

**Alexandria/Arlington Regional Workforce Council  
Quarterly Meeting****Agenda****December 18, 2025  
8:30 am to 9:30 am**Via [MS TEAMS](#)

or

**Arlington Department of Human Services  
2100 Washington Blvd., LL Conference Room A  
Arlington, VA 22204****Welcome Message***Stacey Butler***Public Comment Period***David Remick*

- 2 minutes per public comment

**Executive Director Update & Consent Agenda***David Remick*

- Vice-Chair Election
- Virginia Career Works/Virginia Works (see consent agenda)
- Executive Coaching Service Update
- Alexandria/Arlington Talent Investment Grants
- Mission Moment:

“Ms. H., a single individual with no dependents, was referred to the WIOA program while working part-time at McDonald’s, earning approximately \$288 per month. She was facing personal family challenges that had impacted on her ability to pursue long-term career goals.

Despite these obstacles, she expressed a strong interest in transitioning into the medical field to build a more stable and fulfilling future. During her initial assessment, the career coach identified the client’s interest in healthcare and helped her explore training options aligned with her goals.

After reviewing eligibility and available programs, the client was successfully enrolled in a Certified Medical Assistant (CMA) training program. Throughout the training, the career coach provided ongoing encouragement, helped her stay on track, and ensured

she had access to supportive services as needed. Upon successful completion of the CMA program, the client requested assistance in finding employment in a clinical setting. The career coach referred her to a position with Pinnacle Healthcare Services. Client was interviewed and subsequently hired as a Certified Medical Assistant, earning \$70,000 annually with full benefits.

This opportunity has been life-changing for the client. She has transitioned from part-time, low-wage employment to a full-time, stable career in the healthcare field. Her success demonstrates the power of personalized support, training access, and career coaching through the WIOA program.”

**Labor Market Update**

*Marisa Hayes*

**Arlington Public Schools CTE Program**

*Kris Martini*

**Adjourn**

*Stacey Butler*

**UPCOMING MEETINGS**

<b>Meeting</b>	<b>Date</b>	<b>Time</b>	<b>Location</b>
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



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ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

### **Consent Agenda Notes**

- September 18, 2025 Meeting Minutes – Recommendation: Approval
- December 5, 2025 Executive Committee Meeting Minutes – Recommendation: Approval
- One-Stop Operator Quarterly Report – For Your Information Only
- Local WIOA Policies: Recommending approval for the following Local WIOA Policy changes –
  - Supportive Services/Needs Related Payments Policy: To bring local policy into compliance with Federal WIOA policies.
  - Incumbent Worker Policy: Currently, the Council approves Incumbent Worker Contracts on a quarterly basis. There is no Federal or state policy that prevents the Executive Director of a local workforce development board to approve Incumbent Worker Contracts. Allowing the Executive Director to approve contracts will expedite the opportunity to skill-up an incumbent workforce.
- New RWC Logos: The Virginia Career Works brand is sunsetting. The state switches its system branding every 4-6 years. Locally, we will include the state’s branding in our workforce system branding structure. But for the purposes of long-term brand consistency, the Regional Workforce Council should have its own logo and branding. We are requesting your input by reviewing three options for a new logo and providing comment here: [RWC Logo Survey – Fill out form](#). – Recommendation: Request your input
- Additions to Eligible Training Provider List: George Mason University would like to add their Adobe Certified Professional and Adobe Certified Professional in Video Design 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**

## **September 18, 2025 Meeting Minutes**



ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

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

September 18, 2025

The **ALEXANDRIA/ARLINGTON REGIONAL WORKFORCE COUNCIL** convened its meeting in-person, with a virtual option for the public, at **8:30am** on **September 18, 2025**.

**ATTENDANCE**

First Name	Last Name
Nelson	Aguilar
Betel	Aklilu
Kate	Bates
Patrick	Brennan
Dottie	Brown
Stacey	Butler
Lesa (Kat Ashmore, Proxy)	Gilbert
Tricia	Jacobs
William (Perry G., Proxy)	Lopez
Marian (Amanda Trusen, Proxy)	Marquez
Kris	Martini
Erik	Pages
Tyler	Schreffler
Sean	Steele
Brian	Stout
Monica	West

**STAFF:** Alamelu Dev; David Remick

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**MOTIONS & ACTIONS/VOTES**

No individuals provided public comment.

September 18, 2025 Regional Workforce Council Consent Agenda was approved.

- The Council unanimously supported the motion 16-0.

Meeting adjourned at **9:30am**.

**December 5, 2025 Executive Committee Meeting Minutes**



ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

**MEETING MINUTES OF THE HYBRID  
ALEXANDRIA/ARLINGTON REGIONAL WORKFORCE COUNCIL'S  
EXECUTIVE COMMITTEE MEETING**

December 5, 2025

The **ALEXANDRIA/ARLINGTON REGIONAL WORKFORCE COUNCIL** convened its meeting virtually at **8:35am** on **December 5, 2025**, via MS Teams. Live viewing was available at the Arlington Department of Human Services' Conference Room A (2100 Washington Blvd, Arlington, VA 22204).

**ATTENDANCE**

Shekera	Alvarado	Proxy given to Vice Chair
Joel	Bernstein	Virtual
Stacey	Butler	Virtual
William	Lopez	Virtual
Monica	West	Virtual

**STAFF**

Alamelu Dev (Virtual), David Remick (In-Person)

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**MOTIONS & ACTIONS/VOTES**

December 18, 2025 Regional Workforce Council Meeting Packet/Consent Agenda was reviewed and approved.

- The Executive Committee unanimously supported the motion 5-0.

Meeting adjourned at **9:00am**.

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

## **Changes to Local WIOA Policies**



ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

## Local Policies for WIOA-Funded Programs (Revised ~~September~~ December 18, 2025)

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WIOA Adult, Dislocated Worker, and Youth Programs in Alexandria City and Arlington County are funded by a grant awarded by the VDWDA 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.

## **SUPPORTIVE SERVICES/NEEDS RELATED PAYMENTS POLICY**

### **REFERENCES:**

- Workforce Innovation and Opportunity Act (WIOA) Title I
- Training and Employment Guidance Letter WIOA NO. 3-15
- Virginia Workforce Letter 14-17 - Minimum Training Expenditure Requirement

### **DEFINITIONS:**

- Needs-related Payments (NRPs) - Financial assistance provided to enable individuals to participate in training and one of the supportive services authorized by WIOA.
- Public Assistance - Federal, state, or local government cash payments for which eligibility is determined by a needs or income test.
- Supportive Services - Services such as transportation, childcare, dependent care, housing, and NRPs necessary to enable individuals to participate in activities authorized under WIOA Title I. Aside from NRPs, supportive services are usually provided through a voucher system (e.g., transportation or food) or payments made directly to vendors (i.e., clothes, rent, or utilities).

### **POLICY:**

Program staff responsible for approving supportive services shall adhere to the guidance and procedures as set forth in this policy.

#### Eligibility Requirements

##### a. Adults must:

- Be unemployed or underemployed;
- Not qualified for (or has ceased to qualify for) unemployment insurance; and
- Be enrolled in a program of training services under WIOA Title I.

##### b. Dislocated Workers must:

- Be unemployed or underemployed;
- Have ceased to qualify for unemployment insurance or Trade Readjustment Allowances (TRA) under TAA;
- Be enrolled in a program of training services under WIOA Title I, by the end of the 13th week after the most recent layoff that resulted in a determination of the worker's eligibility as a dislocated worker; or, if later, by the end of the 8th week after the worker is informed that a short-term layoff will exceed six months; or
- Be unemployed and not qualified for unemployment insurance compensation or TRA.

#### Documentation Requirements

- A copy of a UI entitlement decision or confirmation of UI benefits being exhausted, if applicable;
- Evidence of participation in training, such as a copy of ITA or attendance records for each period of training (quarter, semester, class, etc.);
- All eligibility determinations.

#### Administration and Approval of Supportive Services

- All supportive services are administered through the American Job Center staff.
- Supportive services must be approved by a WIOA program supervisor and reviewed by the fiscal unit before they are received.

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- WIOA staff may only approve funds for the types of supportive services and amounts described in this policy. The WIOA managers and fiscal unit must approve all requests for services or costs that exceed the limits of this policy.
- All supportive services are contingent upon the customer's satisfactory performance while participating in and completing WIOA intensive or training activities as well as upon available funding. To maintain satisfactory performance, an in-school youth customer who is in training must maintain good attendance and grades (a minimum grade point average of 2.0 or satisfactory progress), and be in compliance with the other program requirements. For a customer who is participating in intensive activities, he/she must be in compliance with program requirements, including active participation and bi-monthly contact with a case manager. The WIOA Program Managers may exercise authority to establish limits on amounts of funding and length of time funding is available to the participant.

#### Procurement and Payment Process

1. Program staff shall comply with local jurisdictional policies for procuring goods/services and for fiscal procedures. These policies address the competitive bid process, exceptions for sole source procurement and required forms.
2. All supportive service purchases must be made directly from a local jurisdiction authorized vendor. After services have been completed and invoices have been received, payment will be made directly to the vendor. In the event of a client being reimbursed, detailed receipts must be submitted.

#### Referrals

- WIOA program staff must seek services from other community resources as appropriate, prior to authorizing supportive services under WIOA. Referrals and follow-up will be made for other agencies or resources for assistance. Documentation of referrals indicating agencies/ resources providing services as well as denials will be included in customers' case files.

#### Allowable Supportive Services

- The range of supportive services available to WIOA customers - child care, transportation, dependent care, housing, and assistance with uniforms and other appropriate work attire and work-related tools, including such items as laptops, eyeglasses, and protective eye wear. Supportive services are available to WIOA customers while they are participating in and completing individualized career services or training activities. The following items outline the supportive services:
  1. **Child Care**  
Customers who may be eligible for childcare services should be referred as appropriate to the local Child Care Assistance Programs for all childcare needs. Customers not qualified for local social service programs may be provided supportive services under WIOA Title I.
  2. **Transportation**  
Authorization for transportation assistance may be extended after employment is obtained for up to one month. Requests for other types of transportation assistance must be approved by the WIOA Program Manager and fiscal unit. Situations beyond the time limit will be reviewed and granted on a case-by-case basis by the WIOA Program Manager.
  3. **Gas Assistance**  
Customers who drive may be provided with mileage reimbursement at the rate set by the local jurisdiction or receive a \$50 pre-paid gas gift card. Authorization for gas assistance may be extended after employment is obtained for up to one month. Requests for gas assistance

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must be approved by the WIOA Program Manager and fiscal unit. Situations beyond the time limit will be reviewed and granted on a case-by-case basis by the WIOA Program Manager.

4. **Eye Care, Workplace/Training Accessibility, and Digital Equity/Literacy Assistance**  
Program staff may refer customers to an approved vendor for an eye examination and a pair of eyeglasses. Eyeglasses and examination expense cannot exceed \$200.00. Staff may also request approval by the WIOA Program Manager for supportive services to assist customers with workplace/training accessibility issues which cannot be provided by other sources. Workplace/training accessibility expenses cannot exceed \$200.00. Program staff may also refer customers to an approved vendor for Digital Equity/Literacy needs, including the purchase of a laptop. Digital Equity/Literacy expenses cannot exceed \$1,000.00. If a laptop is purchased with WIOA funds, the expense cannot exceed \$500.00.
5. **Work/Training Clothes**  
Financial assistance will be limited to an amount not to exceed \$200.00 per customer for these items. The items must be for a work or training related activity. Uniforms or work boots are an example.
6. **Work/Training Tools or Supplies**  
If the tools or supplies are needed to complete training and certification activities or become employed, staff may provide financial assistance up to \$200.00. Customers must be enrolled in a training or work-related activity or have a specific verifiable job offer. The purchase of tobacco, marijuana products, alcoholic beverages, and any item that is intended to inflict bodily harm on/or suppress others is prohibited.
7. **Financial Crisis Assistance**  
Requests for emergency assistance for counseling, housing assistance, meals or other basic needs unable to be provided by other community resources and which are required to help an individual stay in training or to be able to successfully complete program participation must be well documented and must be approved by the WIOA Program Manager.
8. **Additional Assistance**  
Other reasonable expenses required to keep a participant in career services, training or other program activities, for example textbooks, certification exams, auto repairs, test fees, rent etc. The provision of supportive services must be consistently applied to customers.

#### Needs Related Payments

Please note that the One-Stop Centers serving the City of Alexandria and Arlington County operate within their respective jurisdiction's Human Services Departments. Both Departments offer customers access to a myriad of supportive services and financial assistance. As a result, Needs Related Payments will not be offered through WIOA in LWDA 12.

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## **INCUMBENT WORKER POLICY**

### **REFERENCE**

- Virginia Board of Workforce Development Policy Number 15-00
- Workforce Innovation and Opportunity Act of 2014 Section 122 and Section 134

### **POLICY**

WIOA funds can be made available through a process designed to assist Alexandria City and Arlington County businesses, which could include a single firm or a group of firms that share similar workforce needs, using a sector strategy approach to meet the skills training needs of their incumbent workforce.

#### Incumbent Worker Employee Eligibility

All employees participating in incumbent worker training must meet the eligibility below. An incumbent worker is:

- At least 18 years of age;
- A citizen of the United States or a non-citizen whose status permits employment in the United States;
- Males born on or after January 1, 1960 must register with the selective service system within 30 days after their 18th birthday or at least before they reach the age of 26;
- Must be a full-time employee of the participating employer for at least 6 months;
- Needs skills upgrading or retraining, completion of GED or High School Degree, basic skills upgrade, to retain or be successful in current employment;
- An employee to be trained that works at a facility located in Virginia or working for a staffing agency and placed at a Virginia facility.

#### Employer Eligibility

- Private for profit or non-profit businesses operating in Virginia for entire twelve-month period prior to application date;
- Current on all Virginia tax obligations;
- Proposing training for employees in a Virginia facility;
- Demonstration of linkages of the training activity to demand occupations and/or regionally targeted industries;
- The positive relationship of the training to the competitiveness of a participant and the employer;
- The relative wage and benefit levels of those employees (pre-training and anticipated upon completion of the training);
- The potential state, regional, and local economic impact, if any, of the training project.
- A non-eligible employer is a business with a history of failing to provide WIOA participants with continued employment or/and a recently relocated business that has resulted in employee separations.

#### Funding Available

Statewide rapid response and local WIOA funds are available to provide incumbent worker training. The Council may reserve and use up to 20 percent of the WIOA Title I Adult and Dislocated Worker funds allocated to the local area to pay for the Federal share of the cost of providing a training program for incumbent workers.

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### Non-Federal Share

Employers participating in the program are required to pay for the non-Federal share of the cost of providing the training to incumbent workers of the employers. The non-Federal share shall not be less than:

- 10 percent of the cost, for employers with not more than 50 employees;
- 25 percent of the cost, for employers with more than 50 employees but not more than 100 employees; and
- 50 percent of the cost, for employers with more than 100 employees.

The non-Federal share provided by an employer participating in an incumbent worker training project may include the amount of the wages paid by the employer to a worker while the worker is participating in the training activity. The employer may provide the share in cash or in-kind, fairly evaluated.

The Alexandria/Arlington Regional Workforce Council extends authority to its Executive Director to approval all Incumbent Worker contracts. Each contract will be considered on a first-come, first-serve basis from the date of submission. The Executive Director will make a determination based on the availability of funds and policy guidelines. If funding is not available, the employer will be placed on a wait list for when funding is available to the local area. The Executive Director will inform the Council of all newly executed contracts.

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## **RWC Logo Options**



ALEXANDRIA/ARLINGTON  
REGIONAL WORKFORCE COUNCIL

**work.**

REGIONAL WORKFORCE COUNCIL  
ALEXANDRIA/ARLINGTON



**Regional Workforce Council**

Alexandria / Arlington

## **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.

<p>1. Training Organization <b>George Mason University</b></p>			
<p>2. Contact Person – Name &amp; Title <b>Scott Bailey, Operations Manager</b></p>			
<p>3. Training Program or stand-alone course name <b>Adobe Certified Professional in Video Design (Vouchers Included)</b></p>			
<p>4. Program or course description</p> <p><small>Unlock your creative potential in video design and become a versatile professional with our Adobe Certified Professional in Video Design course, designed to provide you with proficiency in key video design software—Photoshop and Premiere Pro—while also preparing you for certification</small></p>			
<p>5. Year Program Established 2020</p>	<p>6. Total Credit or Curriculum Hours 11.0 CEU</p>	<p>7. Number of training weeks or hours 110 hours</p>	<p>8. Minimum Class Size 1</p>
<p>9. Is curriculum certified by an accrediting agency or similar national standardization program:</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes (if yes specify) ed2go/Adobe             <input type="checkbox"/> No           </p>			
<p>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></p>			
<p>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 &amp; occupation differ from what is defined by the region, please provide LMI Information to support the sector &amp; occupation.</p> <p>Video design, multimedia design, graphic designer, communications, public relations, advertising. Average salary is \$58,500.</p>			
<p>12. Does training lead to an industry recognized credential, diploma, license, or degree? <i>If yes, indicate which.</i></p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes Adobe Certified Professional             <input type="checkbox"/> No           </p>			
<p>13. Is this a stackable credential, part of a sequence to move an individual along a career pathway or up a career ladder?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes             <input type="checkbox"/> No           </p>			
<p>14. Was this training developed in partnership with a business? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, Name of Business(s):</p> <p><b>ed2go</b></p>			

15. List Businesses that support this training program:

All Northern Virginia employers including corporations, government 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 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>	\$
19. <b>Tuition</b> (check all items included in Tuition)	\$ 2000.00
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>	<b>\$ 2000.00</b>

**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, you must have familiarity with using a personal computer in a Windows or Mac environment. You must also be able to launch and close programs, navigate to information stored on the computer, and manage files and folders.

22. Is a High School Diploma or GED required:

Yes

No

## Overview

In the dynamic field of video design, mastering Adobe software is crucial. Our Adobe Certified Professional in Video Design course focuses on providing you with in-depth training in two key tools: Photoshop and Premiere Pro. For those interested in achieving certification, the course also prepares you for the relevant Adobe certification exams.

This video and graphic design course employs a multi-faceted learning approach that includes short explanations and demonstrations, hands-on exercises, video reviews, and quizzes. Each module is designed to offer you a comprehensive understanding of the software, covering both foundational elements and the nuanced specifics that could appear on the certification exams.

This Adobe Photoshop certification course features a selection of independent projects that allow you to apply and reinforce what you've learned while producing tangible outcomes for your professional portfolio. For instance, you can use Photoshop to create a branding package, digital magazine cover, or social media campaign; and use Premiere Pro to produce an opening video for a show or a short film.

Our hands-on projects provide practical experience applicable in professional settings and deepen your understanding of Photoshop and Premiere Pro. Whether you are aiming for a career in video production, marketing, or any field requiring video design expertise, this course offers a structured learning path. ***The course also includes a voucher for the Adobe certification exams, giving you the opportunity to officially validate your skills.***

By the end of this course, you won't just be proficient in Photoshop and Premiere Pro—you will be a versatile video design professional with a portfolio to back it up. Equip yourself with the tools and experience to excel in the video design industry with our Adobe Certified Professional in Video Design course.

## What you will learn

- Gain a comprehensive understanding of key Adobe tools for video design, such as Premiere Pro and Photoshop
- Acquire foundational and advanced skills in Premiere Pro and Photoshop, preparing you for potential certification exams
- Complete a series of hands-on, independent projects that allow you to apply your newly acquired skills in real-world video design scenarios
- Learn how to create various types of video and graphic media, such as opening videos for shows, branding packages, and social media campaigns
- Understand the principles of video editing, layout, and graphic design to enhance both the aesthetic and functional aspects of your video projects

## How you will benefit

- Equip yourself with specialized skills in video design that open doors to a rewarding career in the rapidly growing video production and marketing fields
- Build a robust portfolio focused on video design through hands-on projects, showcasing your skills to potential employers or clients

- Gain practical experience in video design that prepares you for the challenges you'll face in your creative career
- Keep up-to-date with the latest trends, tools, and best practices in video design and Adobe software
- Have the option to validate your video design skills officially through Adobe certification exams, with a course voucher included

## **Syllabus**

### **A. Photoshop**

1. Photoshop Crash Course
2. Selections and Masks
3. Reconstructing and Retouching
4. More Layers and Selections
5. Brushes and Painting
6. Working in the Design Industry

### **B. Premiere Pro**

1. Introduction to Premiere Pro
2. Thinking in Video
3. Setting Up a Project
4. Basic Video Editing
5. Exporting
6. Clips and Markers
7. Transitions
8. Advanced Editing Techniques
9. Working with Audio
10. Visual Effects
11. Color Correction and Grading
12. Compositing Techniques
13. Graphics and Titles
14. Working in the Video Industry

## **Requirements**

### **Hardware Requirements:**

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

### **The processor should be:**

- Intel® 7th Gen or newer CPU or Apple silicon M1 or newer for Mac
- Intel® 7th Gen or newer CPU with Quick Sync – or AMD Ryzen™ 3000 Series / Threadripper 2000 series or newer CPU for Windows

In addition, the computer should have at a minimum:

- 4 GB of GPU memory
- 16 GB of RAM
- 8 GB of available hard-disk space for installation
- Display of 1920 x 1080 or greater
- A microphone
- Speakers
- A webcam

Software Requirements:

- PC: Windows 10 or later.
- Mac: macOS 12 or later.
- Browser: The latest version of Google Chrome or Mozilla Firefox is preferred. Microsoft Edge and Safari are also compatible.
- Adobe Photoshop (not included in enrollment).
- Adobe Premiere Pro (not included in enrollment). See [Premiere Pro system requirements](#) for detailed hardware and software specifications.
- [Adobe Acrobat Reader](#).
- Software must be installed and fully operational before the course begins

Other:

- Email capabilities and access to a personal email account.
- Optional: Digital video camera - like on many modern mobile phones.

### **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 take this course; however, you must have familiarity with using a personal computer in a Windows or Mac environment. You must also be able to launch and close programs, navigate to information stored on the computer, and manage files and folders.

Training Program Application

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

<p>1. Training Organization <b>George Mason University</b></p>			
<p>2. Contact Person – Name &amp; Title <b>Scott Bailey, Operations Manager</b></p>			
<p>3. Training Program or stand-alone course name <b>Adobe Certified Professional (Vouchers Included)</b></p>			
<p>4. Program or course description</p> <p><small>Unlock your creative potential and become a versatile creative professional with our comprehensive Adobe Certified Professional course, designed to equip you with both software proficiency and certification readiness, enriched with hands-on projects for real-world expertise. The course a</small></p>			
<p>5. Year Program Established 2021</p>	<p>6. Total Credit or Curriculum Hours 27.0 CEU</p>	<p>7. Number of training weeks or hours 270 hours</p>	<p>8. Minimum Class Size 1</p>
<p>9. Is curriculum certified by an accrediting agency or similar national standardization program:</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes (if yes specify) ed2go/Adobe             <input type="checkbox"/> No           </p>			
<p>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></p>			
<p>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 &amp; occupation differ from what is defined by the region, please provide LMI Information to support the sector &amp; occupation.</p> <p>Marketing, multimedia design, graphic designer, communications, public relations, advertising. Average salary is \$58,500.</p>			
<p>12. Does training lead to an industry recognized credential, diploma, license, or degree? <i>If yes, indicate which.</i></p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes Adobe Certified Professional             <input type="checkbox"/> No           </p>			
<p>13. Is this a stackable credential, part of a sequence to move an individual along a career pathway or up a career ladder?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes             <input type="checkbox"/> No           </p>			
<p>14. Was this training developed in partnership with a business? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, Name of Business(s):</p> <p><b>ed2go</b></p>			

15. List Businesses that support this training program:

All Northern Virginia employers including corporations, government 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 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>	\$
19. <b>Tuition</b> (check all items included in Tuition)	\$ 3200.00
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>	<b>\$ 3200.00</b>

**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, you must have familiarity with using a personal computer in a Windows environment. You must also be able to launch and close programs, navigate to information stored on the computer, and manage files and folders.

22. Is a High School Diploma or GED required:

Yes

No

## Overview

In the fast-paced world of digital media, it is essential to become proficient with Adobe software. Our Adobe Certified Professional course is designed to provide you with comprehensive training in five key tools: Photoshop, Illustrator, InDesign, Premiere Pro, and Animate. For those interested in gaining a graphic design certification, the course also prepares you for these Adobe certification exams.

With a multi-faceted learning approach, you will encounter short explanations and demonstrations, hands-on exercises, video reviews, and quizzes throughout this course. Each module provides you with a comprehensive grasp of the software, from foundational elements to nuanced specifics that may be part of the certification exams.

This Adobe certification course also includes a series of independent projects to choose from that both give you a chance to apply and solidify what you have learned and give you tangible outcomes that can be added to your professional portfolio. For example, you can use Photoshop for branding, InDesign for brochures and reports, Illustrator for logos and posters, Animate for animations and banners, and Premiere Pro for show opening videos.

The hands-on projects serve a dual purpose: they deepen your understanding of each tool and provide you with practical experience that directly translates to workplace scenarios. Whether you are aiming for a career in design, marketing, video production, or any creative field, this Adobe Creative Suite course offers a structured learning path. ***The course also includes a voucher for the Adobe certification exams, offering you the chance to officially validate your skills.***

By the end of this Adobe Creative Suite certification course, you will master Premiere Pro, Photoshop, Illustrator, InDesign, and Animate, becoming a well-rounded creative professional equipped with the tools and experience to excel in the creative industry.

### What you will learn

- Gain a comprehensive understanding of key Adobe tools, such as Premiere Pro, Photoshop, Illustrator, InDesign, and Animate
- Acquire foundational and advanced skills in each software, preparing you for potential certification exams
- Complete a series of hands-on, independent projects that allow you to apply your newly acquired skills in real-world scenarios
- Learn how to create various types of digital media, from branding packages and social media campaigns to animated infographics and opening videos for shows
- Understand the principles of design, layout, and animation to enhance your projects' aesthetic and functional aspects

## How you will benefit

- Equip yourself with a diverse skill set that opens doors to a rewarding career in the rapidly growing creative and design fields
- Build a robust portfolio through hands-on projects, showcasing your skills to potential employers or clients
- Gain practical experience that prepares you for the challenges you will face in your creative career
- Keep up-to-date with the latest trends, tools, and best practices in the Adobe Creative Suite
- Have the option to validate your skills officially through Adobe certification exams, with a course voucher included

## Syllabus

### Photoshop

- A. Photoshop Crash Course
- B. Selections and Masks
- C. Reconstructing and Retouching
- D. More Layers and Selections
- E. Brushes and Painting
- F. Working in the Design Industry

### Premiere Pro

- A. Introduction to Premiere Pro
- B. Thinking in Video
- C. Setting Up a Project
- D. Basic Video Editing
- E. Exporting
- F. Clips and Markers
- G. Transitions
- H. Advanced Editing Techniques
- I. Working with Audio
- J. Visual Effects
- K. Color Correction and Grading
- L. Compositing Techniques
- M. Graphics and Titles
- N. Working in the Video Industry

### Illustrator

- A. The Illustrator Interface
- B. Getting Started
- C. Organizing a Project
- D. Creating Advanced Illustrations
- E. Advanced Management of Shapes
- F. Working with Type
- G. Managing Project Components

- H. Sharing Your Project
- I. Working In the Design Industry

#### InDesign

- A. Crash Course
- B. Creating An Invitation
- C. Creating A Book Chapter
- D. Text
- E. Styles
- F. Images and Colors
- G. Completing Documents
- H. Tables
- I. Preflight And Export
- J. Forms
- K. Working In the Design Industry

#### Animate

- A. Introduction to Animate
- B. Animation Basics
- C. Drawing Tools
- D. Character Design
- E. Advanced Techniques
- F. Working In the Animation Industry

### **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 12 or later.
- Browser: The latest version of Google Chrome or Mozilla Firefox are preferred. Microsoft Edge and Safari are also compatible.
- Adobe Photoshop (not included in enrollment).
- Adobe Animate (not included in enrollment).
- Adobe Illustrator (not included in enrollment).
- Adobe InDesign (not included in enrollment).
- Adobe Premiere Pro (not included in enrollment).
- 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 take this course, however you must have familiarity with using a personal computer and in a Windows environment. You must also be able to launch and close programs, navigate to information stored on the computer, and manage files and folders.

**Consent Agenda Ends**