

WORKFORCE INVESTMENT COUNCIL

QUARTERLY BOARD MEETING

July 20, 2022



I. WELCOME & CALL TO ORDER

**ANTWANYE FORD
CHAIRMAN**



AGENDA

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



II. CHAIRMAN'S COMMENTS

ANTWANYE FORD
CHAIRMAN



III. Guest Speaker

LIZ SCHWAB
GOOGLE



Google Career Certificates



Connecting employers with skilled, diverse
talent for in-demand jobs



Grow with **Google**



What is the Google Career Certificate program?



Melinda Williams
IT Support Certificate graduate

Google Career Certificates provide job seekers with access to in-demand skills through job training without the need for a college degree or prior experience in the fields of **data analytics, digital marketing & e-commerce, IT support, project management, or user experience (UX) design.**

These certificates are taught and developed by Google employees with decades of experience in these fields and are hands-on, practical, and rigorous. Learners can earn a certificate in three-to-six months part-time.

1. Coursera Learner Outcome Survey, all time

Our Learners

#1 & 2

DA and PGM certificates are the top 2 certificates on Coursera

38%

from the lowest income tertile

55%

identify as Asian, Black or Latino

59%

do not have a college degree

75%

report an improvement in their career within 6 months of certificate completion

Source: Based on the program graduates survey responses, US 2021



Employer Testimonial

Employer Consortium Member:

“**Infosys** is a great landing spot for a lot of the candidates who have this certificate and allows for them to excel at their roles here. **We also felt the training these applicants were given is of high quality and it gives them an edge in terms of being up to date on the skills needed in the current market to be successful.** The candidates with the Career Certificates are often more open to learning new technologies that the workplace needs and expanding on their current skill set.”



-Rohit Sharma,
AVP, Head Talent Acquisition at Infosys

Graduate turned Infosys employee:



Karrim Omer

*Data Analytics Certificate graduate
Associate Analyst at Infosys*

“This is a stepping stone for my career and I can grow with this. I’m thinking about all the endless possibilities — from networking to seeing what positions I can move up to. I went from not knowing if I was going to get a job to then getting the job, and I was like, OK, I’m on the right path.”

The employer consortium

We're committed to doing our part to help all Americans acquire the skills they need to succeed in today's workforce, not only by hiring Career Certificate graduates into Google but also by building out a consortium of more than 150 employers across the United States that are looking to hire qualified talent and/or upskill their existing workforce.



How to get involved

Please use the information below to explore the program further and/or share with other stakeholders in your organization.

Interested in learning more?

- [Google Career Certificate One Sheeters](#)
- [Key Competencies & Job Mapping Decks](#)

Curious about reskilling your workforce?

- Schedule a discovery call with gwg-employers@google.com

Ready to connect with skilled talent?

- Sign the [agreement form](#)
- Schedule an onboarding call with Google's account managers at gwg-employers@google.com

III. Guest Speaker

**MEGHANMARIE FOWLER-FINN
OFFICE OF GUN VIOLENCE PREVENTION**



OFFICE OF GUN VIOLENCE

PREVENTION (OGVP)



7/26/2022

WE ARE
WASHINGTON
DC GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

About OGVP

Mayor's commitment to addressing gun violence:

- Formed Building Blocks DC (BBDC) Emergency Operations Center (EOC) opened February 2021 for almost one year (\$15M).
- Closed the BBDC EOC and Mayor Bowser established OGVP in January 2022



◆ What Does OGVP Do?

Building Blocks DC is now the District's Gun Violence Prevention Strategy.

OGVP coordinates and administers the BBDC District gun violence prevention strategy by:

- Using a public health approach
 - Coordinating and collaborating across all DC Government agencies to prevent and reduce gun violence in the District
- Connecting District initiatives, community-based organizations, and DC residents in partnership to address gun violence
- Advising on policies and program development regarding new and existing gun violence prevention strategies.



BUILDING BLOCKS

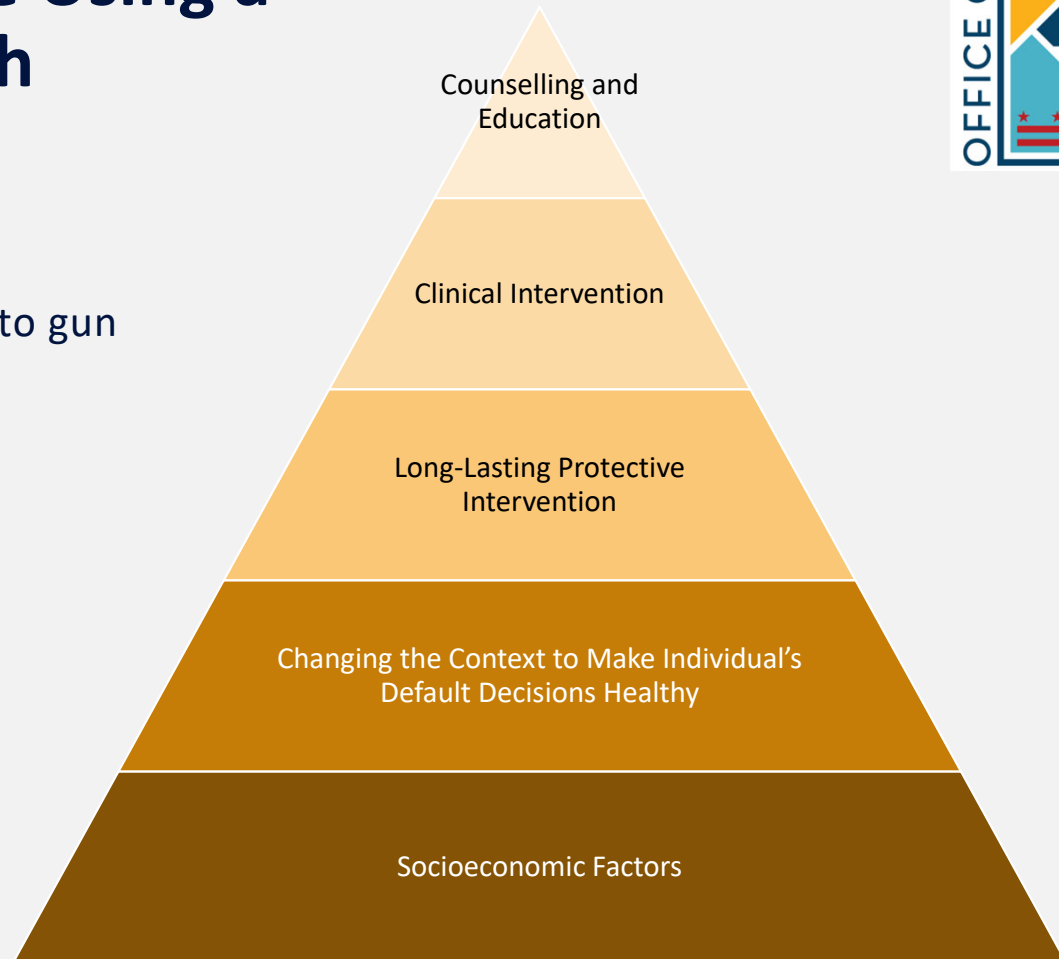
American Rescue Plan: "The American Rescue Plan is delivering direct relief to the American people, rescuing the American economy, and starting to beat the virus."

A few examples:

- Promise Rides
- Violence Intervention Certification
- Rec Center Late Nights
- Dump Busters
- Temporary Safe Housing
- Access to Trauma-Informed Mental Health Services

Reducing Gun Violence Using a Public Health Approach

Addressing the factors contributing to gun violence at the population level.



Source: *The Educational Fund to Stop Gun Violence*

Helping Communities Help Each Other

- OGVP partners with Department of Youth Rehabilitation Services and Progressive Life Center to distribute:
 - Mini-grants (\$5K) to individuals conducting programs and events in their communities to prevent and reduce gun violence.
 - Large-grants (\$150K) to community-based organizations/non-profits/faith groups for programs and activities that will make neighborhoods safer.
 - Examples of programs and activities: Afterschool programs, sports programs, financial literacy, life skills, training and more.
- OGVP participates in community events across the District, such as holiday giveaway, back to school events, neighborhood engagement events, etc.

**~800K in
community
grants with
more on the
way**

◆ Success Stories

- Invested ~800 thousand in community-based grant funding.
- Helped launch 202 For Peace, a city-wide campaign geared towards collaboration and ending gun violence.
- Assisted 74 DC residents with employment at DPW, who are now term employees
- Hosted Media Workshop with Jeanette Reyes on how to engage with the media effectively
- Participated in numerous community events, walks, and fairs



◆ Engaging People of Promise

- A small number of people are involved with most gun violence
 - Mostly African American men 18-34 years old
- Relentless engagement to
 - Connect to mental health, employment, housing, and other essential supports
- Peace Rooms
 - Ensuring connection to the essential supports

Attending President Biden's signing of the bipartisan gun safety bill into law July 2022



Mayor Bowser and team attending Mom's Demand Action & Everytown for Gun Safety Rally

Department of
Public Works
Celebration
June 2022



◆ Workforce Specific Activities

- Grants
 - Grantee workshops and future ideas
 - ServeDC Training for grantees
- ARPA funding
 - DPW Building Blocks employment program
 - Project Empowerment (DOES)
 - Pathways (ONSE)
- Violence Interrupter Training/Certification
- Jobs Not Guns fairs





Contact Info

MeghanMarie Fowler-Finn
Chief Administrative Officer
Office of Gun Violence Prevention
Meghanmarie.fowler-finn@dc.gov
Ogvp.dc.gov

IV. DIRECTOR'S UPDATES

AHNNA SMITH
EXECUTIVE DIRECTOR



Welcome New WIC Staff!



Kimberly Diggs
Administrative Officer



Maryse Holly
Career Coach Program
Manager



FY22 PRIORITIES: HIGHLIGHTS

Priorities (shared in July 2021)	Status and Highlights
Increase WIC staff by 43%	Complete
COVID-19 Response and Recovery	In Progress and On Track (see Staff Updates for additional details)
American Job Center MOUs	In Progress: Developing multi-year MOUs with AJC partners to begin October 2022
Successful delivery of work by One Stop Operator	In Progress: Microsoft Bookings in place; strengthening service delivery coordination
WIOA State Plan Modification	In Progress: Conditionally approved (final edits to be submitted by September)
ETPL Policy and Program Management	Complete: Policy has been updated; additional providers added to ETPL
Data Vault	In Progress: Community catalog built; Participant Portal (self-referral) launched
Workforce Development System Expenditure Guide	Complete: Transmitted to Council in February 2022
Career Pathway Maps	Complete: Available online and updated with latest labor market data
Skills-Based Hiring Initiative	Pushed to FY23: To support Employer Partnership grantees and other employers with tools and best practices regarding skills-based hiring; grant to be released later this summer.



FY22 RECOVERY INVESTMENTS

Employer Partnership Training Grants

- 6 grantees awarded \$3.4 million to train 200 new workers and 15 incumbent workers to be trained by September 30, 2022.

Career Coach DC

- Launched in late June, and as of last week:
 - 166 residents have expressed interest in coaching
 - 120 of those residents have been personally engaged by Career Coach DC staff
 - 37 residents have been fully enrolled and begun coaching

IT and Nurse Education UDC Partnership and Grants

- 13 grantees awarded \$3.66 million to train 650 residents in the IT and Healthcare sector by September 2023.
- UDC has begun implementation of IT and Healthcare training courses provided at no cost to students, including stipends to those in the Workforce Development and Lifelong Learning programs.





K R A

Innovative
Exceptional
Trusted

F duhu# rdfk#G F #R yhuyhz

Maple Lawn Corporate Center | 11830 West Market Place, Suite M | Fulton, Maryland 20759 | (301) 562-2300 p | (301) 495-2919 f | www.KRA.com

Career Coach DC provides career coaching services that empower DC residents impacted by the COVID-19 pandemic to navigate the wealth of resources available in the District and achieve employment and education success.

CAREER COACH DC

- 1. Self – Referral via Data Vault**
- 2. Staff – Assisted Referral via Data Vault**
- 3. Partner Agency Referral**

CAREER COACH DC

Customizable Coaching Experience

Coaching services are available fully in-person, fully virtual, or a hybrid mix of the two, based on the preference of the residents served. In-person services will be available throughout the District, beginning with various Enterprise Community Development and DC Public library locations.

CAREER COACH DC

Potential coaching services provided to residents include:

- Guided career exploration
- Job search support
- Education/training opportunity navigation
- Navigation of community resources
- Assessments
- Remediation of barriers to employment and education success

Each resident can customize their coaching experience based on priority of individual goals and needs.

CAREER COACH DC

- Uhdg | #w#Z run
- Uhdg | #w#Dhduq
- Uhdg | #w#G lfryhu
- Uhdg | #w#Iqj djh

CAREER COACH DC

Career coaches offer a full spectrum of professional and lived experiences and intentionally reflect the communities we serve. Each coach participates in an intensive bootcamp to ensure they are fully equipped with the skills and resources needed to make an impact with the residents of DC.

CAREER COACH DC

Training Partners

KRA Corporation, Markle, CIRTE, and DC WIC

- Basic Job Readiness Coaching
- Emotional Intelligence
- The GROW coaching model
- Time Management and Productivity Enhancement Strategies
- Human-Centered Coaching Model
- Skills-Based Coaching Model
- DC Population and Economic Landscape
- District Economic Analysis/Overview
- America's Job Centers System
- Data Vault Participant/Professional Portal Navigation

CAREER COACH DC

QUESTIONS???

CAREER COACH DC

V. BOARD DISCUSSION AND BOARD MEMBER UPDATES

ANTWANYE FORD, CHAIRMAN
AHNNA SMITH, EXECUTIVE DIRECTOR



Education and Workforce Alignment (EWA) Committee Update



Looking Ahead to FY23

- **WIC Board Retreat on Friday, September 16, 2022**
 - Discussing the DC Economic Development Plan (to deliver later in 2022)
 - Planning for a third term of the Bowser Administration (should she win in Nov.)
 - Launching WIC Board committees
- **Continued implementation of recovery investments, including new grants**
- **Supporting Mayor Bowser's Build Back Better Infrastructure and Jobs Bill planning and implementation**
- **Additional Business Engagement opportunities led by the WIC**
 - IT Advisory Board conversations
 - Skills-based hiring



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

