

FY 2023 PERFORMANCE PLAN

Arlington Employment Center Business Engagement Team		Economic Independence Division		David Remick x1412	
Program Purpose	<ul style="list-style-type: none"> Enable Arlington businesses and employers to meet their workforce needs through resources and direct assistance. 				
Program Information	<ul style="list-style-type: none"> Offers a range of innovative, integrated, data-driven services to meet the recruitment and retention needs of Arlington’s employers and Arlington Employment Center (AEC) staff (both County and non-County staff). Services to employers include assistance in posting job openings on the AEC Online Job Board, distributing job leads throughout the DC Metro region, candidate referrals, free interviewing space and logistical support, small, medium, and large-size in-person and virtual recruitment fairs, On-the-Job (OJT) and Incumbent Worker (IWT) Training support, access to real-time labor market information, and referrals to external services that support recruitment efforts, with emphasis on the hiring of individuals facing barriers to employment. These external services include, but are not limited to, USDOL Business Center Tool Kit, E-Verify, Work Opportunity Tax Credit, and The Federal Bonding Program. The Job Board includes a searchable Resume Bank that employers can use to find talent. During FY 2023, 53 employers reviewed over 1,700 resumes. Serves both employers with a location in Arlington and businesses that are hiring for positions covering Arlington. Also serves Arlington-based businesses hiring for locations outside of the County. Services to AEC staff include sourcing job orders based on job seeker occupational interests, referrals to employers on behalf of competitive candidates, access to real-time labor market information, and support in finding internship and work experience hosts. Regularly communicates and coordinates with Alexandria/Arlington’s and DC Metro’s public workforce system to maximize this program’s performance. Program is locally funded. 				
Service Delivery Model	<ul style="list-style-type: none"> BET operated in a hybrid model and delivered services both virtually and in-person in FY 2023 and will continue doing so in FY 2024. BET held in-person career fairs at George Mason University, Arlington Campus, Arlington Central Library, and Thomas Jefferson and Lubber Run Community Centers during FY 2023. BET also held three virtual job fairs in FY 2023. BET held a few small career events at Sequoia I during FY 2023. 				
PM1: How much did we do?					
Staff	<ul style="list-style-type: none"> Total 2.25 FTEs: <ul style="list-style-type: none"> 0.25 Director (25% of 1 FTE) 2 Business Engagement Specialists 				
Customers and Service Data	Fiscal Year	FY 2020	FY 2021	FY 2022	FY 2023
	Total Arlington Employers Served	533	699	741	1,000
	Total Non-Arlington Employers Served	402	468	515	413

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New Arlington Employers Served	310	331	292	307
New Non-Arlington Employers Served	136	241	194	122
Job Board Orders Posted	1,180	1,311	1,367	1,114
Average Number of Activities Per Employer	5.0	10.0	6.0	4.3
Total Employer Outreach Activities	135	263	119	77
Total Employers Participating in Recruitment Fairs	103	56	133	166
New OJT/IWT Enrollments	17	0	3	7
OJT/IWT Completions	12	6	0	6

PM2: How well did we do it?

2.1	Total Employers Served
2.2	Employer and AEC Staff Satisfaction Rate

PM3: Is anyone better off?

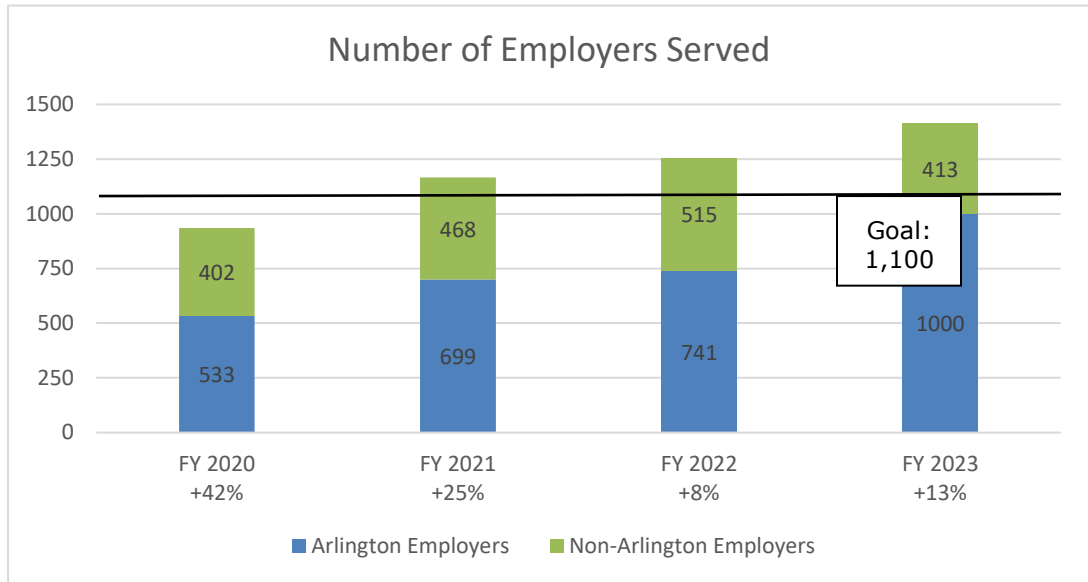
3.1	Business Customers Retention Rate (Total Employers Served - New Employers Served divided by Total Employers Served Previous Year)
3.2	Arlington Employer Penetration Rate (Total Arlington-based Employers Served divided by Total Arlington-based Employers)

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Measure 1 Total Employers Served

Data



Data Summary

- Since FY 2020, the number of employers served by BET has increased 51%, from 657 in FY 2019 to 1413 in FY 2023.
- Data is reported from BET’s system of record, HubSpot.

What is the story behind the data?

- Total Employers Served continues to increase as a result of increasing BET’s annual performance goals for Arlington employers served.
- Because the Greater Washington region’s employers continue to require talent to fill their active openings, in-bound calls from Non-Arlington employers continue to occur.
- Staff capacity to support the increasing number of employers who contact the AEC has become challenging. BET annual performance goals have shifted from “quantity-focused” to “quality-focused” so that staff can better support existing and new Arlington employers and less time on Non-Arlington employers.

Recommendations

- BET to increase their “Employers Served” goal by 10 percent.

Target Dates

- Throughout FY 2024

Forecast

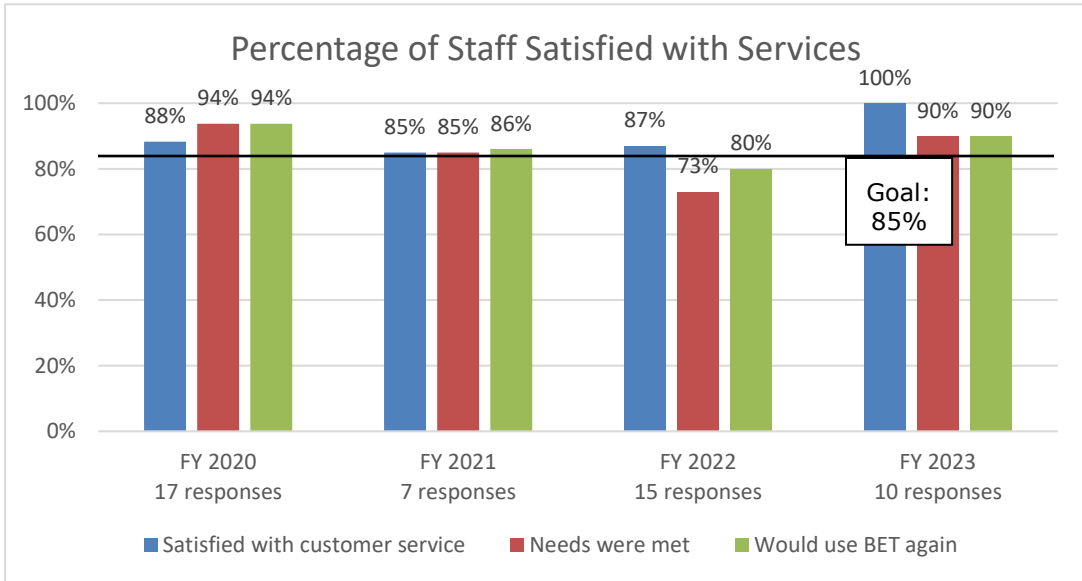
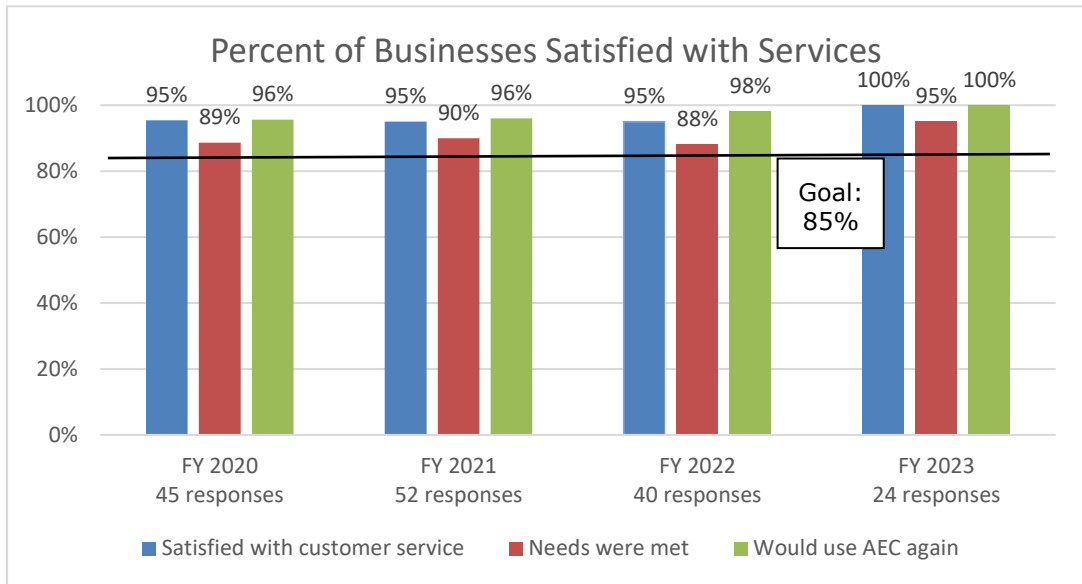
- In FY 2024, BET expects to serve at least 1,100 Arlington employers. The BET no longer has a goal to support non-Arlington employers but will support these businesses if they contact the AEC. As a result, BET could serve 1,413 total employers in FY 2024.

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Measure 2.2 Employer and AEC Staff Satisfaction Rate

Data



Data Summary

- The Business Survey was sent out once to 1,413 employers on July 7, 2023. The survey closed on July 17th with 21 respondents. 48% of responses came from businesses with less than 200 employees. Government, Healthcare, and Hospitality represent the top three industries that answered the survey.
- The AEC Staff Survey was sent out twice to 34 employees on June 29, 2023 and July 7, 2023. The survey closed on July 14th with 10 respondents (29% response rate).

What is the story behind the data?

- Completed fifth year of an outcomes-focused strategic plan.

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- Employer responses have remained consistently high. This is a direct result of the BET’s “quality-focused” efforts.
- There was a significant improvement in AEC staff feeling that their needs were met in FY 2023. This may be related to new staff in the AEC working with the BET. Some communication challenges between long-term AEC staff and the BET remain and the BET Director will work towards resolving these issues in FY 2024.

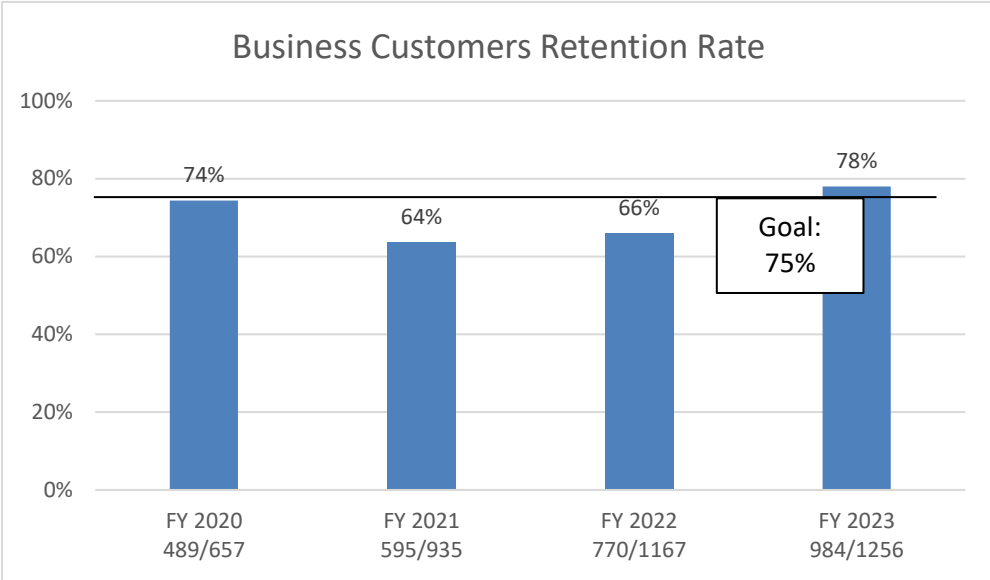
Recommendations	Target Dates
<ul style="list-style-type: none"> • BET will spend additional time meeting with existing Arlington employers so that the team can improve their understanding of current and future labor needs. • Business Engagement Team Director will meet with the AEC Leadership Team to explore where the needs gaps are and how these issues can be addressed. • Proactively and regularly reach out to AEC staff to better understand the career interests of individual career services participants. • Explore alternative methods of survey administration to increase response rate. 	<ul style="list-style-type: none"> • Throughout FY 2024 • August 2023 • Throughout FY 2024 • FY 2024 Q3

Forecast

- The BET will meet or exceed its goal of 85% for each of its satisfaction measures in FY 2024.

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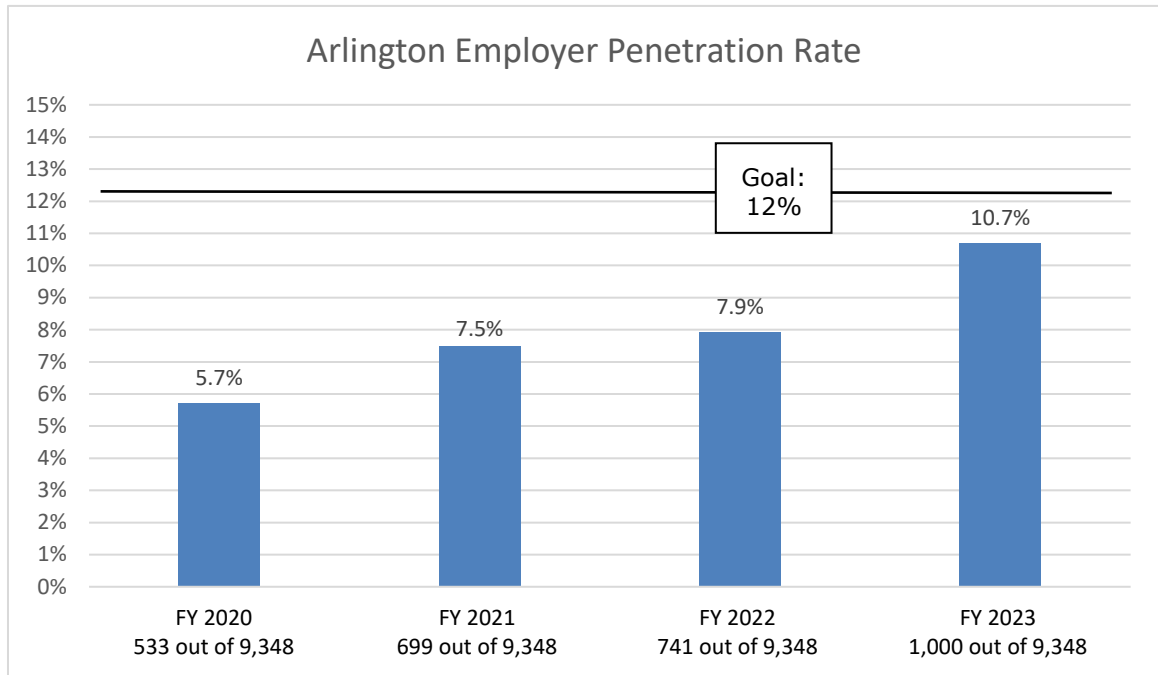
Measure	3.1	Business Customers Retention Rate															
Data	 <table border="1" data-bbox="402 281 1386 856"> <caption>Business Customers Retention Rate</caption> <thead> <tr> <th>Fiscal Year</th> <th>Retention Rate (%)</th> <th>Sample Size (n/N)</th> </tr> </thead> <tbody> <tr> <td>FY 2020</td> <td>74%</td> <td>489/657</td> </tr> <tr> <td>FY 2021</td> <td>64%</td> <td>595/935</td> </tr> <tr> <td>FY 2022</td> <td>66%</td> <td>770/1167</td> </tr> <tr> <td>FY 2023</td> <td>78%</td> <td>984/1256</td> </tr> </tbody> </table>		Fiscal Year	Retention Rate (%)	Sample Size (n/N)	FY 2020	74%	489/657	FY 2021	64%	595/935	FY 2022	66%	770/1167	FY 2023	78%	984/1256
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Data Summary	<ul style="list-style-type: none"> 3.1 measures the percentage of businesses who accessed the BET’s services in previous years and who continue to access BET services this year. This measure serves as an indicator of the value of the BET for employers. The retention rate shows what percentage of BET’s employer customers are accessing the team’s services on a repeat basis. The higher the percentage, the more employers that are returning to the BET for support. 																
What is the story behind the data?																	
<ul style="list-style-type: none"> Business Customers Retention Rate increased in FY 2023 as many long-term employer customers required AEC’s services to fill their candidate pipeline. FY 2023 Business Satisfaction Survey results support the high retention rate. A majority of new and existing employers find the BET’s services worthwhile enough to continue their partnership with the AEC. 																	
Recommendations		Target Dates															
<ul style="list-style-type: none"> BET will spend additional time meeting with existing Arlington employers so that the team can improve their understanding of current and future labor needs. This activity should increase the retention rate. 		<ul style="list-style-type: none"> Throughout FY 2024 															
Forecast																	
<ul style="list-style-type: none"> Business Customers Retention Rate will be 75% in FY 2024. 																	

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Measure 3.2 Arlington Employer Penetration Rate

Data



Data Summary

- The purpose of this measure is to show progress on how the BET supports employers located in Arlington County.
- There are 9,348 employers located in Arlington County as of June 26, 2023 (Source: JobsEQ).
- BET served 1,000 employers located in Arlington County during FY 2023 (35% increase from FY 2022).

What is the story behind the data?

- BET serves all businesses, with government, hospitality, retail, healthcare, and information technology/security contributing to a large share of the industries served. Forty-six percent of the total number of employers working with the BET have 200 or fewer employees.
- BET supports all businesses that serve the Greater Washington region, regardless of their location.

Recommendations

- BET will continue to use labor market information, including the Business Tax License list, and LinkedIn Recruiter to identify Arlington businesses in need of talent.

Target Dates

- Throughout FY 2024

Forecast

- BET staff individual performance goals have been adjusted so that together the team will serve 1,100 new and existing Arlington employers in FY 2024.