



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

**SU JobHub Experiential Project LE<sup>2</sup>AP**

*REGION 7*

*Fairfax Economic Development Fund*



# Efficacy and Viability

- Virginia urgently needs strong private-sector growth. NoVA's steep cutbacks are inhibiting skilled IT professionals from gaining work
- Maryland (region) dubbed itself a National Cyber Center of Excellence - 75,000 workers in the Baltimore and central MD.
- Security University is a WOSB in Herndon Virginia  
Since 2001 graduated 27,000 students  
Earned over 108,000 cybersecurity certifications.
- 98% student employment to fill in-demand \$70K+ cyber jobs.
- Go Virginia Grant will fill 300 existing in-demand cybersecurity jobs.

**As a result:**



# G.Mason Impact Analysis ROI

- *SU requests \$100K from Fairfax Economic Development Fund*

*SU will fill 300 new cybersecurity jobs earning \$70,000 in 1 yr  
JobHub Experiential Project LE<sup>2</sup>AP (Leverage Education & Experiential  
to Accelerate Placement) \$500,000 Grant*

*Resulting in an estimated **622 direct, indirect and induced jobs***

- ***One direct job filled will lead to an additional 1.1 jobs,***
- ***Estimated \$56.8 million in additional labor income***
- ***Estimated \$98.1 million in additional output***
- ***Estimated \$3.24 in additional state tax revenues.***
- ***Based on 4%, generate \$2,118,500 of state tax revenue.  
Up 2% from the previous 5 years.***



# Security University

- SU has operated continuously since December 1999.
- SU is a WOSB, Woman Owned Small Business
- *Performance based vocational school.*
- SCHEV (State Council of Higher Education) Certified to Operate since 2006.
- SU is accredited by MSA-CESS Middle States Association, Commission on Elementary and Secondary Schools.

## SU Team:

- Sondra Schneider - SU President, Founder & GO VA PM, Sr. Instructor PKI.
- Ken Cutler - SU 9 yrs, Sr. Instructor & VP of Certification Programs.
- Kevin Cardwell SU 15 yrs, Sr. Instructor VP of Q/ISP programs.
- Barbara Bridges & Dan Wooley Employer Economic Development liaisons.
- Patty Kemmerer - Grant Accountant.
- Kevin McGrail – Hosting/ Experiential Program partner.
- The Sager Group CT acts as SU fiscal agent.



# *Project Match*

- **The amount / status of match funding total is \$1,034,638.00**
- Synchrony Financial - \$210,000 cash of matching dollars.
- Local Virginia WIBS will provide a **minimum** of \$56,000.
- Veterans Vo Rehab CH31 will provide a **min** \$64,000 in matching funds.
- SU will provide \$460,638 a **minimum** in matching funds
- MD Tech Connect Grant will provide a **min** \$144,000 in matching funds.
- \$100K matching from Economic Development Support Fund.

**The amount of match & Leveraged funds total is \$1,438,168.00**

SU will leverage \$403,530 funds to the GO VA project



# Economic Impact

- Goal #1: Strengthen Northern Virginia's Technology Workforce:  
*The region will produce technology workers, both in terms of quality and quantity, needed to grow and enhance the competitiveness of regional technology firms.*
- LE<sup>2</sup>AP (Leverage Education & Experiential to Accelerate Placement) will attract, train, qualify, and certify 300 newly minted cybersecurity IT workforce *to fill available NoVA cybersecurity jobs **with experiential skills and consortium***
- Strengthening the link between employers, training and education and jobseekers

# Region's 7 Key Economic Assets

- SU resides in Northern Virginia wealthiest region in VA with per capita annual income at \$70,571
  - 36 percent higher than the state
  - 47 percent higher than the nation.

SU students are transitioning military, veterans, women un/underemployed and incumbent IT workforce

SU students are non traditional age (25-65) who are IT professionals

Region7 Economic development assets include:

- Highly educated workforce with 57 percent have a degree.
- Major federal agencies that provides 80,000 direct jobs.
- \$37.8 billion in federal procurement spending in FY2016.
- *Largest number of computer security analysts in the nation*



# Timeline of Project Activities

- All cohorts will be completed with training by May - June 2019 (325 participants)
- Q1 April cohort of 63 complete 2 certs Security+ & CISSP training  
Q1 cohort of 40 complete 3 more certs Q/EH & Q/SA- Pen Testing training  
Q1 cohort of 20 complete 2 more certs Cloud & Linux
- Total of up to 7 certs per student
- Repeated each quarter





# Regional Collaboration

Jurisdiction	2016 Population	% or Region Population	Included in Your Project?	Percentage of Region Included
<b>Region 7</b>			<b>Yes/No</b>	
Arlington	230,050	9.3%	<b>Yes</b>	13%
Fairfax	1,138,652	46.3%	<b>Yes</b>	50%
Loudoun	385,945	15.7%	<b>Yes</b>	10%
Prince William	455,210	18.5%	<b>Yes</b>	14%
Alexandria city	155,810	6.3%	<b>Yes</b>	5%
Fairfax city	24,164	1.0%	<b>Yes</b>	2%
Falls Church	14,014	0.6%	<b>Yes</b>	2%
Manassas city	41,483	1.7%	<b>Yes</b>	2%
Manassas Park city	15,915	0.6%	<b>Yes</b>	2%
Total	2,461,243	100.0%		100.0%

# GO Virginia Strategies

- **Strategy 1.1: Strengthen and expand non-degree programs (e.g., certifications and credentials) that allow workers to enter and advance in cybersecurity careers.**
- **Strategy 1.2: Establish and expand internships, apprenticeships and other work-based learning opportunities that prepare workers and provide them with experience in cybersecurity careers.**
- **Strategy 1.3: Strengthen and expand programs that prepare veterans and exiting military personnel with the skills and certifications necessary to enter cybersecurity careers.**
- **Strategy 1.4: Identify and/or develop programs recognizing cybersecurity career pathways.**
- **Strategy 1.5: Organize regional cluster network to promote collaborative workforce development and training solutions.**



# Grant Partners

- WIOA offices
- Synchrony
- Synacktech
- Artel
- IDC
- Job Zone
- MD Tech Grant
- Kevin McGrail – Hosting/ Intern - Apprentice Program partner
- 85 Govt Contractors with cybersecurity jobs to fill





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# Thank You

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# Matching Funds

- SU is repurposing existing WIOA funds from NVA, Arlington/Alexandria, Woodbridge, Fredericksburg and other WIB's. Total is \$56,000

WIOA Woodbridge 1 per quarter @ \$3500

WIOA NVA - 1 per quarter @ \$3500

WIOA Leesburg VA 1 per quarter @ \$3500

WIOA Alexandria VA per quarter @ \$3500

Additional Funds:

WIOA Region 9 Winchester 1 per quarter @ \$5000

MARYLAND TECH CONNECT GRANT (MTECH) MTECH 3 per month @ \$4000=\$12,000 total is \$144,000

VO ReHab CH31(Veterans) 2 per quarter @ \$8000=\$16,000 total is \$64,000



# Tracking Project activities

- 1 year innovative industry-driven initiative.
- **SU Project Milestone Attachment review**
- All cohorts will be completed with training by June 2018
- Experiential training will be completed by April 2018
  
- The project will track:
  - Certification attained weekly and quarterly by person and cohorts.
  - When a participant became employed
  - Track unemployed participants wage
  - Track incumbent participants wage,
  - Track the participants employed in high wage in demand jobs greater than \$70,000.
  - Participant retention at the 6 and 12 month after completing their cert goals.
- The project will track
  - Employers seeking CS qualified workforce
  - Employer meet ups at quarterly employer career fairs.
  - New employers who engage in SU CS Consortia *JobHub* over the course of the year
  - Career fairs 20 and 40 cybersecurity employers participate at quarterly employer career fairs.
- Increase the number of employers seeking CS qualified workforce 10-20%
- (65 employers) outreach to cross sector businesses engaged in hiring cybersecurity professionals in jobs greater than \$70,000



# Qualitative Tangible Results

*SU JobHub Experiential Project LE<sup>2</sup>AP will attract, train, qualify, and certify 300 newly minted cybersecurity workforce to fill NoVA jobs.*

Under and Unemployed Worker Metric: 300	Q2- Q1 2018-19	
% Job seekers enrolled will complete training	100%	
% Trained and Qualified completers will be placed in jobs	95%	
% Qualified workforce performing micro projects experience	95%	
% Qualified participants who achieve 6 & 9 month job retention	95%	
% Creation of new cybersecurity jobs based on local micro projects	100%	
% Will earn wages higher than \$70,000 living wage	100%	
% Incumbent workers will get additional training to advance	100%	
% Incumbent workers obtain wage increases	85%	



# Cost Efficiencies

Grant PM works directly with participants from enrollment, transcript to employment and retention tracking.

Grant employer liaison PM is co-funded by SU/ Grant  
Grant employer liaison PM is co-funded by Fairfax County

Grant accountant PT works with PM from enrollment to employment  
Grant PM works with OJT Hosting Co for 30,60 90 120 days OJT  
Grant PM works *directly with participants* streamlining admin

SU funds grantee training facility space.

Grant funds experiential facility next to classes for OJT.

SU is leveraging current instructor salaries, computers, cyberrange.



# Leverage Existing Assets

- 50% of the SU teaching facility space on an as needed basis
- 100% of SU student enrollment website & admin
- 100% Employer career fair admin & advertising costs
- 100% student career fair admin & advertising costs
- 100% Job Zone student database & career fair advertising costs
- 100% of Job Zone resume bank
- 100% of ICDefenseJobs.com
- 100% SU employer career liaisons participation for student success
- 100% grant registration website, webmaster, enrollment admin
- 100% Hosting costs for on-the-job training with apprentice programs

## Leverage DOL 2013 TAACCCT Grant:

- 100% TAACCCT grant funded 53 laptops for student and instructors
- 100% TAACCCT grant funded 2 (\$50,000) servers for 1 year of student experiential and cyberrange
- 100% Free use of TAACCCT grant funded (updated) courseware for industry recognized certs. Security+, CISSP, Q/EH Qualified/ Ethical Hacking & SU Qualified Wireless Admin and Qualified Wireless Security courses



# *Project Match Role of Business*

- SU PM works directly with veterans, unemployed, incumbent participants streamlining enrollment to employment.
- SU PM Employment liaisons work with local employers to create & fill job demand
- SU grant PM & liaisons work with Hosting company to provide OJT.
- SynackTech, a local business employer is seeking to fill hundreds of qualified cybersecurity jobs that demand credentialed employees.
- Intelligencecareers.com is seeking hundreds of cleared cybersecurity professionals for jobs greater than \$70,000.
- Job Zones co-runs 4 cybersecurity career fairs in 2018. Job Zone manages resume database
- Job Zone manages career fair enrollments
- SU's Grant PM FTE 80% - student attraction, nurture, enrollment, goals & administration. 15% spent on employer opportunities.

