

CITY OF ALEXANDRIA  
DEPARTMENT OF COMMUNITY AND HUMAN SERVICES  
WORKFORCE DEVELOPMENT CENTER  
CITY COUNCIL UPDATE

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NOVEMBER 10, 2020



# KEY DATA POINTS

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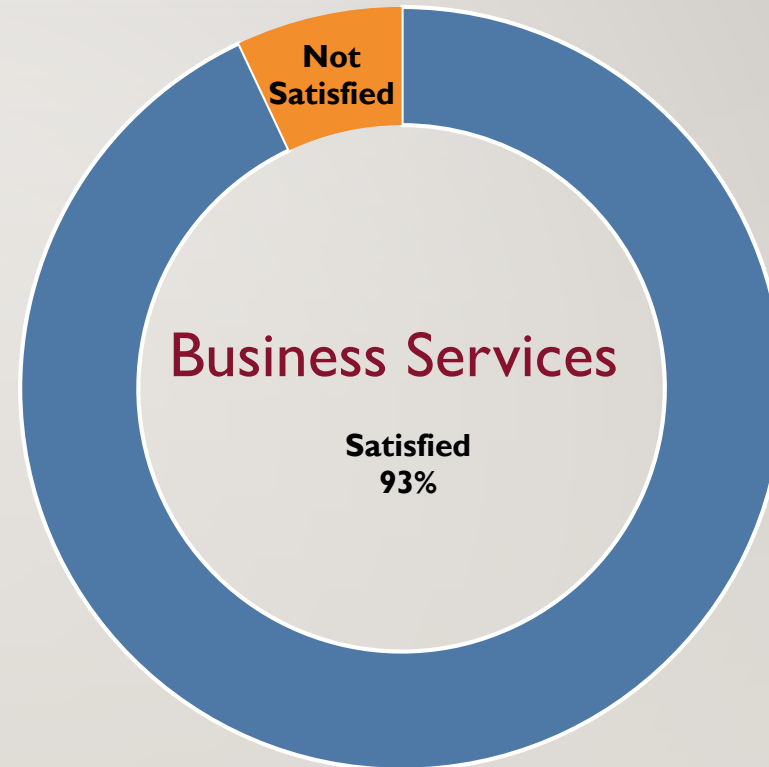
# PERFORMANCE MEASURES

Indicators	FY20	FY19
Number of job placements	333	596
Number of summer youth participants who gained work experience	201	170
Percent of adults who gained employment and retained it for 90 days	98%	91%
Number of participants served	3,741	5,013
Number of visits to the Adult Career Center	12,174	18,859
Number of Adult Career Readiness Workshops	218	177
Number of Adult Customized Hiring Events	35	52
Number of Youth Workshops	20	29
Number of Businesses Served	334	182

Source: City of Alexandria Workforce Development



# CUSTOMER SATISFACTION



Source: City of Alexandria Workforce Development, July 1, 2019 – June 30, 2020

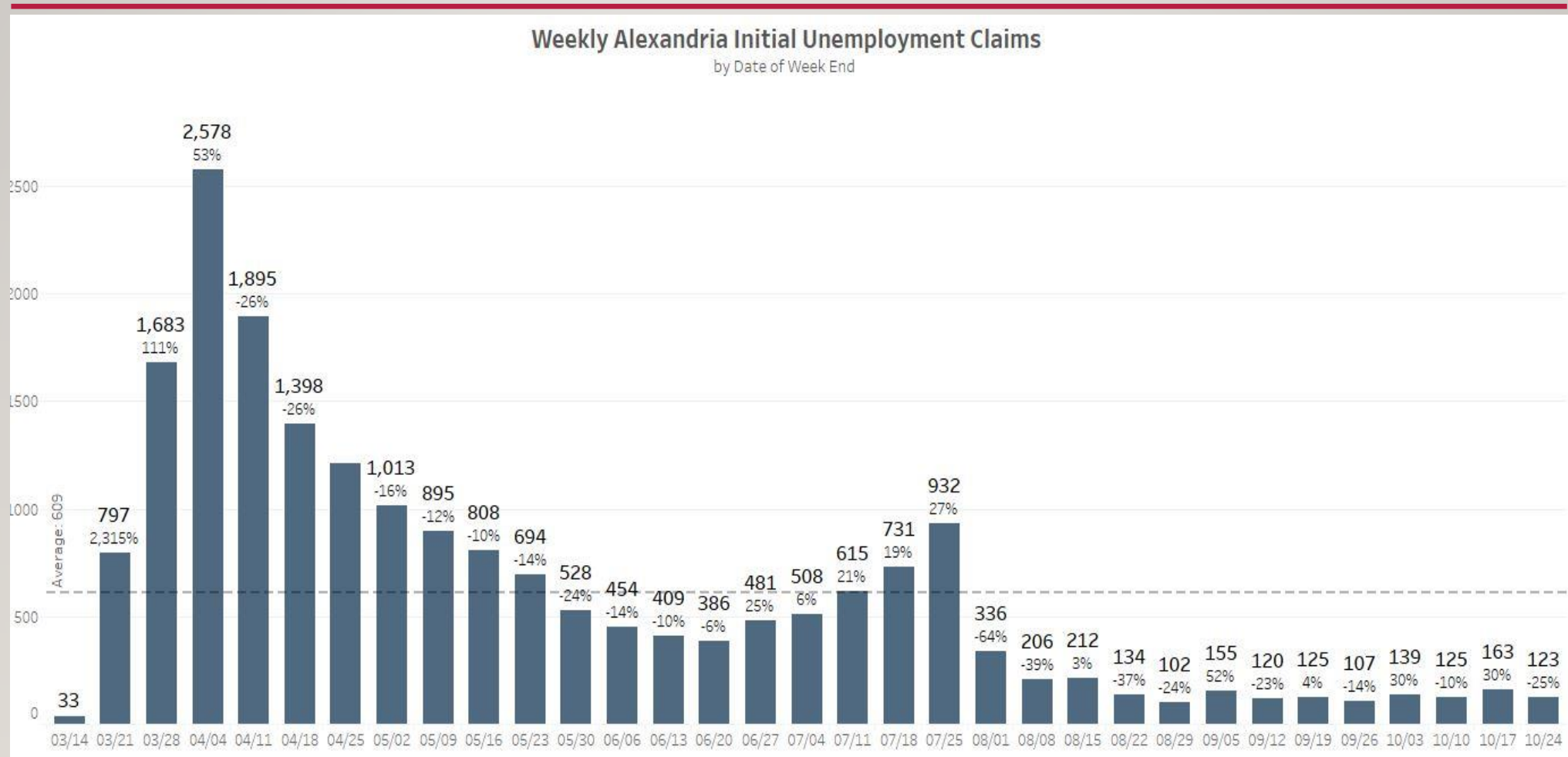


# UNEMPLOYMENT DATA

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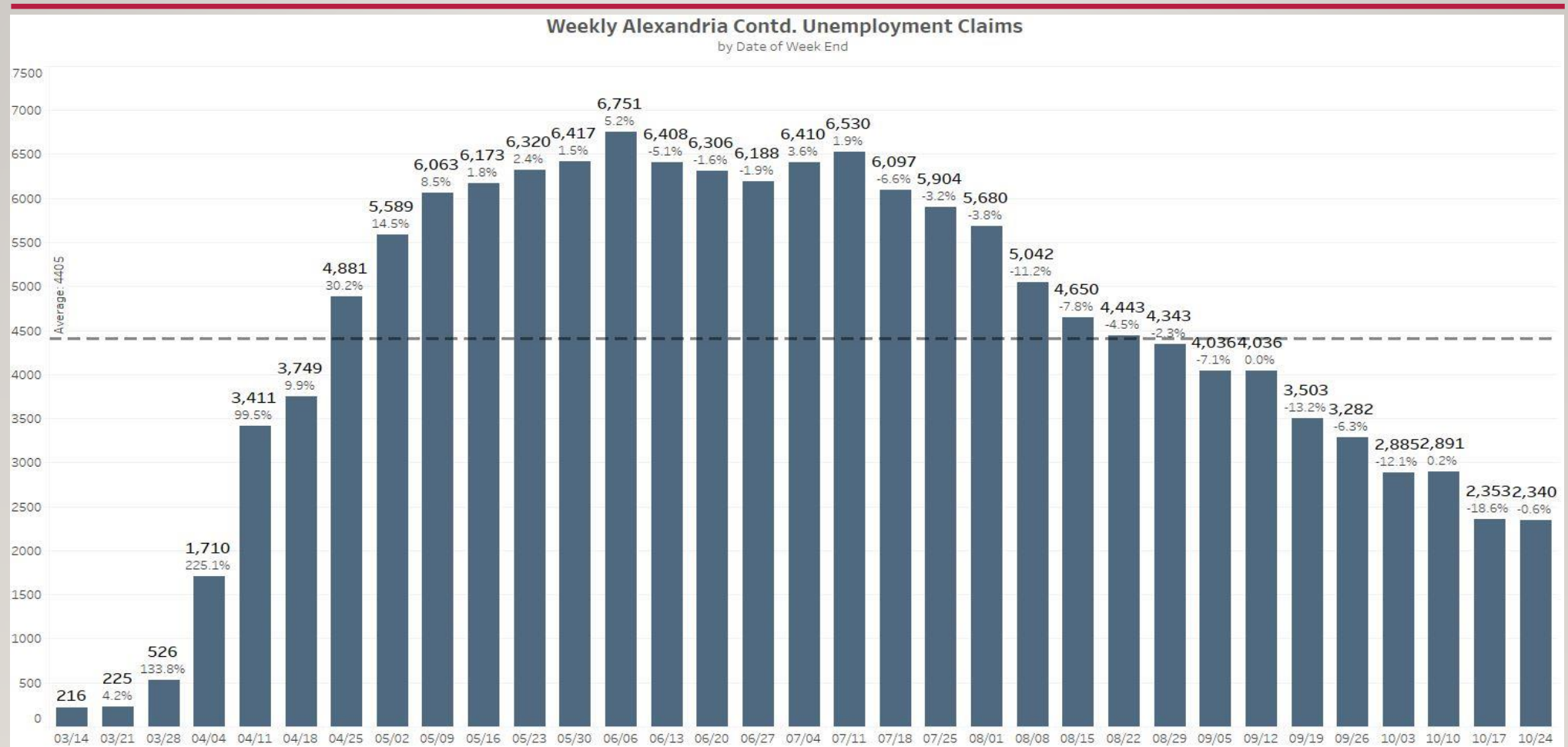
# INITIAL UNEMPLOYMENT CLAIMS FOR ALEXANDRIA



Source:VEC



# CONTD. UNEMPLOYMENT CLAIMS FOR ALEXANDRIA

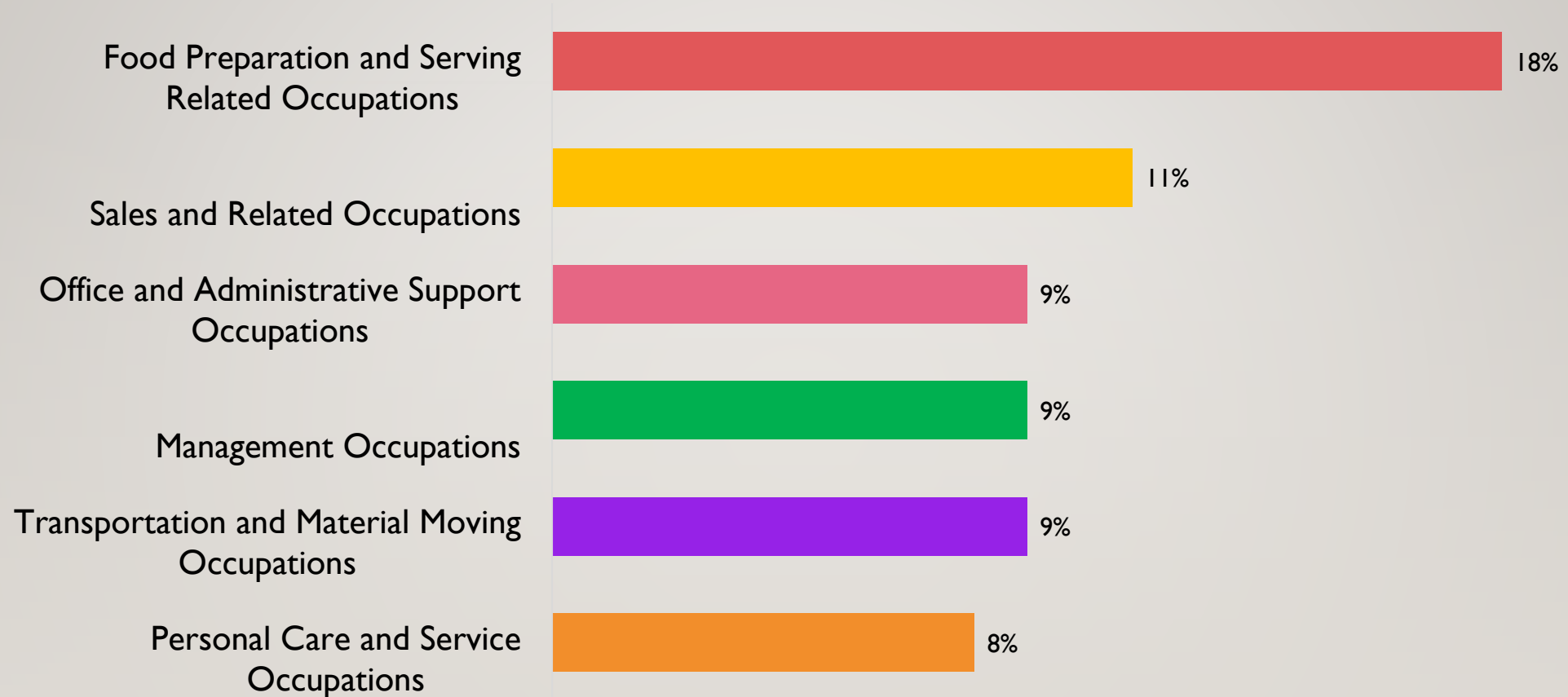


Source: VEC



# OCCUPATIONS IMPACTED THE MOST AS OF OCTOBER 24

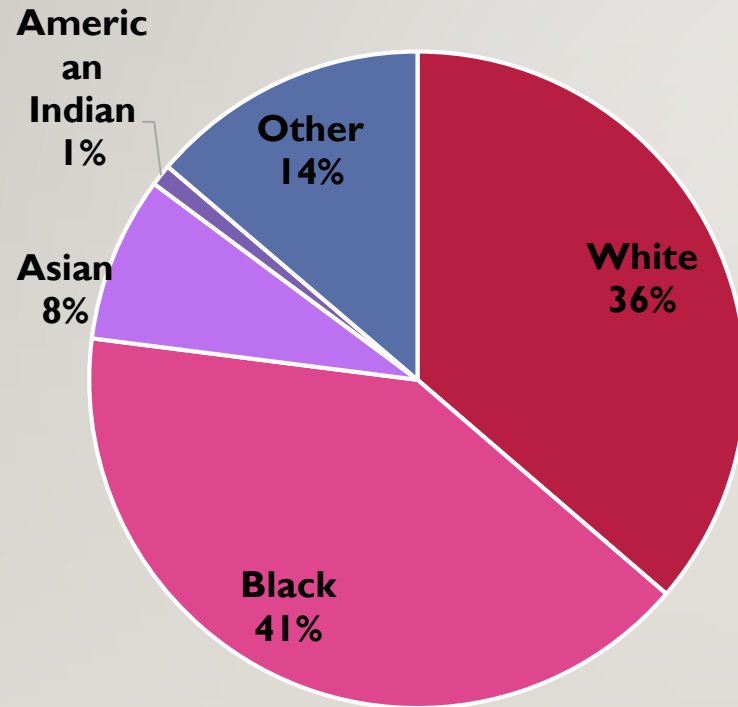
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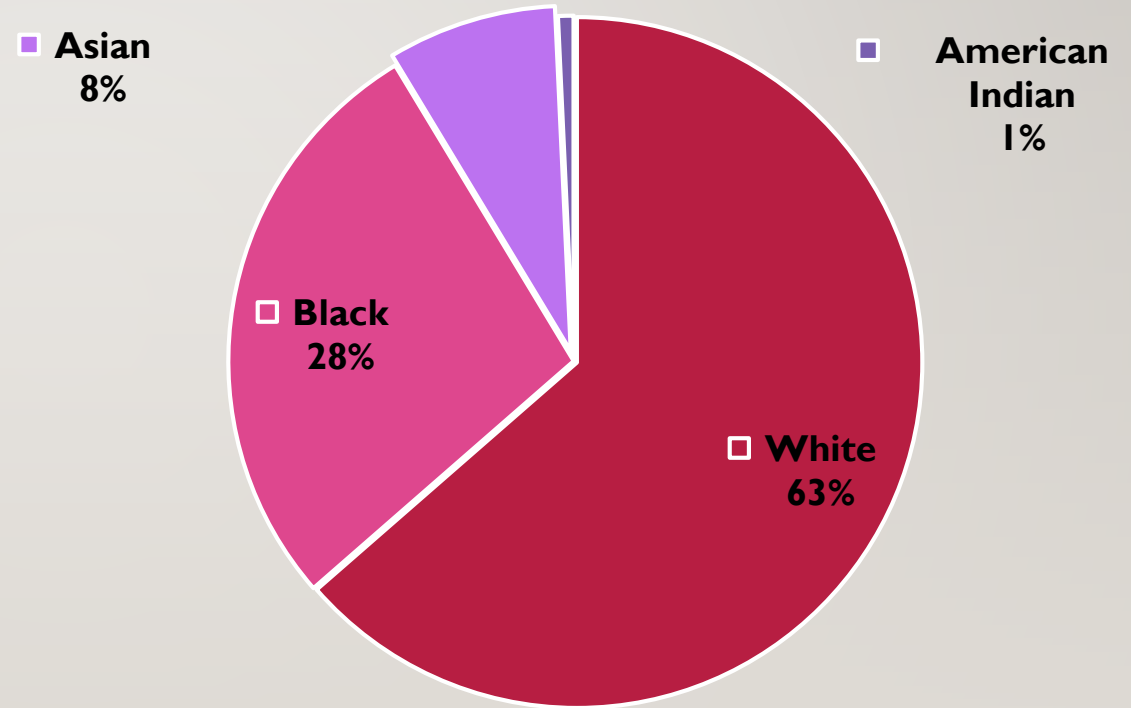


# RACE AND ETHNIC DIMENSION OF UI CLAIMS: MARCH - OCT. 2020

## Share in UI Filers



## % in Alexandria's Population



# COVID-19 PANDEMIC RESPONSE

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# Strive & Thrive

Helping Alexandria Stay Resilient & Get Back to Work

CITY OF  
*Alexandria*  
VIRGINIA

# COVID-19 PANDEMIC RESPONSE

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- Use of website and social media to share information
- Active participation in community meetings to disseminate information
- Advocacy with VEC on behalf of residents on their specific issues
- Assistance to residents with their requests about UI challenges
  - Answered questions by phone, email, and referral to VEC
  - Responded to over 8,000 phone calls and replied over 1,000 emails



# COVID-19 PANDEMIC RESPONSE

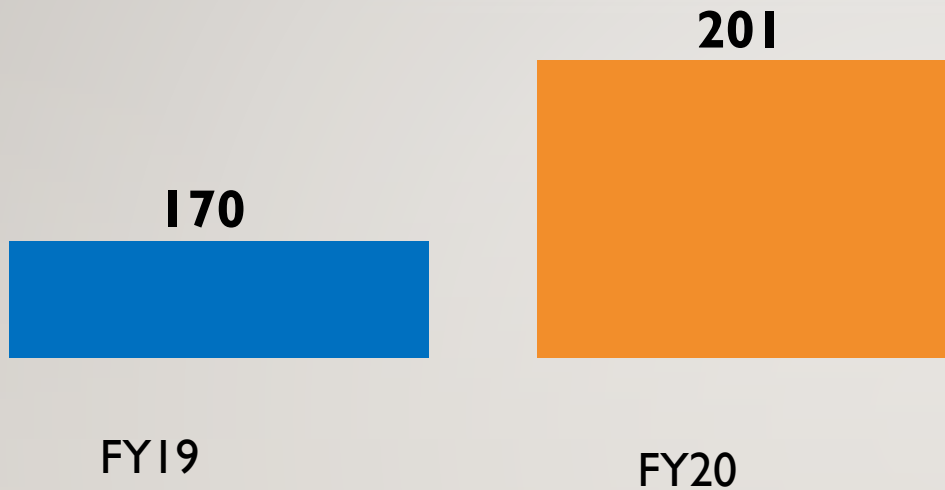
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- Weekly notification of relief and "going back to work" workforce services via Alex daily e-news, social media, website, and other channels to keep residents informed
- Virtual hiring events and work readiness assistance:
  - Virtual job fairs in May, July and October
  - Meet the Employer Events
  - Job Readiness and Essential Skills Workshops
  - I:I Job Search and Coaching Services





# COVID-19 PANDEMIC RESPONSE: SUMMER YOUTH PROGRAM



## Top 5 Workshops

LinkedIn Profile Creation
Entrepreneurship and Apprenticeship
Financial Literacy
Resume Writing and 1:1 Coaching
Accenture's Skills To Succeed

- 27 Youth worked at 10 worksites
- 174 Youth participated in Virtual Job Readiness



# COVID-19 PANDEMIC RESPONSE

The Skillup logo features the word "Skillup" in a bold, white, sans-serif font. A small "TM" trademark symbol is positioned at the top right of the letter "p". The logo is set against a solid red rectangular background.

City of Alexandria & Arlington County

**551** City Residents Enrolled

- **Free and unlimited** access to more than 5,000 high-quality, online training courses
- Courses used by many Fortune 500 companies, are presented in English and Spanish.
- Courses include:
  - Project Management
  - HIPAA, Human Resources, Accounting, Quick Books
  - Food Industry Standards
  - Leadership and Team Building
  - Customer Service
  - Microsoft Office; Adobe
  - Analytical Skills; Data Management/Reporting
  - Health & Safety; First Aid
  - Digital Literacy; Working Remotely



# COVID-19 PANDEMIC RESPONSE

50+ Initiative

**Senior Workers**

**264**

**227**

■ **FY19**

■ **FY20**

Vocation based English as a Second  
Language Initiative

**Participants Served**

**85**

**72**

■ **FY19**

■ **FY20**





# COVID-19 PANDEMIC RESPONSE

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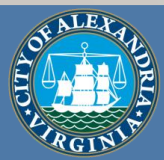
## WORKFORCE INITIATIVES SUPPORTED BY CARES ACT FUNDING

### WORK BASED LEARNING PILOT

- 29 residents participating at various employer sites
- Completing work readiness and online trainings
- Timeframe: 3 months (October 1st – December 31st)
- Targeted fields include:
  - ✓ Information Technology/Information Security
  - ✓ Human Services
  - ✓ Administrative and Program Management

### BRIDGING THE DIGITAL DIVIDE FOR WORKFORCE SERVICES

- Partnered with Computer Core
- Digital Literacy class
- Supplied laptops



# CHALLENGES, PRIORITIES AND FOCUS AREAS

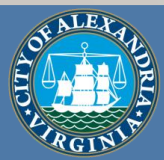
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# CHALLENGES

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- *Continuing barriers to service resulting from the pandemic*
- *Resource limitations*
  - *Larger share of funding comes from means-tested federal and state sources*
- *Structural factors that affect employability and wage advancement*
  - *Longer term investment needed to see meaningful results*
- *High cost of living poses a huge dilemma*
  - *Invest in skill advancement or another job to make ends meet*
- *Capacity constraints to scale up promising initiatives*
  - *V-ESOL*
  - *Summer youth*
  - *50+Initiative*
  - *Work-based learning*



# STRATEGIC THINKING FRAME

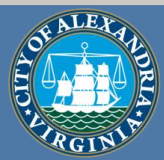
**ACCESS**

**QUALITY**

**CAPACITY**

**RACIAL EQUITY**

**RELEVANCE**



# STRATEGIC FOCUS AREAS

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- Continue our COVID-19 response
- Evaluate the Work-Based Learning Pilot as an approach to tackle under-employment
- Play active role in addressing Racial Equity challenges
- Expand and strengthen business and community partnerships
- Adopt continuous quality improvement and newer approaches to be more relevant to the needs of residents and employer
- Increase community outreach and engagement to ensure all businesses and residents are aware of our services

