTWANYE FORD, CHAIRMAN
AHNNA SMITH, EXECUTIVE DIRECTOR



Board Discussion: 18-Month Plan

Support Mayor's Comeback Plan, contributing to:

- The creation of 35,000 new jobs in the next five years
- Increasing the median household income of Black residents by \$25,000 in the next five years

How can the Board support these goals?

What opportunities should the Board leverage in the next 18-months?



VI. PUBLIC COMMENT



VII. ADJOURN



APPENDIX

