

# 2019- 2022

OUTCOMES REPORT



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NORTHERN REGION



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# Letter from the Chairs of the Board of Directors

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August 2022

To Northern Virginia Business Leaders and Local Citizens:

As our nation and Northern Virginia region continues to recover from the COVID Pandemic, our work supporting jobseekers and Northern Virginia employers remains to be our primary focus. We are confident in our region's immediate and long-term growth opportunities, especially as the Northern Virginia labor market has rebounded so positively. In this multi-year Report, we are sharing our combined program outcomes achieved during the COVID Pandemic period and the first year of recovery – in total, the years of 2019 – 2022.

The Virginia Career Works Northern Region Board of Directors is one of fourteen local workforce boards in the Commonwealth of Virginia, serving over 2.1 million residents and tens of thousands of businesses in Fairfax, Loudoun and Prince William counties and the cities of Fairfax, Falls Church, Manassas, and Manassas Park. Our five (5) Virginia Career Works Northern American Job Centers offer multiple free services to businesses seeking to hire and retain workers while also providing many opportunities for jobseekers to develop new skills and find good jobs.

The 2019 – 2022 Outcomes Report for The **SkillSource** Group, Inc. and the Virginia Career Works Northern Region Board summarizes a variety of services and achievements by our region's public workforce system, including:

- Continued delivery of our workforce and training services within five (5) Virginia Career Works Northern Centers. During FY 2022, our Northern Virginia Centers hosted 37,662 jobseeker visits. The restrictions of the COVID Pandemic changed our service delivery structure and now many jobseekers interact with our staff through virtual career services provided online or by telephone.
- In 2021, a new program to serve both jobseekers and employers was launched by the Virginia Governor and Secretary of Labor. Called 'Return to Earn,' this Program encouraged local employers to hire new employees at \$15 per hour (or higher) and provided incentives to employers to do so. The Virginia Career Works Northern Region was a leader in the State, allocating \$224,680, providing supports to 86 employers, who hired 413 new workers through this Program.

· Provided ongoing employment supports and job placement assistance for local jobseekers receiving Federal public assistance benefits under the Targeted Assistance for Needy Families (TANF) program. The **SkillSource** Group initiatives continued to serve jobseekers enrolled in TANF services and has one of the highest wage rates at job placement among workforce providers within the Commonwealth of Virginia.

· Our annual 2021 Return-on-Investment Study, which compares our total public workforce costs with the economic benefits from our Center's many employment outcomes for jobseekers, shows a benefit/cost ratio of 2:0, indicating that the public benefits derived from our local workforce programs were more than two times greater than the public costs needed to run these programs. This Study is a key measure of our contributions to the economic vitality of the Northern Virginia region.

We help Northern Virginia work, and we welcome you to join us.

#### **Virginia Career Works Northern Region Board**



**William Trumbull**  
*Chairman*



**Joseph Carter**  
*Vice Chairman*

#### **The SkillSource Group, Inc.**



**Christopher Rieley**  
*Chairman*



**Marc Tate**  
*Vice Chairman*

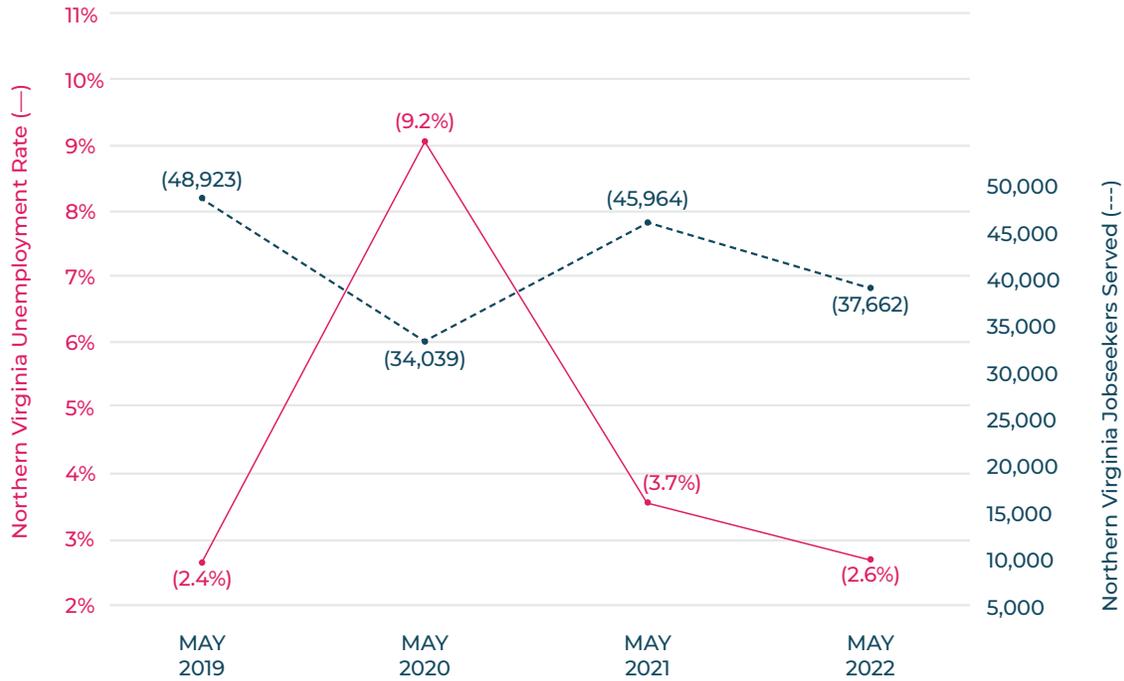
## Virginia Career Works Northern Response to the COVID Pandemic

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The COVID Pandemic had an immediate and dramatic impact on the Northern Virginia labor market, with office and school closures and many businesses were forced to reduce staff, change service delivery methods or to shut down entirely. Starting in March 2020 and increasing into calendar year 2021, employers throughout the Northern Virginia region struggled to meet customer needs while also maintaining the health and safety of their employees.

With Federal and State Labor authorization, the Virginia Career Works Northern Board moved promptly to shift workforce services at the American Jobs Centers to virtual services, available through the Internet and telephone. As the Northern Virginia American Job Centers opened for walk-in services in July 2020, many jobseekers and employers were able to access workforce and training services through online capabilities, a service which continues even now.

As reflected in the table, the COVID Pandemic was responsible for the Northern Virginia region's unemployment rate to increase from 2.4% in May 2019 to 9.2% in May 2020. While the Pandemic continued into 2021, the region's labor market stabilized and employers and workers found ways to continue working remotely and to return to storefronts, meeting customer needs in a variety of ways. By May 2021, the Northern Virginia region's unemployment rate had recovered to 3.7%, yet many local employers reported challenges in hiring new workers with the necessary skills and experience. By May 2022, the region's unemployment rate had further reduced to 2.6%, similar to the pre-Pandemic labor market level. Throughout this Pandemic period, the Virginia Career Works Northern Centers, served by the WIOA One Stop Operator, the Fairfax County Department of Family Services, consistently served and met the needs of tens of thousands of jobseekers, either directly or virtually, to support their workforce and training requirements.



--- Jobseekers Served  
 — Regional Unemployment Rate

## Significant Activities - LinkedIn Learning, Return to Earn, and Other Milestones

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### Partnership with LinkedIn Learning

In 2021, the Commonwealth of Virginia partnered with LinkedIn Learning, for an initiative allowing local workforce development boards to provide free LinkedIn Learning Licenses to jobseekers seeking to upgrade their skills and certifications leading to employment. The Virginia Career Works Northern Region was a leader among the fourteen local workforce areas in reaching over 1,000 jobseekers and distributing access to the thousands of training courses available through LinkedIn Learning.

This effort allowed the public workforce system to focus attention on online learning and micro-credentialing for hundreds of our region's jobseekers – multiple short-term skills and certifications in occupational areas of high demand by local employers. Of course, academic degrees and professional certifications are critical to many regional employers. But supporting many jobseekers to gain new skills, badges, and certifications through online training, for free, is certainly a major step towards bringing more jobseekers off the employment sidelines and into the labor market, in Virginia and across the United States.

Virginia was an early leader in seeking to align employable skills with online learning through LinkedIn. The Virginia Career Works Northern Region is continuing the LinkedIn Learning License partnership in FY 2023.

### **Northern Virginia Return to Earn Initiative**

In response to the challenges faced by the small business sector in reopening and restaffing after the onslaught of the COVID pandemic, as well as to the struggle many Virginians faced in returning to work after a prolonged period of unemployment, government officials in Richmond developed a program that aimed to support both groups simultaneously. This program was coined the Return to Earn Initiative (RTE), was backed by \$3 million worth of funding, and was signed into effect by Governor Northam in June of 2021.

Through locally issued grants, RTE allowed participating employers to receive reimbursements for bonus payments awarded to previously unemployed new hires. Qualifying businesses stood to gain up to \$12,500 in reimbursed costs for individual bonus payments paid directly to eligible staff members who came onboard between June and December 2021.

Each workforce development area was tasked with carrying out the full cycle operation of RTE in their locality and to develop procedures and policies that incorporated state guidance. As the months wore on, key performance indicators consistently showed the Northern Region to be leading the Commonwealth in its efforts, yielding far greater outcomes than any of its counterparts by considerable margins. LWDA #11 retained its prominent place throughout the duration of the program, allocating more than \$224,680 to help 86 participating employers in their recovery and assisting 413 Virginians in getting back to work through the bonuses they received.

### The **SkillSource** Group, Inc. 2021 Return on Investment Report

For FY 2021, our Return-on-Investment Report was prepared by Chmura Economics and Analytics, of Richmond, Virginia. Our new Report shows that the Northern Virginia Workforce System produced a Return-on-Investment more than two times the public costs to deliver these services. You can review the Report [here](#).

### The **SkillSource** Group, Inc. Earns Candid Platinum Rating and Charity Navigator

In 2022, The **SkillSource** Group, Inc. was awarded a 100% rating for our financial management acumen and organizational transparency to the public at large by Charity Navigator, a national evaluator of nonprofit organizations.

The Foundation Center was the largest source of information about philanthropy globally, and GuideStar was the largest source of information on U.S. nonprofit organizations. In 2019, the two organizations joined forces to become Candid, to enhance services and information offered to the millions of people who rely on the organization to help them make the world a better place. In 2022, Candid awarded The **SkillSource** Group, Inc. with its highest Platinum rating, for its public transparency.



## Success Stories

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### WIOA Adult

Tonie entered the Northern Virginia WIOA Program in January 2022 as a single mother of a family of four, who was in desperate need of a steady stream of income. She had recently moved to Virginia and was getting accustomed to living in a new place with her young children. Tonie was employed, but often had large gaps of time where she did not work. When she learned about WIOA, she decided it was time to pursue her dream of becoming a Truck Driver. She was nervous to enter a male-dominated field, but knew she had to try.

Through the support of the Northern Virginia WIOA Program and the One Stop Operator, the Fairfax County Department of Family Services, Tonie successfully completed CDL Class A training in March 2022. Once Tonie had her CDL license she immediately began to search for employment. Tonie's determination led her to secure a job in May 2022 as a Driver with a large trucking company. She now earns more than twice what she earned in prior jobs at \$46.67/hour (\$97,074 annually) for full-time work. "I am so thankful for the help of WIOA, I finally did it!" Tonie shared with her WIOA Case Manager.

### WIOA Dislocated Worker

Ivonne had worked in the medical field as an executive assistant for more than seven years until she was laid off due to the Pandemic. She had learned about multiple employment programs such as the National Dislocated Worker Grant (NDWG) and WIOA that could help support her career goals of obtaining employment. In July 2021, Ivonne enrolled in the Northern Virginia WIOA Program as a Dislocated Worker, with a goal of gaining employment with Fairfax County Government.

With her WIOA Case Manager, Ivonne explored different training options and programs and was co-enrolled into the COVID-19 NDWG and soon after began a paid work experience with the Fairfax County Health Department (FCHD). While working with the FCHD she gained a wealth of work experience and received excellent evaluations. Ivonne needed additional supportive services and worked with her Case Manager to enroll in the CAREER Grant, another NDWG. Through the CAREER Grant, she received gas card assistance. In April 2022, she applied for a full-time employment opportunity with Fairfax County Government and was offered a full-time position to work as a Human Services Worker III earning \$60,000 annually with benefits. Through the support of her WIOA Case Manager, Ivonne's motivation and dedication allowed her to achieve her goal of working with Fairfax County Government. The Work Experience opportunity with the FCHD allowed her to build a rapport with staff and explore career opportunities within the County.

## WIOA Dislocated Worker

Catalina enrolled in the Northern Virginia Dislocated Worker Program in December 2020, during the height of the COVID Pandemic, after her prior Personal Care Aide (PCA) position was terminated. She enjoyed helping others and comforting patients while working as a PCA and wanted to pursue a career as a nursing assistant to continue in the healthcare field.

With the assistance and guidance of her WIOA case manager, Catalina enrolled in a Certified Nursing Assistant (CNA) training program. The Northern Virginia WIOA program supported her training costs and assisted her in revising her resume. She was hired by The **SkillSource** Group, Inc. as a full-time Temperature Monitor at the Virginia Career Works Northern American Job Center in Prince William County, funded through the COVID 19 National Dislocated Worker Grant (NDWG), in February 2021, at \$17 per hour with full benefits.

Through her work with The **SkillSource** Group, Inc., Catalina completed her CNA training and certification credential, received continued assistance to attend English classes to improve her language skills and recently received a full-time employment offer at an Assisted Living Community in Ashburn, Virginia, earning \$17 per hour (\$35,360 annually) with full benefits.

## Prince William Manassas Adult Detention Center

Mr. C was an inmate at the Prince William County Manassas Regional Adult Detention Center (PWMRAD) Work Release Center from September 2020 to February 2021. He was enrolled in the Economic Equity Initiative (EEI) Program, funded through a State grant, to support reentry efforts at the PWMRAD. Before he was incarcerated, Mr. C struggled with heroin addiction which led him to criminal activities to support his drug habit. Ultimately, he was charged with grand larceny and served more than three years in prison as a result. In September 2020, Mr. C was allowed to enter the Work Release program. Upon entry, he enrolled in the first-ever off-site Heavy Equipment Operator (HEO) training cohort funded through EEI. After completing the training, Mr. C obtained a position with a Northern Virginia construction and site development company that provides commercial and residential services. His HEO certification allowed him to earn \$18 an hour (\$37,440 annually), versus the standard \$16 an hour that comes with most entry-level positions.

## LinkedIn Learning

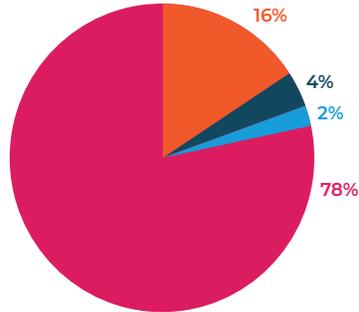
After seven years of employment with General Dynamics, J.B. found himself out of a job due to budget cuts because of the pandemic. J.B. filed for Virginia Unemployment Insurance, registered for Workforce Innovation and Opportunity Act (WIOA) services, and began looking for a new job. Within a day of his contract ending, he learned about the Virginia LinkedIn Learning training opportunity offered by The **SkillSource** Group, Inc. As soon as J.B. activated his LinkedIn Learning account, took his first course, and received his first certification of completion, he was hooked. In total, he had more than 15 IT courses completed in less than a month. Three employers contacted J.B. directly on LinkedIn and invited him to interview for a position within their company. Two employers made J.B. a job offer, and he chose the offer that best met his IT experience and knowledge. J.B. was hired 45 days from his last employment date with a 10% pay increase and the opportunity to telework 100% of the time. J.B. views the LinkedIn Learning experience as a great free opportunity for jobseekers.

## Financials

2021 Financial Results: Fiscal Year 2021 revenue totaled just over \$6.96 million. Direct and pass-through federal funding accounted for 78% of revenue, including 60% from the Workforce Innovation and Opportunity Act (WIOA) allocation. SSG continues to control its fundraising and administrative costs, spending just 6% of its expenses on non-programmatic activities in support of its strategic objectives and goals. As required, SSG submits to annual financial statement and Federal Award audits. In FY 2021, SSG again received an unmodified opinion on its financial statement audit and the Statement of Expenditures of Federal Awards resulted in no findings or questioned costs.

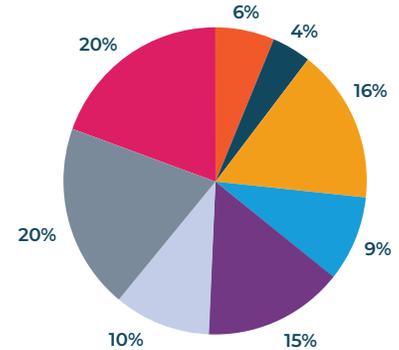
WIOA Adult and Dislocated Worker training rate for program year 2019 (for the period from 7/1/2019 to 6/30/2021) is 35.4%, which is the percentage of total training expenditures over 80% of WIOA Adult and Dislocated Worker program funding.

## FY21 Revenue Sources



- Federal (direct & pass-through)
- Foundation, Interest & Other
- State & Local
- Ticket to Work

## FY21 Expenses



- Non-Federal Grants & Other Programs
- Management & Fundraising
- WIOA Adult & Dislocated Worker Training
- WIOA Adult & Dislocated Worker Other Program Costs
- WIOA Youth Program - Program Costs
- SCSEP - Program Costs
- Other WIOA Grants - Program Costs
- Other Federal Grants - Program Costs

## Virginia Career Works – Northern Region Board of Directors (June 2022)

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Shekera Alvarado, Fairfax County Public Schools  
Robert J. Bartolotta, Manhattan Strategy Group  
Michael Becketts, Fairfax County Department of Family Services  
Glenda Blake, Northern Virginia Family Services  
Anthony Cancelosi, Columbia Lighthouse for the Blind  
Joseph Carter, R&K Cyber Solutions LLC  
Rodney Caulkins, Caulkins Construction Company, Inc.  
Louis Cernak, International Union of Operating Engineers, Local 99  
Julie Coons, Northern Virginia Chamber of Commerce  
Joseph Diaz, Didlake, Inc.  
Nicholas Dunn, Integrated Federal Solutions  
Edward Dupass, Virginia Employment Commission  
George Harben, Prince William County Department of  
Economic Development  
Debora Harvey, Heavy Construction Contractors Association  
Larry Hoffman, George Washington University  
Roxana Mejia, IUPAT District Council 51  
Susan Mitchell, Guardians of Honor, LLC  
William Mountjoy, ALF-CIO  
Fatimah A. Ogungbade, Dominion Energy  
Derwin Overton, OAR  
Steven B. Partridge, Northern Virginia Community College  
Bruce Patterson, ServiceSource  
Leanna Jerko, Virginia Department for Aging and Rehabilitative  
Services  
Christopher Riele, Atlantic Union Bank  
Todd Rowley, Old Dominion National Bank  
Roopal Saran, Northern Virginia Literacy Council  
Mary Ann Shurtz, Stratford University

Olivia Shultz, Hexagon US Federal  
Karen Smaw, Fairfax County Economic Development Agency  
Zuzana Steen, Micron Technology Inc.  
Paul Steiner, Fairfax County Public Schools  
William Trumbull, ICF International  
Hector Velez, Vector Talent  
Michele Weatherly, Prince William County Department of  
Economic Development  
Lisa Whetzel, Britepaths, Inc  
Joan Wise, Cornerstones

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George Harben, Prince William County Department of  
Economic Development  
Todd House, Washington Gas  
Rebecca Hughes, SAP Global Marketing  
Roxana Mejia, IUPAT District Council 51  
Christopher Riele, Atlantic Union Bank  
Todd Rowley, Old Dominion National Bank  
Patrick Small, City of Manassas Department of  
Economic Development  
Marc Tate, Amazon Web Services  
William Trumbull, ICF International

**1** Virginia Career Works –  
 Fairfax Annandale Center  
 Heritage Center  
 7611 Little River Turnpike (West Wing)  
 Suite 300 W  
 Annandale, VA 22003  
 (703) 533-5400 TTY: 711 VA Relay  
 Hours: Monday-Thursday –  
 8:00 am to 4:30 pm  
 Friday – 10:00 am to 4:30 pm

**2** Virginia Career Works –  
 Fairfax Alexandria Center  
 8350 Richmond Highway, Suite 327  
 Alexandria, VA 22309  
 (703) 533-5400 TTY: 711 VA Relay  
 Hours: Monday-Thursday –  
 8:00 am to 4:30 pm  
 Friday – 10:00 am to 4:30 pm

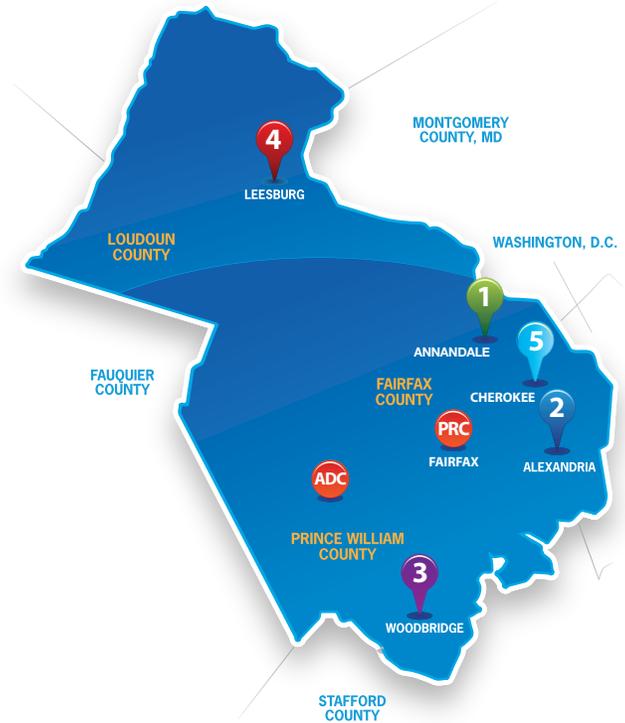
**3** Virginia Career Works –  
 Prince William Center  
 13370 Minnieville Road  
 Woodbridge, VA 22192  
 (703) 586-6800 TTY: 711 VA Relay  
 Hours: Monday-Friday –  
 9:00 am to 4:30 pm

**4** Virginia Career Works –  
 Loudoun Workforce Resource Center  
 Auto Zone Shopping Center  
 705 East Market Street, Suite E  
 Leesburg, VA 20176  
 (703) 777-0150 TTY: 711 VA Relay  
 Hours: Monday, Tuesday, Thursday,  
 Friday – 9:00 am to 4:30 pm  
 Wednesday – 9:00 am to 12:00 pm

**5** Virginia Career Works –  
 Cherokee Avenue Center  
 5520 Cherokee Avenue, Suite 100  
 Alexandria, VA 22312  
 (571) 327-2206 TTY: 711 VA Relay  
 Hours: Monday-Friday –  
 9:00 am to 4:30 pm

**PRC** Fairfax County Pre-Release Center  
 10520B Judicial Drive  
 Fairfax, VA 22030

**ADC** Prince William - Manassas  
 Adult Detention Center  
 9320 Lee Avenue  
 Manassas, VA 20110



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#9684



8300 Boone Blvd., Suite 450  
 Vienna, VA 22182  
 www.vcnorthern.com  
 Phone: 703-827-3782  
 Toll-Free: 833-365-2011  
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