LEVERAGING WASHINGTON’S POSITION FOR A NATIONAL COMPETITIVE ADVANTAGE

PRESENTED BY:
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D.C.’S OPPORTUNITY TO CREATE A WORLD CLASS WORKFORCE SYSTEM

COURTNEY R. SNOWDEN, DEPUTY MAYOR FOR GREATER ECONOMIC OPPORTUNITY
THE PROCESS FOR TRANSFORMATIVE CHANGE

ODIE DONALD II, DIRECTOR
DC DEPARTMENT OF EMPLOYMENT SERVICES
• Since taking office on January 2, 2015 Mayor Muriel Bowser has led the charge to reform the District’s workforce development system

• The Bowser administration inherited a disconnected and disjointed system
  ▪ U.S. Labor Department “high-risk” partner in job training and employment programs
  ▪ Vacancies at DC Workforce Investment Council (WIC)
  ▪ Notorious customer service challenges
On March 31, 2016 Mayor Bowser submitted the District’s WIOA Unified State Plan to the U.S. Department of Labor & the U.S. Department of Education.

This plan formalized strategies to address long standing challenges, incorporate key innovations, and restore the District’s workforce system.
The application of the 4-year State Plan has improved the alignment of workforce programs, accountability measures, as well as the implementation of policies that support the needs of the business sector.

It supports streamlined delivery of the Workforce Innovation and Opportunity Act (WIOA), and has helped to deliver a model workforce system in Washington.

DC Goals and Strategies Focused on:

- System Alignment
- Accessibility
- Sector Alignment/Business Engagement
- Performance and Accountability
- Youth Services
THE D.C. WORKFORCE SYSTEM
• DC provides an estimated $100M across a host of government agencies, community-based organizations, businesses, and education and training providers focused on providing impactful workforce services.

• The goal of this funding is to make the most impact for residents and reduce the disparities across the District:
  ▪ Programs and services work seamlessly together
  ▪ Policies and procedures are in alignment
  ▪ Data is shared to accurately measure performance
  ▪ Access to services is universal
# Workforce System Partners

## Workforce Investment Council
(Convener / Policy Maker)

### Core Programs
(Required by WIOA)

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<thead>
<tr>
<th>Core Program</th>
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<tbody>
<tr>
<td>DOES: WIOA Adult Workforce (Title I)</td>
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<td>DOES: WIOA Dislocated Worker (Title I)</td>
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<td>DOES: WIOA Youth Program (Title I)</td>
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<td>DOES: Wagner-Peyser (Title III)</td>
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<td>OSSE: Adult Education and Family Literacy (Title II)</td>
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<td>DDS – RSA: Vocational Rehab (Title IV)</td>
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### Key Partners

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<tr>
<td>DHS: Workforce Programs</td>
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<td>UDC: Community College</td>
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<tr>
<td>Job Corps</td>
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<td>DC Housing Authority</td>
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<td>Unemployment Insurance</td>
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The DC Department of Employment Services (DOES) is the state labor law enforcement, employment and training agency for the District of Columbia.

• DOES manages the District’s Unemployment Compensation Program and administers, plans, and develops various employment-related services, including WIOA Title I programs to all segments of the Washington, DC metropolitan population.

• DOES is focused on empowering and sustaining a diverse workforce, which enables all sectors of the community to achieve economic and social stability.
**Division** | **Functions**
--- | ---
Workforce Development | Adult, Youth, Dislocated Worker, Vets
Strategy and Innovation | WIOA Integration, Customer Navigation Center (CNC)
Operations | Agency Operations, Grant and Resource Allocation
Administration | Unemployment Insurance, Paid Family Leave
Labor Standards | Workers Compensation, Labor Law Enforcement
State Initiatives | Special Populations (LEAP, Project Empowerment, Back To Work 50+)
LEVERAGING FOR A NATIONAL ADVANTAGE
• Define the competitive advantage
• Assess current programming & service delivery for gaps
• Identify opportunities for innovation
• Solicit stakeholder buy-in
• Take calculated risks (pilot new projects)
D.C. WORKFORCE SYSTEM SUCCESSES
• Recognized by Forbes magazine as the nation’s best city for summer jobs
• Serving More: Permanent expansion of Marion S. Barry Summer Youth Employment Program to 22-24 years olds
• Year-round Support: Creation of the Mayor’s Opportunity Student Scholarship
  ▪ 73 awards
• Strategic Partnerships: Starbucks Opportunity Fair
  ▪ Attended by former US Attorney General Eric Holder and Starbucks Founder Howard Schultz
  ▪ 1,800 job interviews and hundreds of on the spot hires
Through partnerships with the White House & LinkedIn, the District hosted employer engagement event: “Youth Empowerment through Employment Convening” at Eisenhower Executive Office Building.

Attendees included private sector representatives from Hilton Worldwide, Blackstone Technology, Pepco, AT&T, Safeway, Chipotle, & Courtyard Marriott.

47% increase in private sector participation.
• Lowered unemployment rates across the city
• More people served by DOES programs and in American Job Centers
• USDOL High-risk designation removal for all workforce programming
• USDOL At-risk designation removal for Unemployment Insurance
• Connecting with national organizations such as AARP and Marriott to deliver services
• Evolving beyond tracking to long-term support & community building
• Emerging as a top provider of SNAP Employment & Training services nationally
WHAT’S NEXT FOR WASHINGTON
Launched Apprenticeship DC during DC Works Week 2017

$2.4 million spent on apprenticeship and pre-apprenticeship programs since Mayor Bowser took office, paying residents while they become federally certified in a trade.

The number of people participating in apprenticeship programs has grown from 600 to 1,300, with about 60% of them living in Wards 7 and 8.
Mayor Bowser has invested $16 million in the DC Infrastructure Academy (DCIA)

- $5 million investment from Pepco
- New Infrastructure job training and hiring center in SE
- Programming developed with private sector partners at the table
WHAT’S NEXT FOR WASHINGTON

• Remaining focused on residents with the highest barriers to employment

• Continue to launch and fund innovative programming

• Bridging our services with community college coursework and credentials, as well as industry recognized certifications

• Put more District residents on the pathway to the middle class
DC is available to partner with your local area to establish employer partnerships & identify sector champions!

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