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ALEXANDRIA | ARLINGTON REGION

**Alexandria/Arlington Regional Workforce Council  
Quarterly Meeting  
Agenda**

**February 11, 2020  
8:30 am to 9:30 am**

**Via MS Teams**

<b>Welcome Message</b>	<i>Alberto Marino</i>
<b>Executive Director's Report/Consent Agenda</b>	<i>David Remick</i>
<b>Public Comment Period</b>	<i>David Remick</i>
<b>Regional Labor Market Update</b>	<i>Alex Cooley</i>
<b>Strategic Plan Review &amp; Approval</b>	<i>David Remick</i>
<b>Adjourn</b>	<i>Alberto Marino</i>

**UPCOMING MEETING**

June 24, 2021

8:30 am to 9:30 am  
Arlington County Department of Human Services  
2100 Washington Blvd, Lower Level Auditorium  
Arlington, VA 22204



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ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

### **Consent Agenda Notes**

- December 17, 2020 Meeting Minutes – Recommendation: Approval
- January 13, 2021 Executive Committee Meeting Minutes – Recommendation: Approval
- One-Stop Operator Quarterly Report – For Your Information Only
- WIOA Individual & Follow-up Services Waiver: This waiver request is identical to the request made in FY20 which will allow our two American Job Centers to implement WIOA services through their agencies. Typically, workforce boards procure vendors to perform WIOA services. Receiving a waiver would allow us to bypass this requirement. – Recommendation: Approval
- Additions to WIOA Eligible Training Provider List: La Cocina has applied to add an additional culinary course to their listing on the Eligible Training Provider List. Arlington Public School has applied to include their Pre-apprenticeship Carpentry Program on the Eligible Training Provider List. Both submissions have been reviewed and meet the guidelines for inclusion into the list – Recommendation: Approval

Consent Agenda Begins

## December 17, 2020 RWC Meeting Minutes



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**Alexandria/Arlington Regional Workforce Council  
Quarterly Meeting Minutes  
December 17, 2020  
8:30 am to 10:30 am  
Virtual Meeting via ZOOM**

**Rollcall:**

Eduardo	Achach	Absent
Kate	Bates	Present
Lisa	Bauer	Present
Joel	Bernstein	Present
Patrick	Brennan	Present
Monica	West	Present
Karen	Brown	Absent
Dottie	Brown	Absent
Stacey	Butler	Present
Alex	Cooley	Present
Dennis	Desmond	Absent
James	Egenrieder	Present
John	Gallagher	Absent
Lesa	Gilbert	Absent
Daniel	Gomez	Present
Ellen	Harpel	Present
Tricia	Jacobs	Present
Alberto	Marino	Present
Kris	Martini	Present
Jennifer	Van Buren	Present
Christine	McCurdy	Absent
Erik	Pages	Present
Cynthia	Richmond	Present
Kiersten	Portlock	Absent
Brian	Stout	Present
Chastity	Thornton	Absent
Fernando	Torrez	Absent
Ryan	Touhill	Absent
Darren	Tully	Absent
Landon	Winkelvoss	Absent
Ricardo	Wright	Present

**Staff:** Daniel Mekibib, David Remick



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Meeting commenced at 8:31 am.

- The December 17, 2020 Consent Agenda was unanimously approved.

The meeting adjourned at 8:40 a.m. Remainder of time used as a focus group led by Zelos LLC.

**NEXT MEETING**

February 11, 2021

8:30 am to 9:30 am

Arlington County Department of Human Services  
2100 Washington Blvd, Lower Level Auditorium  
Arlington, VA 22204

## January 13, 2021 Executive Committee Meeting Minutes



ALEXANDRIA | ARLINGTON REGION

**Alexandria/Arlington Regional Workforce Council  
Executive Committee Meeting Agenda  
January 13, 2021  
8:30 am to 9:30 am**

**Arlington County Department of Human Services  
Via MS Teams**

**Attendance:** Lisa Bauer, Dennis Desmond, Ellen Harpel, Alberto Marino, Erik Pages

**Absent:** Shekera Alvarado

**Staff:** Alamelu Dev, David Remick

**Meeting was called to order at 8:30am**

- February's Regional Workforce Council Meeting Agenda was reviewed and unanimously approved.
- February's Consent Agenda Package was reviewed and unanimously approved.
- The Executive Committee reviewed the Regional Workforce Council's Vision, Mission, Goals, and Strategies package as it relates to the development of the 2020-2024 WIOA Local Plan. Terri Glass from ZELOS LLC facilitated this conversation. This package was unanimously approved by the Executive Committee to be presented to the Regional Workforce Council in February.

**Meeting adjourn at 9:31am**



## One-Stop Operator Quarterly Report



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**WIOA PERFORMANCE REPORT**  
**PY 2020- Q1**



Empower people. Improve performance.

**One Stop Operator – RISE Talent Solutions**

Alamelu Dev

[alamelu@riseglobaltalent.com](mailto:alamelu@riseglobaltalent.com)

Table 1 S.No.	Period (PY2020 - July 2020 to June 2021)	Q2 (Oct,Nov, Dec) - PY 20		
	Data measure	WDC	AEC	Total
1	Career Services customer satisfaction results	100%	n/a	n/a
2	Business Services satisfaction results	100%	n/a	n/a
3	Businesses served	annual data		
4	Total One-Stop Center Visitors (duplicated)	687	27	714
5	Total One-Stop Center Visitors (unduplicated)	275	149	424
6	Total of daily calls to the One-Stop Center due to COVID related shutdown	2847	n/a	n/a
7	New WIOA Title I Adult Participants	6	4	10
8	New WIOA Title I Dislocated Workers Participants	8	3	11
9	New WIOA Title I Youth Participants	2	0	2
10	Total New participants	16	7	23
11	Active WIOA Title 1 Adult Participants	52	21	73
12	Active WIOA Title I Dislocated Workers Participants	14	5	19
13	Active WIOA Title I Youth Participants	3	0	3
14	Total Active participants	69	26	95

Data Source:

Measures #1 to #6 - Respective One-Stop Centers

Measures #7 to 14 - AARWC Data Administrator

PY 20 - YTD		
WDC	AEC	Total
99%	n/a	n/a
100%	n/a	n/a
annual data		
1137	41	1178
497	294	791
5992	n/a	n/a
15	12	27
10	3	13
3	0	3
28	12	43
52	34	86
14	5	19
3	3	6
69	42	111

Q2 - PY 19		
WDC	AEC	Total
90%	80%	85%
100%	pending	n/a
annual data		
3286	881	4167
1800	1469	3269
n/a	n/a	n/a
13	5	18
1	4	5
2	0	2
16	9	25
50	41	91
15	10	25
6	1	7
71	52	123

% change from Q2 PY 19		
WDC	AEC	Total
10%	n/a	n/a
0%	n/a	n/a
annual data		
-378%	-3163%	-484%
-555%	-886%	-671%
n/a	n/a	n/a
-117%	-25%	-80%
88%	-33%	55%
0%	0%	0.0%
0%	-29%	-9%
4%	-95%	-25%
-7%	-100%	-32%
-100%	0%	-133%
-3%	-100%	-29%

Table 2 S.No.	Period (PY2020 - July 2020 to June 2021)	Q2 - PY20		
	WIOA Title 1 Performance Items	WDC	AEC	Regional Total
	<b>Adults</b>			
1(a)	Employment 2nd Quarter after Exit (#)	17	0	0
1(b)	Employment 2nd Quarter after Exit (%)	100%	0%	50%
2(a)	Employment 4th Quarter after Exit (#)	17	0	0
2(b)	Employment 4th Quarter after Exit (%)	71%	0%	35%
3(a)	Credential Attainment Rate (#)	17	1	5
3(b)	Credential Attainment Rate (%)	75%	50%	63%
4	Median Earnings 2nd Quarter after Exit			pending info
	<b>Dislocated Workers</b>			
5(a)	Employment 2nd Quarter after Exit (#)	6	0	0
5(b)	Employment 2nd Quarter after Exit (%)	67%	0%	33%
6(a)	Employment 4th Quarter after Exit (#)	5	0	0
6(b)	Employment 4th Quarter after Exit (%)	56%	0%	28%
7(a)	Credential Attainment Rate (#)	2	1	0
7(b)	Credential Attainment Rate (%)	67%	50%	58%
8	Median Earnings 2nd Quarter after Exit (#)			
	<b>Youth</b>			
9(a)	Employment 2nd Quarter after Exit (#)	3	0	0
9(b)	Employment 2nd Quarter after Exit (%)	60%	0%	30%
10(a)	Employment 4th Quarter after Exit (#)	4	0	0
10(b)	Employment 4th Quarter after Exit (%)	100%	0%	50%
11(a)	Credential Attainment Rate (#)	0	0	0
11(b)	Credential Attainment Rate (%)	0%	0%	0%

PY 20 - YTD		
WDC	AEC	Regional Total
90	0	
66%	0%	33%
62	0	
61%	0%	31%
46	0	
65%	0%	32%
16	0	
64%	0%	32%
13	0	
50%	0%	25%
6	0	
40%	0%	20%
11	0	
85%	0%	42%
13	0	
65%	0%	33%
0	0	
0%	100%	50%

PY20 Goals
79%
85%
74.0%
85%
90%
70%
72.0%
62.8%
70%

Note:

Table 2 Data Source: AARWC Data Administrator

Measures #4 , #8 - information to be provided by VCCS.

## WIOA Individual & Follow-up Services Waiver



ALEXANDRIA | ARLINGTON REGION

## **Request for Governor's Approval for Local Workforce Board to Provide WIOA Individualized & Follow-up Career Services**

Date: February 11, 2021

Local Workforce Development Board (LWDB): Alexandria/Arlington Regional Workforce Council

Contact Person/Title: David Remick/Executive Director

Phone: 703.228.1412

E-mail Address: dremick@arlingtonva.us

Mailing Address: 2100 Washington Blvd, 1<sup>st</sup> Floor, Arlington, VA 22204

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**1. What factors went into the LWDB's decision to submit this request to provide individualized and follow-up career services, including those that led the LWDB to believe that participants will be better served by providing these services directly rather than through a competitive procurement process?**

Programmatic synergy and cost-sharing opportunities are the primary factors as to why the Alexandria/Arlington Regional Workforce Council decided that Workforce Innovation and Opportunity Act (WIOA) Individual Career and Follow-up Services should continue to be provided by the Alexandria/Arlington Regional Workforce Council through the Alexandria City's and Arlington County's Departments of Human Services. We believe that, for the annual amount of WIOA Individual Career and Follow-up Services funds that the Council receives, our current organizational arrangement provides the best possible service to our customers.

Alexandria Workforce Development Center and Arlington Employment Center are the Council's two Comprehensive American Job Centers, also known as Virginia Career Works (VCW) Centers. Both Centers are agencies housed within their local government's Department of Human Services. Together these Centers served approximately 8,900 job seekers and 1,100 businesses in PY19/FY20.

Activities provided by local government staff at the Centers include:

- Workforce Innovation & Opportunity Act Career Services (Basic, Individual, and Follow-up);
- The Supplemental Nutrition Assistance Program Employment and Training Program;
- Employment Advancement for the Temporary Assistance for Needy Families Program;
- US Department of Housing & Urban Development's Community Development Block Grants Program;
- US Department of Health and Human Services' Community Services Block Grant Program;
- Business Services.

There is a great deal of programmatic synergy and cost-sharing achieved by having the local government agencies implement these programs and services. One of the synergies is to be able to leverage funding by co-enrolling participants into multiple programs. Because the local government staff administer the aforementioned programs and services, a Center's Career Counselor can pay for the participant's workforce development training activities out of WIOA and other funds. As an example, the Arlington Employment Center sends ten jobseekers through an intensive culinary and life skills training program annually. WIOA and US Department of Housing & Urban Development's Community Development Block Grants fund the training of the ten jobseekers. If the Council competitively procured WIOA Individual Career and Follow-up Services, then a new provider would not have the ability to use these other funding streams to co-enroll WIOA participants.

Another example of programmatic synergy is staff management and training. The programs and services administered by the two local government agencies are implemented by staff that report into the Centers' Directors, who are all employees of the agencies. This set-up allows for a clear chain-of-command for workload distribution and for the staff issue/resolution process. Also, Career Services staff regularly participate in various professional development training programs that are funded by the two government agencies. If the Council competitively procured WIOA Individual Career and Follow-up Services, then WIOA staff would move outside of this chain-of-command and not benefit from professional development training opportunities.

From a cost-sharing perspective, WIOA Individual Career and Follow-up Services benefit from being performed by the local government agencies. For PY20/FY21, WIOA funding covers less than 10%, or \$491,432, of the Centers' budgets annually. Over 90% of the Centers' budgets are funded directly by the two local governments using a combination of general funds and other non-WIOA state and federal funds.

Of the \$491,432 in WIOA funding that our region receives from the Virginia Community College System (the State WIOA Administrator), \$108,947 is allocated to our WIOA Youth Program, leaving \$382,514 to provide WIOA Individual Career and Follow-up Services for Adults and Dislocated Workers. It is important to note that various WIOA policies require \$153,006 of WIOA funding to be spent on workforce development training activities that lead to industry-recognized credentials for these three populations. That leaves the Council with \$229,508 annually to pay for WIOA staff salaries at our two Centers.

In our current organizational arrangement, there are ten WIOA Career Counselors. WIOA funds a portion of their salaries.

Should WIOA Individual and Career Services be performed by another party, then they would have \$229,508 per year to pay for the salaries for the above-mentioned role. Procuring these services could reduce the number of staff working on our regional WIOA program, which would lead to a decrease in quality and performance. The Council does not feel that another provider can deliver the same quality WIOA Services for \$229,508 per year as currently performed by the Alexandria Workforce Development Center and Arlington Employment Center.

While the Council requests that WIOA Individual Career and Follow-up Services continued to be performed by the Alexandria Workforce Development Center and Arlington Employment Center, we recognize that we need to ensure proper oversight over the career services providers. In 2020, the Council procured a One-Stop Operator, Rise Global Talent LLC, who has maintained effective working relationships with all One-Stop System Partner and Career Services Provider managers.

The Operator's role is to maintain effective working relationships with all One-Stop System Partner and Career Services Provider managers through leading the Alexandria/Arlington Regional Workforce Council's One-Stop Operations Committee. The committee's membership includes all One-Stop System and Career Services Provider leadership.

The Operator ensures the implementation of all Partner/Provider roles and responsibilities, as defined in the Local One-Stop System Memorandum of Understanding. The Operator will also:

- Promote effectively integrated, cross-agency business practices in the One-Stop System among the Partners and Providers;
- Facilitate partner-driven solutions for all One-Stop System activities;
- Monitor and report out on a quarterly basis WIOA Title I performance and track all WIOA Career Services output, including referrals to all partners;
- Responsible for performing annual WIOA Title I Local Monitoring Audit.

Finally, the Operator reports to the Council's Executive Committee on One-Stop Operations quarterly.

**2. Describe the individualized and follow-up career services the LWDB plans to provide, including its prior experience providing those services and how long it has done so.**

The Alexandria/Arlington Regional Workforce Council, through its two American Job Centers, Alexandria Workforce Development Center and Arlington Employment Center, have for the last three years met their Federal Performance Outcomes while maintaining fiscal integrity. Under the Workforce Innovation and Opportunity Act, the Alexandria/Arlington American Job Centers will perform the following:

- Comprehensive and specialized assessments of skill levels and service needs;
- Development of an individual employment plan and information on available training and training providers;
- Assistance in establishing eligibility on non-WIOA financial aid for employment and training programs;
- Group and individual counselling;
- Career planning;
- Short-term pre-vocational services including development of learning skills, communication skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct services to prepare individuals for unsubsidized employment or training;
- Internships and work experiences linked to careers;
- Financial literacy services;
- Out-of-area job search assistance and relocation assistance;
- English language acquisition and integrated education and training programs;

- Follow-up counselling for participants in adult or dislocated worker WIOA Title I activities who are placed in unsubsidized employment, for up to 12 months after the first day of employment.

**3. Provide the WDA's federal performance outcomes for each of the last three years and describe how those outcomes compare to other WDAs in the state.**

	<b>LWDA 12 Federal Performance Outcomes</b>	<b>Statewide Federal Performance Outcomes</b>
<b>PY 19</b>		
<u>Adult</u>		
Entered Employment Rate (Q2 & Q4)	Met	Met
Credential Rate	Met	Met
<u>Dislocated Worker</u>		
Entered Employment Rate (Q2 & Q4)	Met	Met
Credential Rate	Met	Met
<b>PY 18</b>		
<u>Adult</u>		
Entered Employment Rate (Q2 & Q4)	Met	Met
Credential Rate	Exceed	Exceed
<u>Dislocated Worker</u>		
Entered Employment Rate (Q2 & Q4)	Met	Met
Credential Rate	Exceed	Exceed
<b>PY 17</b>		
<u>Adult</u>		
Entered Employment Rate (Q2 & Q4)	Met	Data Not Available
Credential Rate	Exceed	Data Not Available
<u>Dislocated Worker</u>		
Entered Employment Rate (Q2 & Q4)	Exceed	Data Not Available
Credential Rate	Exceed	Data Not Available

**4. Provide evidence that the LWDB is qualified to provide individualized and follow-up career services, including any local testimonials that speak to the effectiveness and efficiency with which the LWDB has provided or can provide those services. Attach supporting documentation, to include at least 2 letters of recommendation from partners.**

The Alexandria/Arlington Regional Workforce Council, through our American Job Centers, has met our Federal Performance Outcomes and maintained fiscal integrity over the past three years. 100%



of our Centers' Individual Career Services staff hold Workforce Development Professional Certifications. The following are three customer testimonials:

*"I want to commend you and the staff at the Arlington Employment Center for the professionalism and expertise extend to me. That was a great help in gaining employment. Having not seriously engaged in a search since 1998, I was seriously out of tune with the demands of the modern market. The AEC staff was very welcoming and imparted valuable, current knowledge. My initial screening with Dante, my check-ins with Ms. Hill, my counseling with Amelia, and the workshops lead by Glen, Edythe, and Sandy all reflected a quality and caring that you can be proud of.*

*Because of the excellent collaboration of the AEC staff, I was able to rethink my approach to resume format and content, networking among peers, and interviewing. As a result, on Monday I accepted the position of "Lead Technologist" with Booz Allen Hamilton and will soon launch a new phase of my career. I am grateful. As a committed volunteer within Arlington County, you may call on me if I can help AEC and its clients in some way in the future. Please share my success and compliments with the folks at AEC." – James Robert Smith, VCW Arlington Employment Center WIOA Individual Career Services Client*

*"Tiwana Brown was a resident of Guest House, a shelter that helps incarcerated women transition back into the community. She was referred to the Alexandria Workforce Development Center by this community partner and she immediately entered into our individual career services/life skills program. Our Center was committed to helping Tiwana rebuild her life.*

*Tiwana had a passion for cooking and was hoping to land a job in that industry. She was delighted to find out that our Center partners with a local WIOA eligible training provider called "Together We Bake" that offers a 12-week culinary arts program.*

*After successful completion of her culinary training, which led to Tiwana earning her SafeServe Certification, she began her job search with the Center's Career Counselor who assisted her with completing employment applications and prepared her for the interview process. As a result, Tiwana was able to find a job as an Assistant Food Preparation Manager at TGI Fridays. Tiwana expressed her gratitude to the Center and the services that we provided. Tiwana is now on a path to achieving her goal of self-sufficiency." – VCW Alexandria Center WIOA Manager*

*"Thank you for your help with gaining employment in the Federal Service! I wanted to inform you that I started a new career with the Foreign Agriculture Service, an agency with the US Department of Agriculture as a GS-09 International Program Specialist. This is my second week.....very excited." – Amanda E. Rydel, VCW Arlington Employment Center WIOA Individual Career Services Client*

- 5. Please describe any fiscal impact that procurement of individualized career services would cause for the grant recipient, local workforce board, and/or local consortia members.**



If the Council decided to competitively procure WIOA Individual Career and Follow-up Services, it would need to use the Arlington County Government's Procurement Office (Arlington County Government serves as our WIOA grant recipient/fiscal agent). Should there be an RFP for WIOA Individual Career and Follow-up Services, then the Arlington Employment Center and the Alexandria Workforce Development Center will submit a proposal to Arlington County Government to retain these services. It is necessary to point out that the Arlington Employment Center is part of Arlington County Government.

And while both the USDOL and the Virginia Community College System consider Local Workforce Development Boards, like the Alexandria/Arlington Regional Workforce Council, to be independent bodies, the reality is that the Council is listed as a commission of Arlington County Government. The process for a local government to legally and ethically bid on a procurement that it is awarding is arduous and will certainly come under scrutiny should other entities submit proposals; no matter how many firewalls are established to guarantee an open competition.

Arlington County and Alexandria City would like to continue to provide WIOA Individual Career and Follow-up Services at our two American Job Centers because they benefit our job-seeking and business customers. We want to continue our long track record of providing superior service, meeting/exceeding our Federal Performance Outcomes, and maintaining fiscal integrity. Receiving a waiver to continue to provide WIOA Individual Career and Follow-up Services will allow the Council, through our two American Job Centers, to preserve the programmatic synergy and cost-sharing achieved by having the local government agencies implement our WIOA program.

Submit the completed request and documentation to Mr. George Taratsas, WIOA Title I Administrator at [gtaratsas@vccs.edu](mailto:gtaratsas@vccs.edu). Mr. Taratsas will work with the Governor's Office to obtain the necessary review and approval.

We certify that the information that is contained within this document has been reviewed and is accurate.

\_\_\_\_\_  
Chair, Local WDB

\_\_\_\_\_  
Date

\_\_\_\_\_  
Chair, CLEO

\_\_\_\_\_  
Date

## Additions to WIOA Eligible Training Provider List



## Training Program Application

1. Training Organization <b>LA COCINA VA</b>			
2. Contact Person – Name & Title <b>Daniela Hurtado – Director of Programs &amp; Operations</b>			
3. Training Program or stand-alone course name <b>Small Business Incubator Program (SBI)</b>			
4. Program or course description <b>La Cocina VA's Small Business Incubator program provides low-income individuals in the DC Metro area who are interested in developing their small food-business ideas into real-world business plans, with the knowledge and tools necessary to launch their small businesses. Developing, formalizing, and operating a food-based business is an enormous feat, but our program aims to eliminate barriers to starting a business proving with an array of resources through a 9-week training program to Start a Food-Based Business during 6 modules providing members with opportunities to learn key business functions and the tools needed to formalize culinary businesses. Additional services including business support, mentorship, access to laptops and Wi-Fi, and discounted kitchen rates when ready to launch their business are part of our services. These essential components enable members to build skills, knowledge, and experiences so that they may confidently peruse their businesses.</b>			
5. Year Program Established <b>2020</b>	6. Total Credit or Curriculum Hours <b>36 hours</b>	7. Number of training weeks or hours <b>9 weeks</b>	8. Minimum Class Size <b>8 people (during the covid-19 pandemic)</b>
9. Is curriculum certified by an accrediting agency or similar national standardization program: <i>Yes (if yes specify)</i> <b>No – Currently reviewing certification opportunities with the SBA.</b>			
10. Description of training and skills to be obtained – <i>Attach training program description, include an outline of what is covered in the program and what skills are to be obtained.</i> <b>Document has been attached to this application.</b>			
11. Which in-demand industry sectors and occupations best fit with the training program; and the average wage for the primary target occupation for which the training prepares the individual, as published by the Virginia Employment Commission, for the local area. If the in-demand sectors & occupation differ from what is defined by the region, please provide LMI Information to support the sector & occupation.  <b>We have identified two industry sectors and occupations that fit our training program.</b> a. <b>LMI's <a href="#">Occupation Details for Business Operations Specialist, All Other.</a></b> <b><u>Summary</u></b> <b>All business operations specialists not listed separately. Outlook: This occupation is expected to grow rapidly.</b>  <b><u>Employment Information</u></b>			

Virginia

Estimated Employment in 2018: 32,200

Projections for 2028: 3,380 Annual Job Openings and 35,750 employed.

(11% change)

United States

Estimated Employment in 2018: 1,135,700

Projections for 2028: 119,600 Annual Job Openings and 1,207,000 employed.

(6% change)

Average Wages

Virginia

\$40.52/hr; \$84,280/year

United States

\$35.37/hr; \$73,570/year

b. LMI's [Occupation Details for Chefs & Head Cooks](#)

Summary

Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. Outlook: This occupation is expected to grow rapidly.

Employment Information

Virginia

Estimated Employment in 2018: 3,320

Projections for 2028: 480 Annual Job Openings and 3,770 employed.

(14% change)

United States

Estimated Employment in 2018: 139,000

Projections for 2028: 20,700 Annual Job Openings and 154,300 employed.

(11% change)

Average Wages

Virginia

\$26.77/hr; \$55,690/year

United States

\$24.78/hr; \$51,530/year

12. Does training lead to an industry recognized credential, diploma, license, or degree? *If yes, indicate which.*

**Yes – Food Management Certification by the National Restaurant Association**

No

13. Is this a stackable credential, part of a sequence to move an individual along a career pathway or up a career ladder?

Yes

**No – Graduates from our culinary training program can join the small business incubator program to continue their education and pursue the opening of their own food businesses.**

14. Was this training developed in partnership with a business?

Yes

No

If yes, Name of Business(s):

**The training program was not developed in partnership with any other business. However, we established a working agreement with Northern Virginia Family Services (NVFS) to provide our program with the support of a Small Business Counselor.**

15. List Businesses that support this training program: The following organizations and corporations, support our program through mentoring and coaching for our program participants.

- NVFS            - Capital One  
- BritePaths   - First Citizen Bank  
- Score           - State Farm

<p>16. Describe how you will ensure access to training services throughout the state, including rural areas and through the use of technology:  <b>The SBI program offers access to Wi-Fi, laptops, and printers to use on site at no charge for all program participants. For those that cannot attend to in-person to classes, virtual sessions are available.</b></p>		
<p>17. Describe how you will work with the local board to serve individuals with barriers, including individuals with disabilities:  <b>La Cocina VA has received a grant from the Virginia Department of Social Services committing to train TANF recipients interested in the pursuing training with us and to support their job search and business ownership goals.</b>  <b>La Cocina VA has received a grant in partnership with Northern Virginia Family Services, from Arlington and Fairfax counties to train low-income food entrepreneurs and support them in the process of formalizing and opening their own food businesses.</b>  <b>Through additional partnership with local employment, adult education, and human services agencies along with local nonprofit organizations, La Cocina VA will work to identify and reach target audience. La Cocina VA relies on its partnerships to jointly provide assistance and resources to the program participants.</b>  <b>La Cocina VA's Small Business Incubator program offers technical advice, mentorship and coaching opportunities to those participants needing additional assistance and resources.</b>  <b>The facilities are designed to allow access to handicapped clients.</b></p>		
<b>Program Cost</b>		
<b>18. Registration/Pre-screening/Admissions Fees</b>	<b>\$150.00</b>	
<b>19. Tuition</b> (check all items included in Tuition)	<b>\$300.00</b>	
Books	<b>\$120.00</b>	
Required Supplies (Tools, uniforms, etc.)	<b>\$80.00</b>	
Testing/Exam Cost	<b>\$150.00</b>	
Licensure/Certification Cost(s)	<b>\$700.00</b>	
Other Required Fees	<b>\$ 8,500.00</b>	
<b>20. Total Cost to Complete Curriculum/Course</b>	<b>\$10,000.00</b>	
<b>Criteria for Admission</b>		
<p>21. Describe the prerequisites or skills and knowledge required prior to the commencement of training:  <b>18 years old or older</b>  <b>Low Income (verification required)</b>  <b>Resident of DC, Maryland, or Virginia</b>  <b>Able to speak, write and comprehend English, Spanish or both languages</b>  <b>Current or aspiring culinary business owner with a strong desire to develop and launch or improve a business in the foodservice industry.</b></p>		
22. Is a High School Diploma or GED required:	<b>Yes</b>	<b>No</b>

10. Description of Training and skills to be obtained.

## **Small Business Incubator Signature Program**

### **1. SBIS Program Purpose**

La Cocina VA (LCVA) possesses the SBIS program purpose of providing targeted populations, low-income individuals in the DC Metro area who are interested in developing their small food-business ideas into real-world business plans, with the knowledge and tools necessary to launch their endeavors. Developing, formalizing, and operating a food-based business is an enormous feat. For our target population, those with less access to resources and additional challenges towards business ownership due to socioeconomic backgrounds and previous life experiences, the program aims to eliminate barriers.

Our 9-week training program's curriculum titled *How to Start a Food-Based Business* spans 6 distinct modules providing members with opportunities to learn key business functions and the tools needed to formalize culinary businesses. Additional services including business support, mentorship, access to crowdfunding campaigns to help pay the cost of kitchen memberships, access to laptops and Wi-Fi, and discounted kitchen rates when ready to launch are all included. These essential components enable members to build skills, knowledge, and experiences so that they may confidently persevere their businesses.

### **2. Program History**

The SBIS was enacted as one of the new programs launching with our move to the Zero Barriers Training and Entrepreneurship Center (TEC). With access to a new larger facility, we strive to increase impact by uplifting underserved food entrepreneurs. The organization has created an all-inclusive program as a result of comprehensive research and development. With the first cohort of 2020 and those that will follow, we hope to create a lasting impact on program graduates as they launch, grow, and sustain their food-based businesses.

For more on the latest activities of the incubator at TEC, please refer to our [website](#).

### **3. Program Objectives**

The following are brief descriptions of the SBIS objectives.

#### **Outreach**

- a. Source low-income candidates that have a genuine interest in launching a business in the food/hospitality industry and are facing barriers towards achieving this goal because of a lack of resources towards starting, licensing, funding, etc.
- b. Identify candidates by partaking in information sessions, community events, social media advertising, and relationship building.
- c. Recruit and enroll 30 entrepreneurs in one year within our Signature and Express programs.
- d. Concurrent with the identification of candidates, we strive to engage with potential and current partner organizations to gain more applicants and awareness about the program as well.

#### **Recruitment and Assessment**

- a. Onboard eligible candidates by maintaining communications as they submit their SBI Application and Small Business Readiness Assessments.

- b. Determine eligibility and entry points to ultimately invite accepted individuals to an in-person interview which provides a more personalized opportunity to discuss membership offerings.

### **Intake**

- a. Welcome new members into our incubator by proactively preparing for new cohorts through the organization of cohort rosters and workshop schedules.
- b. Collect signed membership contracts from those who choose to participate in the program so that members understand their responsibilities and complete the applicable payments.

### **Training**

- a. Foster micro-enterprise development for low-income entrepreneurs of color.
- b. Conduct orientation to introduce new members to their cohort peers and become familiar with their learning environment, among other objectives.
- c. Teach workshops per LCVA's training curriculum and support members with additional workshops, as needed.
- d. Provide business support through one-on-one counseling, mentorship, and coaching services.
- e. Assess member Training completion based on attendance and quiz scores.
- f. Host launch meetings with members towards the end of the 9-week program in preparation for business launch.

### **Member Support and Transitions**

- a. Prepare trainees for business launch and production in our Shared Kitchen by assessing member readiness and providing them with the resources to formalize their businesses.
- b. Provide access to an ecosystem for continuing skills, personal and business development, and entrepreneurial networks.

### **Impact Measurement**

- a. Report program indicators for monitoring and evaluation purposes.
- b. Assess outcomes and identify areas for improvement.

## **4. Training Outline**

### **Module 1: Introduction to Entrepreneurship**

- Defining entrepreneurship
- Entrepreneurship: Risk, responsibility & reward
- Entrepreneurial spirit
- Becoming an entrepreneur: What is involved?
- Key ingredients for building a successful business
- Is your business idea realistic?
- Measuring business success
- Business problems to avoid

### **Module 2: Developing A Business Concept**

- Business types & options
- Market & needs analysis
- Charting a course: Market entry, boot strapping & back up plans



- Feasibility analysis: Time, money, ability & profitability
- Creating a brand

### **Module 3: Writing a Business Plan**

- Plan purpose
- Understanding your audience
- Foundation research
- Part 1: Detailed explanation of concept & operations
- Part 2: Financial statements
- Start-up timeline
- Wrapping it up

### **Module 4: Financing**

- Equity vs. Debt
- Financial responsibility
- Financing options
  - Self-financing
  - Family & friends
  - Equity investment & partnership
  - Loans
  - Crowdfunding
- Qualifying and positioning for loans

### **Module 5: Business Formation & Set-Up**

- Liability: Business Entities & Insurance
- Business Location: Home-based, Commercial Kitchens, Brick & Mortar
- Regulations: Licenses, Permits, Taxes
- Financial Systems: Banking & Accounting
- Personnel & HR (Human Resources)

### **Module 6: Business Launch & Operations**

- Developing a launch strategy
- Using the business plan to monitor performance & success
- Systems & operations
- Quality Assurance & Customer Satisfaction
- Management & Leadership
- Human Resource Management
- Financial Management
  - Managing Revenue: Marketing & sales
  - Managing Expenses: Controlling costs
- Problem-solving
- Growth, expansion & innovation

Consent Agenda Ends



### Training Provider Application

1. Name of Training Organization <b>Arlington Public Schools- Arlington Community Learning</b>		2. Federal Tax ID# <b>54-6001128</b>	
3. Mailing Address <b>2110 Washington Blvd.</b>	4. City <b>Arlington</b>	5. State <b>VA</b>	6. Zip <b>22204</b>
7. Physical Address <b>2110 Washington Blvd.</b>	8. City <b>Arlington</b>	9. State <b>VA</b>	10. Zip <b>22204</b>
11. Name & Title of Contact Person: <b>RAUL MATOS, COORDINATOR, Arlington Community Learning</b>			
12. Email Address of Contact Person: <b>raul.matos@apsva.us</b>		13. Phone Number of Contact Person: <b>703-228-7217</b>	
14. Mailing Address of Contact Person (if different from above) <b>(same)</b>			
15. Year Established <b>1929 (Program Established)</b>		16. Website Address: <b>www.apsva.us/acl</b>	
17. Type of Entity <b>Education / Training</b>			
Other (please Describe) _____			
18. Does your organization provide job search assistance or placement services? (if yes, please describe)		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
19. What types of financial aid are available to students? <b>Janice Gentry Memorial Scholarship Fund</b>			
20. Does your organization have a tuition refund policy? (if yes, please attach the policy including time frames and percentage of reimbursement)		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
21. Name of Financial Aid Contact Person <b>RAUL Matos</b>		22. Email Address of Financial Aid Contact Person <b>raul.matos@apsva.us</b>	

23. Please provide three customer references including contact information:

1. Yaminah Shabazz, Arlington Employment Center  
2100 Washington Blvd  
Arlington, VA. 22204  
Contact email: yshaba@arlingtonva.us
2. Arlington Education & Employment Program (REEP)  
2110 Washington Blvd.  
Arlington, VA. 22204  
Contact: Eileen Conoboy, Director  
eileen.conoboy@apsva.us
3. Arlington Career Center  
816 S. Walter Reed Dr.  
Arlington, VA. 22204  
Contact: Margaret Chung, Principal  
margaret.chung@apsva.us

## Anti-Discrimination Certification

The training provider certifies that it will comply fully with all non-discrimination and equal opportunity provisions of the laws listed below:

- 1) Nondiscrimination provisions of WIOA Section 188, and its implementing regulations at 29 CFR part 38, which prohibit discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIOA Title I financially assisted program or activity.
- 2) Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color and national origin;
- 3) Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities.
- 4) Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age.
- 5) Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.
- 6) Title II, Subpart A of the Americans with Disabilities Act of 1990, as amended, which prohibits discrimination on the basis of disability.
- 7) Genetic Information and Nondiscrimination Act of 2008, which prohibits discrimination on the basis of genetic information with respect to health insurance and employment.

The training provider also certifies that it will:

- 1) Will collect and maintain data necessary to show compliance with the non-discrimination provisions of the WIOA Sec. 188, as provided in the regulations.
- 2) Will state in all solicitations or advertisements for employees placed by or on behalf of the provider, that the provider is an equal opportunity employer.
- 3) Notices, advertisement and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 4) Make any and all reasonable accommodations to provide access and equity of services to disabled persons applying to or enrolled in any approved program of study.

Arlington Public Schools - Arlington Community Learning  
Organization

  
Authorized Signature

## Certification and Representation

I, RAUL Matos (Name) as Coordinator (Title) of  
Arlington Community Learning Program (Applicant Agency), hereby  
certify and represent the following:

1. That the information contained in this application and all attachments is true and correct to the best of my knowledge and belief; and
2. That Arlington Community Learning (APS) (Applicant Entity) will permit representatives of the Workforce Development Board and the Commonwealth of Virginia access to its facilities, staff, and records for the purpose of verifying information contained in this application and for collecting any additional information related to its qualifications as a provider of training services under the WIOA.
3. I understand that approval by a LWDB places the provider and program on the state Eligible Training Provider List but does not guarantee a local area will fund the approved training activity through the issuances of an ITA. That determination is further based on local policy which must include, at minimum, relevance of training to demand occupations that are in demand regionally, availability of local funds, and likelihood that training will support the individual in meeting their career objectives and employment. The selection of a training provider is based on participant choice.

Signed this 4 day of February, 2021

Signature Raul Matos

Telephone Number 703-228-7217

Email Address raul.matos@apsva.us

FOR LWDB OFFICE USE ONLY			
Date Received by LWDB	Date Approved by LWDB	Date LWDB Submitted to State	Authorized LWDB Signature

# **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION—LOWER TIER COVERED TRANSACTIONS**

(1) The prospective lower tier subcontract proposer certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective lower tier subcontract proposer is unable to certify to any of the statements in this certification, such prospective subcontract proposer shall attach an explanation to this proposal.

Arlington Public Schools - Arlington Community Learning Program  
Organization

  
Authorized Signature

February 4, 2021  
Date

Raul Matos, Coordinator  
Printed Name and Title

## Grievance Process

The Arlington Public Schools prohibits discrimination on the basis of race, religion, sex, sexual orientation, national origin, age, disability, pregnancy or marital status. This policy provides equal access to courses and programs, counseling services, physical education and athletics, vocational education, instructional materials and extra – curricular activities. Violations of this policy should be reported to the Assistant Superintendent of Administrative Services at (703) 228-6008 or the Assistant Superintendent for Personnel at (703) 228-6110.



## Grievance Process

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## What is the refund policy if I am unable to attend?

Refund Policy: You will receive a full refund if class is canceled by Arlington Community Learning. Refund requests received before the first class are subject to a 10% service charge (minimum \$10.00). Refund/transfers before the second class (of a multiple session course) are subject to a 10% service charge, plus a prorated fee for each class held before receipt of request whether or not the participant attended. No refund/transfers after second class. No refund for single night class if you were unable to attend. Refunds for credit card purchases are credited back to your card. Refunds for classes purchased with a check, a check will be issued and mailed.



### Training Program Application

A separate application form must be completed for each training program or occupational skills course of study.

1. Training Organization Arlington Public Schools - Arlington Community Learning			
2. Contact Person - Name & Title RAUL Matos, COORDINATOR, Arlington Community Learning			
3. Training Program or stand-alone course name Pre-Apprenticeship - Carpentry			
4. Program or course description This pre-apprenticeship program is designed for students who wish to enter the full apprenticeship program with the Carpenter's union.			
5. Year Program Established Career Connections Curriculum (2010)	6. Total Credit or Curriculum Hours 100 classroom hours	7. Number of training weeks or hours 500 hours on-the-job training	8. Minimum Class Size 6
9. Is curriculum certified by an accrediting agency or similar national standardization program: (Yes)(if yes specify) Carpenter's union and United Brotherhood of Carpentry.			
10. Description of training and skills to be obtained - Attach training program description, include an outline of what is covered in the program and what skills are to be obtained. See attached			
11. Which in-demand industry sectors and occupations best fit with the training program; and the average wage for the primary target occupation for which the training prepares the individual, as published by the Virginia Employment Commission, for the local area. If the in-demand sectors & occupation differ from what is defined by the region, please provide LMI Information to support the sector & occupation. Union Carpenter - Pre-Apprenticeship makes between \$16 - \$23/hour			
12. Does training lead to an industry recognized credential, diploma, license, or degree? If yes, indicate which. (Yes) No • OSHA Credentials • Full Apprenticeship • Career Connection Certificates			
13. Is this a stackable credential, part of a sequence to move an individual along a career pathway or up a career ladder? (Yes) No			
14. Was this training developed in partnership with a business? (Yes) No			
If yes, Name of Business(s): Carpenter's Union in partnership with Signatory Contractors			

15. List Businesses that support this training program:

Carpenter's Union  
Signatory Contractors

16. Describe how you will ensure access to training services throughout the state, including rural areas and through the use of technology:

N/A

17. Describe how you will work with the local board to serve individuals with barriers, including individuals with disabilities:

Accommodations are provided by the union.

(Approx. budget)

Program Cost

18. Registration/Pre-screening/Admissions Fees	\$	2,000.00
19. Tuition (check all items included in Tuition)	\$	(see below)
Books	\$	500.00
Required Supplies (Tools, uniforms, etc.)	\$	8,000.00
Testing/Exam Cost	\$	800.00
Licensure/Certification Cost(s)	\$	
Other Required Fees	\$	3,675.00
20. Total Cost to Complete Curriculum/Course	\$	14,975.00 (\$748.75 per student)

Criteria for Admission (This amount is for two cohorts.)

21. Describe the prerequisites or skills and knowledge required prior to the commencement of training:

None required.

22. Is a High School Diploma or GED required: Yes

No

but yes, to enter full Apprenticeship Program.