



ALEXANDRIA | ARLINGTON REGION

**Alexandria/Arlington Regional Workforce Council  
Executive Committee Meeting Agenda  
September 5, 2025  
8:30 am to 9:30 am**

**Arlington Department of Human Services  
2100 Washington Blvd., LL Conference Room A  
Arlington, VA 22204**

<b>Welcome Message</b>	<i>Stacey Butler</i>
<b>Public Comment Period (2 min per comment)</b>	<i>David Remick</i>
<b>Review September Meeting Agenda</b>	<i>David Remick</i>
<b>Review &amp; Approve Consent Agenda Package</b>	<i>David Remick</i>
<b>Adjourn</b>	<i>Stacey Butler</i>

**UPCOMING MEETINGS**

<b>Meeting</b>	<b>Date</b>	<b>Time</b>	<b>Location</b>
Regional Workforce Council Meeting	September 18, 2025	8:30am – 9:30am	AUD
Executive Committee Meeting	December 5, 2025	8:30am – 9:30am	Virtual
Regional Workforce Council Meeting	December 18, 2025	8:30am – 9:30am	Virtual
Executive Committee Meeting	March 6, 2026	8:30am – 9:30am	Con Room A
Regional Workforce Council Meeting	March 26, 2026	8:30am – 9:30am	AUD
Executive Committee Meeting	June 5, 2026	8:30am – 9:30am	Virtual
Regional Workforce Council Meeting	June 25, 2026	8:30am – 9:30am	Virtual



ALEXANDRIA | ARLINGTON REGION

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

**Agenda**

**September 18, 2025  
8:30 am to 9:30 am**

**Arlington Department of Human Services  
2100 Washington Blvd., LL AUD  
Arlington, VA 22204**

<b>Welcome Message</b>	<i>Stacey Butler</i>
<b>Public Comment Period</b> <ul style="list-style-type: none"><li>• 2 minutes per public comment</li></ul>	<i>David Remick</i>
<b>Executive Director Update &amp; Consent Agenda</b> <ul style="list-style-type: none"><li>• Chair Election</li><li>• Vice Chair Nominations</li></ul>	<i>David Remick</i>
<b>Labor Market Update</b>	<i>Helen Ding</i>
<b>Alexandria City Public Schools CTE Program</b>	<i>Dr. Tricia Jacobs</i>
<b>Adjourn</b>	<i>Stacey Butler</i>

**UPCOMING MEETINGS**

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ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

### **Consent Agenda Notes**

- June 26, 2025 Meeting Minutes – Recommendation: Approval
- September 5, 2025 Executive Committee Meeting Minutes – Recommendation: Approval
- One-Stop Operator Quarterly Report – For Your Information Only
- PY25 WIOA Budget – For Your Information Only
- WIOA Funding Transfer Request: Due to the increased demand for training funds to serve WIOA Adult customers, the Executive Director is requesting the transfer of up to \$302,735.00 in funds between the PY25 WIOA Dislocated Worker program and the PY25 WIOA Adult program. The Council needs to approve this request for the State WIOA Administrator to authorize the funding transfer. – Recommendation: Approval
- Local WIOA Policies: Recommending approval for the following Local WIOA Policy changes –
  - Equal Opportunity & Nondiscrimination Policy: State WIOA Administrator-requested edits.
  - Processing WIOA Grievances and Complaints Policy: State WIOA Administrator-requested edits.
  - WIOA Self-Sufficiency Policy: Policy has been updated with newly published federal guidelines.
  - Policy Governing Virtual Meetings and Remote Participation in Meetings: No changes to this policy. This policy is required to be re-approved annually.
- RWC Position Statement: The legislative positions of the Regional Workforce Council include six priorities that address the education and workforce needs of the region's residents. – Recommendation: Approval
- Additions to Eligible Training Provider List: George Mason University would like to add their Certified Social Media Manager and Oracle SQL and PL/SQL + Python Developer + Java Developer training programs to their services currently offered through Virginia's WIOA Eligible Training Provider List. Their applications are complete and meet the requirements to be added to the Eligible Training Provider List. – Recommendation: Approval

## **Consent Agenda Begins**

## **June 26, 2025 Meeting Minutes**



ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

**MEETING MINUTES OF THE HYBRID  
ALEXANDRIA/ARLINGTON REGIONAL WORKFORCE COUNCIL**

June 26, 2025

The **ALEXANDRIA/ARLINGTON REGIONAL WORKFORCE COUNCIL** convened its meeting virtually, with an in-person and virtual option for the public, at **8:30am** on **June 26, 2025**.

**ATTENDANCE**

Betel	Aklilu	Virtual
Lisa	Bauer	Virtual
Brandon	Bedford	Virtual
Joel	Bernstein	Virtual
Dottie	Brown	Virtual
Stacey	Butler	Virtual
James	Egenrieder	Virtual
Annette	Haggray	Virtual
Alberto	Marino	Virtual
Marian	Marquez	Virtual
Erik	Pages	Virtual
Tyler	Schreffler	Virtual
Brian	Stout	Virtual
G. Tyler	Tenbrink	Virtual
Elizabeth	Yoder	Virtual

**STAFF:** David Remick

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**MOTIONS & ACTIONS/VOTES**

No individuals provided public comment.

June 26, 2025 Regional Workforce Council Consent Agenda was approved.

- The Council unanimously supported the motion 15-0.

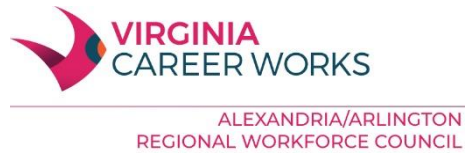
Meeting adjourned at **9:25am**.

## **Sept 5, 2025 Executive Committee Meeting Minutes**

## **One-Stop Operator Quarterly Report**



## **PY25 WIOA Budget**



August 13, 2025

Ms. Katrina Ashmore  
 Chief of Workforce Development  
 Department of Community & Human Services  
 City of Alexandria Government  
 4850 Mark Center Dr., Suite 600  
 Alexandria, VA 22311

Ms. Natasha Minocha  
 EID/FASS Administrative Officer  
 Department of Human Services  
 Arlington County Government  
 2100 Washington Boulevard, First Floor  
 Arlington, VA 22204

**RE: PY25/FY26 WIOA Formula Funding Levels**

Ms. Ashmore & Mr. Minocha:

Below, please find the PY25/FY26 WIOA Formula Funding Allocations for the Alexandria Workforce Development Center and the Arlington Employment Center (Alexandria/Arlington's Virginia Career Works Centers):

Region/County/City	Adult Funds	Youth Funds	Dislocated Worker Funds	Total Allocation
<b>Alexandria/Arlington</b>	<b>\$266,832</b>	<b>\$245,324</b>	<b>\$302,735</b>	<b>\$814,891</b>
ARLINGTON CO.	\$201,396	\$0	\$156,407	\$357,803
Admin	\$20,140	\$0	\$15,641	\$35,780
Programmatic	\$181,256	\$0	\$140,766	\$322,023
Staff/Supportive Services	\$108,754	\$0	\$84,460	\$193,214
Training	\$72,503	\$0	\$56,307	\$128,809
Minimum Served	16		13	
ALEXANDRIA CITY	\$65,436	\$245,324	\$146,328	\$457,088
Admin	\$6,544	\$24,532	\$14,633	\$45,709
Programmatic	\$58,892	\$220,792	\$131,695	\$411,379
Staff/Supportive Services	\$35,335	\$176,633	\$79,017	\$290,986
Training	\$23,557	\$44,158	\$52,678	\$120,393
Minimum Served	5	7	12	

All WIOA funding should be spent in accordance with Federal Uniform Administrative Requirements CFR 200.24 and 200.330 (a). Please note that TEGL 11-24 (attached to email) describes the methodology that Virginia currently uses for sub-state allocations.

Virginia Works will issue the Notice of Obligation (NOO) documents to the Regional Workforce Council once the state receives their NOO from the Department of Labor Employment and Training Administration (DOLETA). Should you have any questions, please contact me at [dremick@arlingtonva.us](mailto:dremick@arlingtonva.us).

Thank you for developing our regional workforce!

Sincerely,

A handwritten signature in black ink, appearing to read "David Remick", with a stylized, flowing script.

David Remick  
Executive Director

CC: S. Butler, Alexandria/Arlington Regional Workforce Council Chair

## **Changes to Local WIOA Policies**

## EQUAL OPPORTUNITY & NONDISCRIMINATION POLICY

### REFERENCE

- Workforce Innovation and Opportunity Act (WIOA) Title I
- 29 CFR Part ~~37~~ 38

### POLICY

It is the policy of the Alexandria/Arlington Regional Workforce Council to provide equal opportunity to all WIOA program applicants and participants without regard to race, color, religion, gender, national origin, age, disability, or political affiliation or belief. Any person alleging discrimination under the Workforce Innovation and Opportunity Act has the option of filing his or her written complaint ~~with~~ within 180 days from the date of the alleged violation with either:

David Remick, Alexandria/Arlington Regional Workforce Council's Equal Opportunity Officer  
2100 Washington Blvd, 1st Floor  
Arlington, VA 22204  
(703) 228-1412  
dremick@arlingtonva.us

Vicki M. Tanner, MPA State-Level EO Officer 2221  
Edward Holland Dr.  
Richmond, VA 23230  
(434) 978-8543  
vicki.tanner@virginiaworks.gov

Director, Civil Rights Center (CRC), U.S. Department of Labor  
200 Constitution Ave. NW, Room N4123  
Washington, DC 20210  
Or the CRC website [www.dol.gov/crc](http://www.dol.gov/crc) the Alexandria/Arlington Regional Workforce Council EO Officer:

~~David Remick~~  
~~Executive Director & EO Officer~~  
~~Alexandria/Arlington Regional Workforce Council~~  
~~2100 Washington Blvd.~~  
~~First Floor~~  
~~Arlington, VA 22204~~  
~~dremick@arlingtonva.us~~

Please note: any person with a general, non-discriminatory grievance may also file a written complaint to the Alexandria/Arlington Regional Workforce Council EO Officer. All non-discriminatory grievance complaints will follow the procedures outlined in the Processing WIOA Grievances and Complaints Policy.

### Determining Jurisdiction

The first step in processing a complaint is to determine if it is within the Alexandria/Arlington Regional Workforce Council's jurisdiction – that is, if the Alexandria/Arlington Regional Workforce Council has the legal authority to accept the complaint for investigation. There are three considerations that determine jurisdiction – basis, timeliness, and whether the respondent is a recipient of DOL funds.

WIOA Adult, Dislocated Worker, and Youth Programs in Alexandria City and Arlington County are funded by a grant awarded by the ~~VDWDA~~ Virginia Community College System through funds awarded by the U.S. Department of Labor's Employment and Training Administration. All WIOA Title I staff are to follow the policies listed within this document, along with the policies issued by their respective local government employers.

- Basis: For discriminatory grievances, the Alexandria/Arlington Regional Workforce Council can accept and investigate only those complaints that allege discrimination on the basis of race, color, religion, national origin, gender, political affiliation or belief, age, or disability because of citizenship or participation in WIOA. For all other grievances, the Council can accept and investigate only those complaints that occur when using WIOA Title I funded services.
- Timeliness: The Alexandria/Arlington Regional Workforce Council will accept and investigate a complaint only if it is filed within 180 days of the alleged violation.
- Recipient of WIOA Funds: The Alexandria/Arlington Regional Workforce Council can accept and investigate only those complaints in which the respondent – the program or activity against which the complaint is filed – is a program or activity funded in whole or in part by WIOA funds.

#### Notifying the Respondent and the Complainant

Once it is determined that a complaint is within the Alexandria/Arlington Regional Workforce Council's jurisdiction, the complaint is investigated by the Alexandria/Arlington Regional Workforce Council's EO Officer. The EO Officer sends the respondent (the administrator or manager of the program/activity receiving funds) notice, which informs him or her that the Alexandria/Arlington Regional Workforce Council has accepted the complaint and includes:

- The complainant's name,
- A brief description of the allegation,
- A description of the information or documentation needed for the investigation, and time in which it is to be submitted,
- A reminder to the respondent that any form of retaliation or intimidation against the complainant because he or she has filed a complaint is prohibited, and
- The name and telephone number of the Alexandria/Arlington Regional Workforce Council's EO Officer assigned to the case.

The Alexandria/Arlington Regional Workforce Council's EO Officer has a total of 90 days to investigate the complaint and issue a resolution. A copy of the complaint may be provided to the respondent if it is requested. The EO Officer also sends the complainant a similar notification letter. Both the respondent and the complainant are encouraged to informally resolve the complaint prior to the issuance of a determination. This process could take up to 30 days to complete.

#### Data Collection

A complaint can be investigated in two ways: through analysis of data relevant to the investigation and/or through an on-site investigation. Data needed to determine the merits of the allegations in the complaint should be identified. A written list of questions is forwarded to the respondent, complainant, and other parties such as witnesses. Some questions will require a written response, some will request records, and others will require documentation. The EO Officer analyzes the data and, if it is sufficient, a determination as to whether or not discrimination occurred may be issued without an on-site investigation. This process could take up to 30 days to complete.

#### The On-Site Investigation

The EO Officer conducts the complaint investigation at the site of the alleged violation when:

- The issues are complicated;
- After reviewing the data collected, it is determined that several witnesses must be interviewed, or many records reviewed; or
- The Alexandria/Arlington Regional Workforce Council's EO Officer has received several complaints against the same respondent.

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Before arriving on-site, the EO Officer contacts the respondent to establish a date and time for the on-site investigation, to identify records and other documents to be made available for review, and to identify individuals to be interviewed. This should be regarded as an initial information request. As the investigation proceeds, the EO Officer may identify additional information requirement or interviewees. The respondent should identify a person responsible for coordinating the on-site investigation. Once on-site, and before meeting with the respondent, the EO Officer meets with the complainant to review the complaint and to obtain any additional information not contained in the complaint or case file.

The opening conference is held at the respondent's facility; the EO Officer meets with the respondent and/or respondent's representatives to:

- Describe the complaint being investigated, including the specific allegation(s) and issue(s) under investigation and the Alexandria/Arlington Regional Workforce Council's authority to investigate them;
- Confirm arrangements made by the respondent to assure the EO Officer privacy, including setting aside a private area for the EO Officer to conduct interviews and review documents;
- Confirm the interview schedule of individuals named in the complaint, as well as other witnesses; and
- Schedule other meetings, such as the orientation meeting for information collection and the exit interview.

Normally, the EO Officer does not discuss the merits of the complaint during the opening conference.

#### *Gathering Evidence*

In an on-site investigation, the EO Officer gathers evidence by interviewing and by reviewing records. Initially, the EO Officer interviews the official(s) representing the respondent and the person(s) named in the complaint. Information obtained includes:

- The respondent's account of the facts,
- Additional persons the respondent wishes interviewed and the matters on which each witness can be expected to provide information,
- Documentation that the respondent wishes reviewed.

The EO Officer also interviews witnesses – that is, all individuals named either by the complainant or the respondent as witnesses. As the investigation progresses, the EO Officer may identify additional individuals who should be interviewed. In addition to conducting interviews, the EO Officer gathers information by reviewing records and other documents, beginning with those initially requested. As the investigation progresses, the EO Officer may require additional records. When the records required are voluminous or complex, the EO Officer may hold a meeting with the staff responsible for keeping records to:

- Acquaint the EO Officer with the respondent's information system,
- Acquaint the respondent with the EO Officer's information needs,
- Assign specific document or information request to the appropriate person.

#### *Types of Evidence*

In general, evidence falls into five categories:

- Direct evidence is evidence of the actual, subjective intent of the person(s) charged with discrimination. It may take the form of an admission of discriminatory purpose, although this will rarely occur. You will most often find such an admission during an interview, when a person is

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explaining or justifying his or her actions. Direct evidence encompasses more than admissions: it also includes any facts tending to establish the subjective motives of persons involved in the alleged discrimination.

- Circumstantial evidence includes facts from which one may infer intent or discriminatory motive. Circumstantial evidence proves intent by using objectively observable data. It does not, however, prove anything directly about actual subjective intent – for example, historical information on how members of the protected group have been treated by the respondent and similar complaints.
- Comparative evidence is that which identifies difference(s) in treatment of similarly situated individuals based on their race, sex, or other protected basis. For example, this might involve comparing the quality and quantity of services provided a group of the same race with services provided to a group of a different race. If there is no adequate non-racial explanation for the differences, it is reasonable to infer that race may be a factor.
- Statistical evidence is most often used to demonstrate the adverse effect of a procedure, policy, rule, or selection criteria. The evidence will have to show that a substantial disparate impact exists, and that it is not due to chance. Such evidence may include EO data reports and monitoring reports.
- For non-discriminatory grievances, direct evidence of the actual, subjective intent of the offender(s).

#### The Exit Conference

When the on-site investigation has been completed, within 30 days the EO Officer will hold an exit conference with the respondent to clarify the information obtained during the on-site investigation or to request additional information. The EO Officer expresses no opinion about the information collected during the on-site investigation and makes no analysis or conclusions about the issues.

#### Administrative Closures

Pre-investigative administrative closures occur prior to the initiation of the investigation. A pre-determination administrative closure is one which occurs between the initiation of an investigation and before an investigative report is drafted. Investigations may not be administratively closed if they imply or involve class issues, which have not been corrected for all members of the class. Investigations that are not class involved may be administratively closed if one or more of the following conditions exist – that is, if the complainant:

- Refused to cooperate in the investigation;
- Cannot be located;
- Is deceased;
- Withdraws the complaint in writing; or
- Was fully resolved through mediation or conciliation.

If the complainant can be located, he or she must be notified in writing that the complaint is being administratively closed and explain the reason for the decision.

#### Analysis of Evidence (for discriminatory grievances only)

##### *Disparate Treatment*

To determine if it is reasonable to believe that discrimination based on disparate treatment occurred a three-phase analytical process will be used. This process is as follows:

#### PHASE I: PRIMA FACIE

WIOA Adult, Dislocated Worker, and Youth Programs in Alexandria City and Arlington County are funded by a grant awarded by the [VDWDA](#) ~~Virginia Community College System~~ through funds awarded by the U.S. Department of Labor's Employment and Training Administration. All WIOA Title I staff are to follow the policies listed within this document, along with the policies issued by their respective local government employers.



This phase is a determination as to whether there is sufficient evidence to raise an inference of discrimination. An inference *does not prove* discrimination; rather, it allows you to go on to the next analytical set(s) – determining whether the inference is correct.

An inference of discrimination based on disparate treatment can be established when an eligible/qualified individual show that he or she was treated differently because of a prohibited factor. In the case of systemic or pattern-or-practice discrimination and inference of discrimination may be established by showing that individuals or groups are treated differently based on race, sex, or some other prohibited factor.

The Supreme Court created a template for establishing a case by inference based on disparate treatment. The elements of a prima facie case may vary depending on the facts of the complaint, but such elements often include the following:

1. The aggrieved person was a member of a protected class;
2. This person applied for, and was eligible for federally assisted program or applied and was qualified for employment;
3. Was denied services or employment despite being eligible/qualified; and
4. After this denial, the respondent selected applicants for services or provided employment to persons not in the complainant's group with similar eligibility or qualifications.

## PHASE 2: REBUTTAL

The second phase is the respondent's opportunity to defend itself. If there is sufficient evidence to establish a prima facie case, the investigator must determine if the respondent can articulate a "legitimate, nondiscriminatory reason" for the challenged action.

## PHASE 3: PRETEXT

Once the respondent has articulated a reason for the disparate treatment, the investigator must examine the respondent's reasons and evidence relevant to the complaint. Where facts are in dispute, the investigator should attempt to corroborate the facts independently. If the respondent's defense is not based on a legitimate requirement, the investigator may show that the rebuttal evidence presented by the respondent was a "pretext" for discrimination.

Types of evidence that may be helpful in proving pretext are:

- The respondent failed to follow its own rules, policies, and procedures;
- The respondent acted inconsistently with its own stated, legitimate nondiscriminatory reason;
- Evidence obtained in the investigation contradicts the nondiscriminatory reasons; or
- The reason offered now was not offered to support the challenged decision at the time it occurred, suggesting the reason was offered as an afterthought.

### *Disparate Impact*

The model for proving discrimination based on disparate impact is different from the disparate treatment model because the underlying theory is different. Rather than seeking to prove that the service or training provider had a discriminatory motive, you are seeking to prove that a policy, requirement, or practice has a *disproportionate effect* on a particular group or groups. Indications of disparate impact are most likely to arise in the context of a compliance review.

### *Adverse Impact*

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The investigator will need to develop evidence that can be tested for adverse impact by making a comparison of the effects of the policy, requirement, or practice in question on members of the complainant's protected class with persons not in the protected class. The evidence in an investigation of a case involving disparate impact will likely include both *statistical* and *comparative* evidence (see "Types of Evidence").

The first step is determining whether there is disproportionate representation of protected class members participating in the program in question (for example, four percent of participants in a training program are female, while fifty percent of the applicants are female). In this case, the investigator will want to look at the application process and other aspects of program administration to determine if there is evidence that a policy or practice is causing the disparity. If there is a statistically significant disparity between the representation of protected class members remaining after application of the challenged policy or requirement when compared with the representation of persons not in the protected class, a *prima facie* case has been established.

After determining that the numbers show significant differences, the next step is to determine what caused the disparities. The investigator must identify which policy, requirement or practice accounts for the adverse impact. That requires focus on the points in the decision making process where some applicants become participants and others do not. (For example, identifying which requirements or practices have the result of screening out more women applicants than you would expect to be screened out, given the number of women applicants.)

#### *Business Necessity*

Identifying the requirements or practices that have the adverse impact *does not prove* disparate impact discrimination. A determination must be made as to whether the requirement that has the adverse impact is *job related and necessary*. (For example, a requirement that a firefighter trainee weigh at least 150 pounds could disproportionately screen out women as a group, even if some women can meet the requirement and some men cannot.)

In this scenario the service or training provider would have to provide evidence that the weight requirement is necessary for a job related reason (for example, evidence that the weight test is an accurate predictor of a person's ability to handle firefighting equipment).

#### *Alternative Practice*

Even if the weight test accurately predicts success in firefighting, if it has an adverse impact, the service or training provider must first try to devise a standard that *does not have adverse impact* to determine whether an applicant can handle the equipment.

#### Post Investigation

##### *Investigative Report*

An investigative report is a written document that sets out in a detailed and logical fashion (a) all facts pertinent to the case, (b) analyzes those facts in light of the complainant's allegations, and (c) recommends a determination as to the validity of the allegations based on that analysis. The following is a suggested format:

- Introduction
- Allegations
- Analysis
- Conclusions
- Recommendations

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The investigative report should be a document separate from the formal letter of findings. Generally, the investigative report is not released to the complainant or the service or training provider except in the case of a Freedom of Information Act request or Privacy Act request. Ideally, an investigative report should be prepared whenever a full investigation is completed. If an investigative report is not done in every case, it should be prepared for complex cases that involve extensive analysis. An investigative report should also be prepared for all cases resulting in a violation. If the case is straightforward, raises only limited issues, does not involve significant rebuttal by either party, and results in a no violation finding, an investigative report may not be necessary.

#### *Letter of Findings*

The purpose of the letter of findings is to notify the parties in writing of the determination made on each issue. Letters of findings must be prepared for all investigations, regardless of whether a violation is found. A written notice of final action must be sent within 90 days after the filing date of the complaint. Complainants must be notified of their right to file a complaint with U.S. Department of Labor's Civil Rights Center (~~by mail~~—200 Constitution Avenue NW, Room N-4123, Washington, DC 20210; by email: CRCEXternalComplaints@dol.gov) if they believe the determination is unsatisfactory.

Each letter of findings must:

- State the jurisdictional authority including the basis for the investigation;
- Address all issues covered in the investigation, and for each issue reach conclusions which are supported by an explanation or analysis; and
- State the determination for each issue investigated.

#### Corrective Actions for Discrimination ~~Grievances~~Complaints

When technical violations are found during compliance monitoring, the EO Officer will notify the recipient in writing of the violations along with recommendations for corrective action. The EO Officer is responsible for providing technical assistance to correct the violations.

Corrective action may include policy development or educating individuals responsible for implementing the required action. A follow-up visit or contact will be made by the EO Officer to evaluate progress made toward resolving the violations. Violations as a result of an investigation and/or monitoring efforts shall be made to achieve voluntary compliance by corrective action or a conciliation agreement to correct the discrimination.

In general terms, the complaint procedure is as follows:

- Corrective action shall be completed within 45 days from the date of initial notification of the violation.
- Follow-up monitoring will be conducted to determine whether compliance has been achieved.

If the EO Officer concludes that compliance cannot be achieved through voluntary means, he or she will notify the U.S. Department of Labor's Civil Rights Center in writing, to include the following:

- The apparent violation(s) and the pertinent nondiscrimination or equal opportunity provision(s) of 29 CFR part ~~3738~~;
- The efforts made to achieve voluntary compliance; and
- The corrective action the recipient must take to redress the violation.

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## PROCESSING WIOA GRIEVANCES AND COMPLAINTS POLICY

### PURPOSE

This policy sets forth the procedures required under the Workforce Development Act (WIOA) to address grievances or complaints alleging a violation under the requirements of WIOA by the Commonwealth of Virginia, the Alexandria/Arlington Regional Workforce Council (AARWC), American Job Centers and/or Training Providers.

This policy does not address the procedure for processing complaints alleging discrimination under WIOA section 188 and/or 29 CFR part ~~3738~~. Such complaints must be handled in accordance with the procedures set forth in that regulatory part. Questions about or complaints alleging a violation of the non-discrimination provision of WIOA section 188 may be directed or mailed to Executive Director, AARWC, 2100 Washington Blvd, 1<sup>st</sup> Floor, Arlington, VA 22204 or Director, Civil Rights Center, US Department of Labor, Room N4123, 200 Constitution Avenue, NW, Washington, DC 20210, for processing.

### REFERENCES

- WIOA sec 181 (c)
- 20 CFR 683 Subpart F
- WIOA sec. 188, 29
- CFR Part 38
- Virginia Workforce Letter 16-09

### DEFINITIONS

The following terms, when used in this policy, have the following meanings unless the context clearly indicates otherwise:

**Complainant** – an individual, group or agency that files a formal complaint alleging violation of the WIOA and/or provisions of a related agreement.

**Direct Recipient** – any person or governmental department, agency or establishment that receives WIOA funds through a local area in order to carry out WIOA programs but does not include an individual who is the beneficiary of such a program.

**Grievant** – an individual, group or agency that files a formal grievance alleging violation of WIOA and/or provision of a related agreement.

**Participant** - an individual who has been determined to be eligible to participate in and who is receiving services (except follow-up services authorized under the WIOA) under a program authorized by the WIOA. Participation commences on the first day, following determination of eligibility on which the individual begins receiving subsidized employment, training or other services provided under WIOA.

### GRIEVANCES AND COMPLAINTS PROCESSING

The grievance and complaint review procedures for the local level apply to alleged violations of the requirements of WIOA and/or provisions of a related agreement. These grievances or complaints may be submitted by participants and other interested parties affected by the local workforce development system, including American Job partners and service providers.

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#### *Filing a Grievance or Complaint*

The American Job Centers and/or Service or Training Providers shall provide participants with the name, address and telephone number of the agency's official and the AARWC Executive Director to whom grievances and complaints can be directed. Examples of who may file a grievance or complaint include the following:

- Applicants and/or registrants for aid, benefits, services or training,
- Eligible applicants/registrants,
- Participants,
- Employers,
- Applicants for employment under WIOA,
- Service providers, or
- Eligible service providers.

Each grievance or complaint must be filed, in writing, within 30 calendar days of the alleged situation and must contain the following information:

- The name, address and phone number of the person filing the grievance or complaint;
- The date of the alleged situation and the date the grievance or complaint was filed;
- The identity of the respondent (i.e. the individual or entity against whom the grievance or complaint is alleged);
- A description of the allegation(s). This description must include enough detail to allow the reviewer to decide whether the allegation(s), if true, would violate any of the provisions of WIOA; and
- The signature of the person filing the grievance or complaint.

#### *Methods of Resolution/Disposition of Complaints*

Upon receipt of the grievance or complaint, the reviewer will provide written notice to the grievant or complainant. This correspondence will be sent within five (5) business days and must include the following:

- A summary of the allegation(s) submitted;
- The date, time and place of the meeting or hearing with the reviewer;
- A notice that the AARWC Executive Director may arrange for an informal resolution to the complaint prior to the official meeting or hearing;
- A notice that the grievant or complainant may be represented by an attorney; and
- A notice that the grievant or complainant may present witnesses and documentary evidence.

Each American Job Center, Service, and/or Training provider must notify the AARWC Executive Director, in writing, of the complaint within 48 hours of receiving the complaint. The AARWC Executive Director has a maximum of ~~30-60~~ calendar days to investigate the allegations and offer a resolution.

#### *Notice of Final Action*

Once the investigation is complete and a decision has been reached, a Notice of Final Action must be sent to the grievant or complainant with a copy to the agency. If an informal resolution was provided, the Notice of Final Action must summarize the resolution agreed upon. If no informal resolution was provided, the Notice of Final Action must contain the following information:

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- The reviewer's decision and the reasons supporting the decision;
- A brief description of the investigation process implored to reach the decision;
- A notice that, if no decision is reached within 60 days or if dissatisfied with the decision, the grievant or complainant may appeal to the Commonwealth of Virginia within ~~10-30~~ business days of receipt of the Notice of Final Action; and
- A notice that the grievant or complainant may seek a remedy authorized under another Federal, State or local law.

#### *Record Keeping Requirements*

Records regarding grievances and complaints must be maintained for at least three years from the date of resolution of the grievance or complaint. All records must include the following:

- The name and address of the grievant or complainant;
- A description of the grievance or complaint;
- The date the grievance or complaint was filed;
- The disposition (final action);
- The date of disposition of the grievance or complaint; and
- Any other pertinent information.

To the maximum extent possible, the identity of any person who has furnished information relating to, or assisting in, an investigation of a possible violation of the WIOA shall be kept confidential. The information may only be used for purposes of:

- Record keeping and reporting;
- Determining the extent to which an entity is operating its WIOA funded programs or activities in a nondiscriminatory manner; or
- Other use authorized by the nondiscrimination and equal opportunity provisions of WIOA.

#### **PROCESSING APPEALS OF AGENCY LEVEL GRIEVANCE AND COMPLAINT DECISIONS**

The grievance and complaint review procedures for the agency level apply to alleged violations of their requirements of WIOA and/or provisions of a related agreement. These grievances or complaints may be submitted by participants and other interested parties affected by the local workforce development system, including American Job Centers, Center Partners, Service and/or Training Providers. AARWC will review:

- Appeals of decisions made at the local agency level during the grievance and complaint process;
- Grievances or complaints alleging a violation of the requirements of the WIOA and/or provisions of a related agreement, filed by interested parties who have no recourse to the grievance and complaint procedure of a local agency, but who are affected by the WIOA programs offered through Virginia Career Works;
- Grievances or complaints from eligible providers of training services who are denied equitable opportunities to provide training programs to WIOA participants, by an American Job center or program operator, or otherwise adversely affected by the American Job Center or program operator.\*

\*Grievances or complaints from providers of training services who are denied eligibility by the AARWC, or who's eligibility is terminated or otherwise adversely affected by the AARWC must file their complaints with the Commonwealth of Virginia.

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#### *Filing an Appeal*

Each appeal must be filed, in writing, within ~~40-30~~ business days of the date of which the Notice of Final Action is received and must contain the following information:

- The name, address and phone number of the person filing the appeal;
- The identity of the respondent (i.e. the individual or entity against whom the grievance or complaint is alleged);
- A description of the allegation(s). This description must include enough detail to allow the reviewer to decide whether the allegation(s), if true, would violate any of the provision of WIOA;
- Pertinent dates, including the date on which the grievance or complaint was filed at the local agency level, the date of the alleged occurrence for which the grievance or complaint was filed and the date a written decision was issued (or should have been issued);
- If applicable, copies of the provisions of the WIOA, the regulations, etc. which are believed to have been violated;
- A statement disclosing other steps pursued at any level regarding the grievance or complaint in question;
- A copy of the agency's Notice of Final Action, if such was rendered; and
- The signature of the person filing the appeal.

NOTE: The appeal must be accompanied by all documentation submitted to the agency when filing the original complaint. Only information received by the agency during the initial investigation will be allowed as evidence in the appeal process.

#### *Methods of Resolution/Disposition of Complaints*

Upon receipt of the written request for appeal and all the pertinent information outlined above, the reviewer for the AARWC will provide the grievant, or complainant, and the respondent with written acknowledgement of the appeal. This correspondence will be sent within five (5) business days and include both, a summary of the allegations submitted and an offer to resolve the issue informally prior to rendering a decision based on the written records. Finally, the acknowledgment will include a notice that upon review of the documentary evidence presented, the reviewer will make his/her decision.

The reviewer may offer the opportunity to resolve the issue informally prior to rendering a decision based on the written records. If the parties decline this opportunity, the reviewer will accept, reject or modify the decision for the local agency based on a review of the evidence. The reviewer may also remand the grievance or complaint to the local agency for further investigation. In any case, the reviewer has a maximum of 30 calendar days to review the allegation(s) and offer a resolution.

#### *Notice of Final Action*

Once a decision is reached, a Notice of Final Action must be sent to the grievant or complainant and respondent. If an informal resolution was provided, the Notice of Final Action will summarize the resolution agreed upon. If no informal resolution was provided, the Notice of Final Action will contain the following information:

- The reviewer's decision and the reason supporting the decision.
- A notice that, if dissatisfied with the decision, the grievant or complainant may appeal to the Commonwealth of Virginia, within 10 days of the Notice of Final Action from the Alexandria/Arlington Regional Workforce Council AARWC;

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- Notice that copies of appeals submitted to the WIOA Title I Program Director, 2221 Edward Holland Dr. Richmond, VA 23230, LWDBinquiries@virginiaworks.gov ~~Workforce Development Act Consultant, Virginia Community College System, 300 Arboretum Place, Richmond, VA 23236~~, must be sent to the reviewer ~~at~~ David Remick, Alexandria/Arlington Regional Workforce Council's Equal Opportunity Officer, 2100 Washington Blvd, 1<sup>st</sup> Floor, Arlington, VA 22204, (703) 228-1412, dremick@arlingtonva.us ~~AARWC, 2100 Washington Blvd, 1<sup>st</sup> Floor, Arlington, VA 22204~~; and
- A notice that the grievant or complainant may seek a remedy authorized under another Federal, State or local law.

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#### *Record Keeping Requirements*

Records regarding grievances and complaints must be maintained for at least three years from the date of final resolution. All records must include the following:

- The name and address of the grievant or complainant;
- A description of the grievance or complaint;
- The date the grievance or complaint was filed;
- The disposition (final action);
- The date of disposition of the grievance or complaint; and
- Any other pertinent information.

To the maximum extent possible, the identity of any person who has furnished information relating to, or assisting in, an investigation of a possible violation of the WIOA shall be kept confidential. The information may only be used for purposes of:

- Record keeping and reporting;
- Determining the extent to which an entity is operating its WIOA funded programs or activities in a nondiscriminatory manner; or
- Other use authorized by the nondiscrimination and equal opportunity provisions of WIOA.

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WIOA SELF-SUFFICIENCY POLICY FOR 20254

REFERENCES:

- <https://www.federalregister.gov/documents/2024/04/16/2024-07971/workforce-innovation-and-opportunity-act-wioa-2024-lower-living-standard-income-level-llsil>

Field Code Changed

DEFINITION OF SELF-SUFFICIENCY:

The term “low-income individual” as an individual who:

- Receives, or in the past 6 months has received, or is a member of a family that is receiving or in the past 6 months has received, assistance through the supplemental nutrition assistance program established under the Food and Nutrition Act of 2008, the program of block grants to States for temporary assistance for needy families program under part A of title IV of the Social Security Act, or the supplemental security income program established under title XVI of the Social Security Act, or State or local income-based public assistance;
- Is in a family with total family income that **does not exceed the higher** of the poverty line **or** 70 percent of the lower living standard income level;
- Is a homeless individual;
- Receives or is eligible to receive a free or reduced-price lunch under the Russell National School Lunch Act;
- Is a foster child on behalf of whom State or local government payments are made; or
- Is an individual with a disability whose own income meets this policy’s income requirement, but who is a member of a family whose income does not meet this policy’s requirement.

Any individual who is considered to be “low income”, as defined above, is eligible to receive WIOA funded training services in Local Workforce Development Area 12, VCW Alexandria/Arlington.

**GUIDANCE:**

The following guidelines are to be used in determining low-income eligibility. Poverty Guidelines are to be used for the “poverty line.” The 70% Lower Living Standard Income Level appropriate to the applicant’s place of residence should be used to determine eligibility, where appropriate. The 100% of the Lower Level Standard Income Levels are to be applied when determining whether employment leads to self-sufficiency under WIOA Title I programs. The 100% and 150% levels are not to be used to determine “low income” eligibility.

HHS POVERTY GUIDELINES FOR 20254

Metropoli tan Statistical Areas (MSAs)	Family Size							
	1	2	3	4	5	6	7	8
48 Contiguous US States and DC	15,650+5, 060	21,15020, 440	26,65025, 820	32,1503+, 200	37,65036, 580	43,1504+, 960	48,65047, 340	54,15052, 720

For family units with more than 8 members, add \$5,440-500 for each additional member.

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**2024-2025 150% LOWER LIVING STANDARD INCOME LEVEL CHART**

Metropolitan Statistical Areas (MSAs)	Family Size					
	1	2	3	4	5	6
Washington-Baltimore, DC/MD/VA/WV	<del>31,302</del> 30,322	<del>51,297</del> 49,690	<del>70,412</del> 68,206	<del>86,912</del> 84,190	<del>102,576</del> 99,364	<del>119,963</del> 116,206

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**2024-2025 100% LOWER LIVING STANDARD INCOME LEVEL CHART**

Metropolitan Statistical Areas (MSAs)	Family Size					
	1	2	3	4	5	6
Washington-Baltimore, DC/MD/VA/WV	<del>20,868</del> 20,215	<del>34,198</del> 33,127	<del>46,941</del> 45,471	<del>57,941</del> 56,127	<del>68,384</del> 66,243	<del>79,975</del> 77,471

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**2024-2025 70% LOWER LIVING STANDARD INCOME LEVEL CHART**

Metropolitan Statistical Areas (MSAs)	Family Size					
	1	2	3	4	5	6
Washington-Baltimore, DC/MD/VA/WV	<del>(14,608)</del> (14,150)	<del>23,939</del> 23,189	<del>32,859</del> 31,830	<del>40,559</del> 39,289	<del>47,869</del> 46,370	<del>55,982</del> 54,229

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For the values in parentheses, the Poverty level is higher for the corresponding family size.

## **POLICY GOVERNING VIRTUAL MEETINGS AND REMOTE PARTICIPATION IN MEETINGS**

### **REFERENCE**

- Virginia Freedom of Information Act; Virginia Code Section § 2.2-3708.2
- Virginia Freedom of Information Act; Virginia Code Section § 2.2-3708.3.
- Virginia Freedom of Information Act; Virginia Code Section § 2.2-3707.
- Virginia Freedom of Information Act; Virginia Code Section § 2.2-3701.

### **POLICY**

#### **All-Virtual Meetings**

Occasions may arise when the Alexandria/Arlington Regional Workforce Council is unable to form a physical quorum to conduct a public meeting. Under certain circumstances, Virginia law permits certain public bodies to hold all-virtual public meetings using electronic means such as telephone or video conferencing, in which no physical quorum is otherwise required. The law limits the instances in which this may occur, prescribes procedures that must be followed when a public body holds an all-virtual public meeting, and requires that a written policy governing such meetings be adopted annually. This Policy, as hereafter set forth, sets forth the procedures under which the Alexandria/Arlington Regional Workforce Council may hold an all-virtual public meeting.

The Alexandria/Arlington Regional Workforce Council may hold an all-virtual public meeting in which no physical quorum is assembled under the following circumstances:

1. An indication of whether the meeting will be an in-person or all-virtual public meeting is included in the required meeting notice along with a statement notifying the public that the method by which the Alexandria/Arlington Regional Workforce Council chooses to meet shall not be changed unless the Alexandria/Arlington Regional Workforce Council provides a new meeting notice in accordance with the provisions of Va. Code § 2.2-3707; and
2. Public access to the all-virtual public meeting is provided via electronic communication means; and
3. The electronic communication means used allows the public to hear members of the Alexandria/Arlington Regional Workforce Council participating in the all-virtual public meeting and, when audio-visual technology is available, to see members of the Alexandria/Arlington Regional Workforce Council as well. When audio-visual technology is available, a member of the public body shall, for purposes of a quorum, be considered absent from any portion of the meeting during which visual communication with the member is voluntarily disconnected or otherwise fails or during which audio communication involuntarily fails; and
4. A phone number or other live contact information is provided to alert the public body if the audio or video transmission of the meeting provided by the Alexandria/Arlington Regional Workforce Council fails, the Alexandria/Arlington Regional Workforce Council monitors such designated means of communication during the meeting, and the Alexandria/Arlington Regional Workforce Council takes a recess until public access is restored if the transmission fails for the public; and
5. A copy of the proposed agenda and all agenda packets and, unless exempt, all materials furnished to members of the Alexandria/Arlington Regional Workforce Council for a meeting is made available to the

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public in electronic format at the same time that such materials are provided to members of the Alexandria/Arlington Regional Workforce Council; and

6. The public is afforded the opportunity to comment through electronic means, including by way of written comments, at those public meetings when public comment is customarily received; and

7. No more than two members of the Alexandria/Arlington Regional Workforce Council are together in any one remote location unless that remote location is open to the public to physically access it; and

8. If a closed session is held during an all-virtual public meeting, transmission of the meeting to the public resumes before the Alexandria/Arlington Regional Workforce Council votes to certify the closed meeting as required by section D of Va. Code § 2.2-3712.

9. The Alexandria/Arlington Regional Workforce Council does not convene an all-virtual public meeting (i) more than two times per calendar year or 50 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater, or (ii) consecutively with another all-virtual public meeting; and

10. Minutes of all-virtual public meetings held by electronic communication means are taken as required by Va. Code §2.2-3707 and include the fact that the meeting was held by electronic communication means and the type of electronic communication means by which the meeting was held; and

11. This policy shall not be applicable to electronic meetings held during declared states of emergency, which shall be governed by the applicable provisions of the Code of Virginia.

### **Remote Participation in Meetings**

Occasions may arise when a member of the Alexandria/Arlington Regional Workforce Council is unable to be physically present at the meeting. Under certain circumstances, Virginia law permits members to participate in meetings through electronic means such as telephone and video conferencing. The law limits the instances in which this may occur, prescribes procedures that must be followed when a member participates in a meeting through electronic means, and requires that a written policy governing such participation be adopted. This Policy, as hereafter set forth, sets forth the instances when a member may participate in a meeting electronically and the procedures that apply.

### **Circumstances When Remote Participation Is Permitted**

An Alexandria/Arlington Regional Workforce Council member may participate in a meeting through electronic means from a remote location not open to the public under the following circumstances:

1. a. A member shall notify the chair on or before the day of the meeting that such member is unable to attend the meeting due to a personal matter, and shall identify with specificity the nature of the personal matter. The Alexandria/Arlington Regional Workforce Council shall record in its minutes the specific nature of the personal matter and a general description of the remote location from which the member participated.

b. Such participation by the member shall be limited each calendar year to two meetings or 25 percent of the meetings of the Alexandria/Arlington Regional Workforce Council held per calendar year rounded up to the next whole number, whichever is greater.

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2. A member may notify the chair that such member is unable to attend a meeting due to a temporary or permanent disability or other medical condition that prevents the member's physical attendance; or a family member's medical condition that requires the member to provide care for such family member; or the member is a caregiver as defined by VA. CODE § 2.2-3701 who must provide care for a person with a disability at the time the public meeting is being held, thereby preventing the member's physical attendance. The Alexandria/Arlington Regional Workforce Council shall record this fact and the remote location from which the member participated in its minutes.

3. A member may notify the chair that such member is unable to attend a meeting due to the member's principal residence being more than 60 miles from the meeting location identified in the required notice for the meeting. The Alexandria/Arlington Regional Workforce Council shall record this fact and the remote location from which the member participated in its minutes.

4. If a member's participation from a remote location pursuant to any of the reasons stated above is disapproved because such participation would violate the provisions of this Policy, such disapproval shall be recorded in the minutes with specificity.

#### **Procedural Requirements**

Participation by a member of the Alexandria/Arlington Regional Workforce Council as authorized above shall be only under the following conditions:

1. A quorum of the Alexandria/Arlington Regional Workforce Council is physically assembled at the primary or central meeting location. For purposes of determining whether a quorum is physically assembled, an individual member of a public body who is a person with a disability as defined in VA. CODE § 51.5-40.1, or who is a caregiver as defined in VA. CODE § 2.2-3701 for a person with a disability, and uses remote participation, counts towards the quorum as if the individual was physically present.

2. The Alexandria/Arlington Regional Workforce Council makes arrangements for the voice of the member who is participating remotely to be heard by all persons at the primary or central meeting location.

3. This Policy shall be applied strictly and uniformly, without exception, to all members and without regard to the identity of the member requesting to participate remotely or the matters that will be considered or voted on at the meeting.

## **RWC Position Statement**

## **Alexandria/Arlington Regional Workforce Council's Education & Workforce Legislative Positions**

The following set of legislative positions were adopted during the Alexandria/Arlington Regional Workforce Council's September 18, 2025 meeting. These six priorities address the education and workforce needs of the City of Alexandria, Arlington County, Greater Washington region, and the Commonwealth of Virginia. The adopted positions include:

- Support additional funding for local workforce development boards, adult education, community colleges, and Virginia's small- and medium-sized for-profit businesses to expand work-based learning programs, including apprenticeships, internships, and experiential learning opportunities, to meet the Commonwealth's current workforce demands.
- Support educational initiatives that improve student achievement, including Career Technical Education, focused on professional and technical skills-based training, delivery of industry recognized certifications/licenses, and the development of the future workforce.
- Support initiatives that strengthen Virginia's teacher workforce.
- Invest in continuing educational initiatives that improve incumbent workers' competitiveness in Virginia's economy that will ultimately enhance their employers' productivity. Create incentives to encourage workers who complete participation in these initiatives to retain their employment for one year.
- Support efforts to expand access to affordable childcare and early education, substance abuse services, public transportation, and workforce housing.
- Support additional funding to support the reemployment needs of residents affected by federal budget cuts.

## **Additions to the Eligible Training Provider List**





## Training Program Application

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

1. Training Organization			
2. Contact Person – Name & Title			
3. Training Program or stand-alone course name			
4. Program or course description			
5. Year Program Established	6. Total Credit or Curriculum Hours	7. Number of training weeks or hours	8. Minimum Class Size
9. Is curriculum certified by an accrediting agency or similar national standardization program:			
Yes (if yes specify)		No	
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>			
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.			
12. Does training lead to an industry recognized credential, diploma, license, or degree? <i>If yes, indicate which.</i>			
Yes		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	
14. Was this training developed in partnership with a business?			
Yes		No	
If yes, Name of Business(s):			

15. List Businesses that support this training program:

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

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

**Program Cost**

18. <b>Registration/Pre-screening/Admissions Fees</b>	\$
19. <b>Tuition</b> (check all items included in Tuition)	\$
Books	\$
Required Supplies(Tools, uniforms, etc.	\$
Testing/Exam Cost	\$
Licensure/Certification Cost(s)	\$
Other Required Fees	\$
20. <b>Total Cost to Complete Curriculum/Course</b>	\$

**Criteria for Admission**

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

22. Is a High School Diploma or GED required:                      Yes                      No

## Overview

According to the U.S. Bureau of Labor Statistics, the industry outlook for social media management is positive, with a projected job growth rate of 8% by 2030. This growth is driven by the increasing importance of social media in businesses and organizations and the growing popularity of influencer marketing and social media advertising.

The Certified Social Media Manager course is the perfect program for those looking to build a career in social media management. Our comprehensive training covers all the essential skills required to develop and optimize successful social media campaigns, with a focus on small businesses. Our experienced instructors provide hands-on training in a range of topics, including social media strategy, analytics, content creation, and community management.

The social media manager course curriculum is designed to equip you with the skills needed to succeed in this dynamic field, with a focus on practical, real-world applications. Upon completion of our online social media manager course, you will earn a valuable certification recognized by the industry, making you highly competitive in the job and freelancer market.

In addition to providing practical training, you will have gained the knowledge and expertise required to pass certification exams such as HubSpot Social Media Certification Exam, Twitter Flight School Certification Exam, and YouTube Certification Exam.

## What you will learn

- **Developing a social media strategy:** Learn how to develop a social media strategy that aligns with your business goals, target audience, and industry trends. This will include understanding how to set goals, create a content calendar, and measure the success of your social media campaigns
- **Content creation:** Learn how to create compelling and engaging social media content, including text, images, and video. This will include understanding how to use different types of content to achieve different goals, such as building brand awareness or driving conversions
- **Social media advertising:** Learn how to create and manage social media advertising campaigns on platforms such as Facebook, Instagram, and LinkedIn with additional optional training for HubSpot, Twitter, and YouTube
- **Community management:** Understand how to engage with your followers and manage your social media communities effectively. This will include understanding how to respond to comments and messages, handling negative feedback, and building brand loyalty
- **Analytics and reporting:** Discover how to track and analyze social media metrics, such as reach, engagement, and conversions, using tools such as Google Analytics and social media analytics platforms.

## How you will benefit

- **Develop in-demand skills:** Social media management is a growing field, and employers are increasingly looking for candidates with social media management skills
- **Improve job prospects:** Develop the skills and knowledge needed to succeed in the social media field and enhance marketability to potential employers
- **Gain practical experience:** Obtain hands-on, practical experience using social media platforms and tools to effectively manage and optimize social media campaigns for businesses and organizations

- Build a professional network: Participate in weekly networking calls with a community of over 46,000 members to help build your professional portfolio and connect with potential clients and a network of peers

## Syllabus

1. Introduction to Social Media Marketing
  - a. Overview of social media platforms and their functionalities
  - b. Understanding the Role of social media in modern Marketing
  - c. Developing a social media strategy
2. Creating Compelling Content
  - a. Understanding the importance of visual content
  - b. Developing a content calendar
  - c. Creating text-based content
3. Social Media Advertising
  - a. Overview of social media advertising platforms
  - b. Targeting specific audiences using social media advertising
  - c. Creating effective ad copy and visuals
4. Community Management
  - a. Engaging with followers and building brand loyalty
  - b. Responding to comments and messages
  - c. Handling negative feedback
5. Analytics and Reporting
  - a. Understanding social media analytics and reporting tools
  - b. Measuring the success of social media campaigns
  - c. Making data-driven decisions
6. Social Media Tools
  - a. Overview of key social media management tools
  - b. Understanding to use of the tools to optimize social media campaigns
7. Legal and Ethical Considerations
  - a. Overview of legal and ethical considerations
  - b. Strategies for maintaining ethical practices and avoiding legal pitfalls
8. Emerging Trends and Technologies
  - a. Emerging trends and technologies in social media management
  - b. How to incorporate these trends
9. Case Studies and Best Practices
  - a. Case studies and best practices from successful industries and business
  - b. Analyzing and applying best practices to your own campaigns
10. Final Project
  - a. Develop a comprehensive social media strategy

## Requirements:

### Hardware Requirements:

- This course can be taken on either a PC or Mac. Chromebooks are not compatible.

### Software Requirements:

- PC: Windows 10 or later.

- Mac: macOS 10.6 or later.
- Browser: The latest version of Google Chrome or Mozilla Firefox is preferred. Microsoft Edge and Safari are also compatible.
- [Microsoft Word Online](#)
- [Adobe Acrobat Reader](#)
- Software must be installed and fully operational before the course begins.

Other:

- Email capabilities and access to a personal email account.

**Instructional Material Requirements:**

The instructional materials required for this course are included in enrollment and will be available online.

**Prerequisites:**

There are no prerequisites to complete this course.

**Certification Requirements:**

To be eligible for the Certified Social Media Manager credential:

- Successfully complete this course and the Social Media Manager Certification Exam



## Training Program Application

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

1. Training Organization <b>George Mason University</b>			
2. Contact Person – Name & Title <b>Scott Bailey, Operations Manager</b>			
3. Training Program or stand-alone course name <b>Oracle SQL and PL/SQL + Python Developer + Java Developer</b>			
4. Program or course description  Learn the key concepts of Structured Query Language (SQL) and gain a solid working knowledge of this powerful database programming language.			
5. Year Program Established <b>2024</b>	6. Total Credit or Curriculum Hours <b>41.5 CEU</b>	7. Number of training weeks or hours <b>415 hours</b>	8. Minimum Class Size <b>1</b>
9. Is curriculum certified by an accrediting agency or similar national standardization program:  <div style="display: flex; justify-content: space-around;"> <span><input checked="" type="checkbox"/> Yes (if yes specify)</span> <span><input type="checkbox"/> No</span> </div>			
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>			
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.  <small>IT, Database management, Application Developer, Application Integration Engineer, Developer, Infrastructure Engineer, Network Engineer, Software Architect, Software Developer, Software Development Engineer, Software Engineer, Systems Engineer. \$150,000 average salary per O*N</small>			
12. Does training lead to an industry recognized credential, diploma, license, or degree? <i>If yes, indicate which.</i>  <div style="display: flex; justify-content: space-around;"> <span><input checked="" type="checkbox"/> Yes Java SE 17 Developer (17)</span> <span><input type="checkbox"/> No</span> </div>			
13. Is this a stackable credential, part of a sequence to move an individual along a career pathway or up a career ladder? <div style="display: flex; justify-content: space-around;"> <span><input checked="" type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> </div>			
14. Was this training developed in partnership with a business? <div style="display: flex; justify-content: space-around;"> <span><input checked="" type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> </div> If yes, Name of Business(s): <b>ed2go</b>			

15. List Businesses that support this training program:

Business, public sector and non-profits

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

Course is offered 100% online

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

GMU Disability Services

**Program Cost**

18. <b>Registration/Pre-screening/Admissions Fees</b>	\$ 2895.00
19. <b>Tuition</b> (check all items included in Tuition)	\$
Books	\$
Required Supplies(Tools, uniforms, etc.	\$
Testing/Exam Cost	\$
Licensure/Certification Cost(s)	\$
Other Required Fees	\$
20. <b>Total Cost to Complete Curriculum/Course</b>	\$ 2895.00

**Criteria for Admission**

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

There are no prerequisites to take this course, however some prior programming language knowledge is helpful.

22. Is a High School Diploma or GED required:

☐ Yes

☒ No



George Mason University offers online education courses designed to provide the workforce with sustainable skills necessary to enter a new field or advance your current career. Our Online Advanced Career Training courses provide the most effective online training. Students are assigned to a student advisor who will assist the students with setting an achievable study/completion schedule.

To earn a certificate in the **Oracle SQL and PL/SQL + Python Developer + Java Developer** course, students must complete **415** hours of training with a passing grade.

**Student Information:**

Student Name:

Student E-mail:

Student Address:

Student Phone:

Student DOB:

**Course Information:**

Course Title: Oracle SQL and PL/SQL + Python Developer + Java Developer

Course Code: GES3125

Course Fee: \$2895.00

Course Duration: 12 months/415 Course Hours

Start Date: TBD

End Date: TBD

**Training Provider Information:**

POC Name: Scott Bailey

Phone Number: (703) 993-2109

Email: [sbailey1@gmu.edu](mailto:sbailey1@gmu.edu)

**Objectives:**

**What you will learn**

- How to use Oracle SQL to communicate with relational databases, including updating and retrieving data
- The various uses of the PL/SQL procedural language extension and the basics of using blocks, subprograms, and triggers
- All about the Java environment and syntax, from arrays, inheritance, and interfaces to exceptions and collections

**How you will benefit**

- Gain skills and knowledge that are highly in demand in the programming, software development, and database management industries
- Prepare yourself to enter an exciting new field-or excel even more in your current position





- Earn a certificate of completion and add your new expertise to your resume
- Develop in-demand skills in Java, one of the most widely used programming languages for application development
- Fully prepare to pass the Oracle Certified Professional: Java SE 17 Developer (1Z0-829) exam and Java SE 21 Developer 1Z0-830 exam

### **Requirements and Materials:**

#### **Prerequisites:**

- There are no prerequisites to take this course, however some prior programming language knowledge is helpful.

#### **Certification Requirements:**

- A combination of Java training and hands-on experience (attained via labs and/or field experience) in the learning subscription provides the best preparation for passing the exam.

- 

#### **Requirements:**

##### **Hardware Requirements:**

- This course must be taken on a PC.
- Dual monitors are helpful but not required.

##### **Software Requirements:**

- PC: Windows 10 or later (not the Home Edition).
- Browser: The latest version of Google Chrome or Mozilla Firefox are preferred. Microsoft Edge is also compatible.
- Oracle Database Express Edition (XE) 12c or 18c - Free edition of Oracle RDBMS (download and installation instructions are provided in course). Please view the required specs ahead of time to make sure that your system is compatible.
- Oracle SQL Developer - The client interface for connecting to Oracle (download and installation instructions are provided in course).
- Anaconda (download and installation instructions are provided in course).
- Java (download and installation instructions are provided in course).
- Visual Studio Code (download and installation instructions are provided in course).

##### **Other:**

- Email capabilities and access to a personal email account.

#### **Instructional Materials:**

The instructional materials required for this course are included in enrollment and will be available online.

**Outline:**

## Oracle SQL and PL/SQL Developer

- Oracle SQL
- Oracle PL/SQL
- Oracle SQL Developer Final Project

## Java Developer

- Java Introduction
- Java Basics
- Java Objects
- Comparisons and Flow Control Structures
- Arrays
- Inheritance
- Interfaces
- Exceptions
- Collections
- Inner Classes
- Streams
- Advanced Topics

## Python Developer

- Introduction to Python
- Advanced Python
- Python Data Analysis with NumPy and pandas

**Consent Agenda Ends**