

# **Alexandria City Academy**

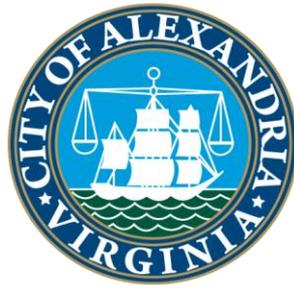
**Session 1**

**March 13, 2014**



# Welcome

Craig Fifer, Acting Director of Communications



# **Brief History of Alexandria**

**J. Lance Mallamo, Director, Historic Alexandria**



# VIRGINIA

Maffaw<sup>2</sup> (Maffaw<sup>2</sup>omecks)

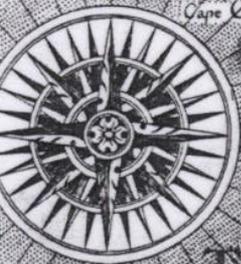
Signification of these marks  
The crosses: hath bin dyed  
what beyond is by relation  
Kings houses 2  
Ordinary houses 2



POWHATAN  
old this state & fashion when Capt. Smith  
was delivered to him prisoner  
1607

The Sisseton  
are a Gyant like peo<sup>ple</sup> &  
thus a

*John Smith Map, 1608*



Scale of Leagues  
Leagues

1732

area 51 = 3 31



The Shoals or Flats  
about 7 feet above High Water

The edge of the Channell of the River

Potomack River

Note that in the sand fine shells  
may be cut from these Shoals  
which are on the Flats with  
Fossils & some houses built there  
in 1732 Philadelphia &c

Good Water is got beyond of what is  
small with a  
The above area of 51.3.31 belongs  
to Capt. Philip Thomas  
Capt John Alexander  
Wm. Smith

By a scale of 1000

John Jones

# A Plan of Alexandria now Belhaven



Potomack River

1749

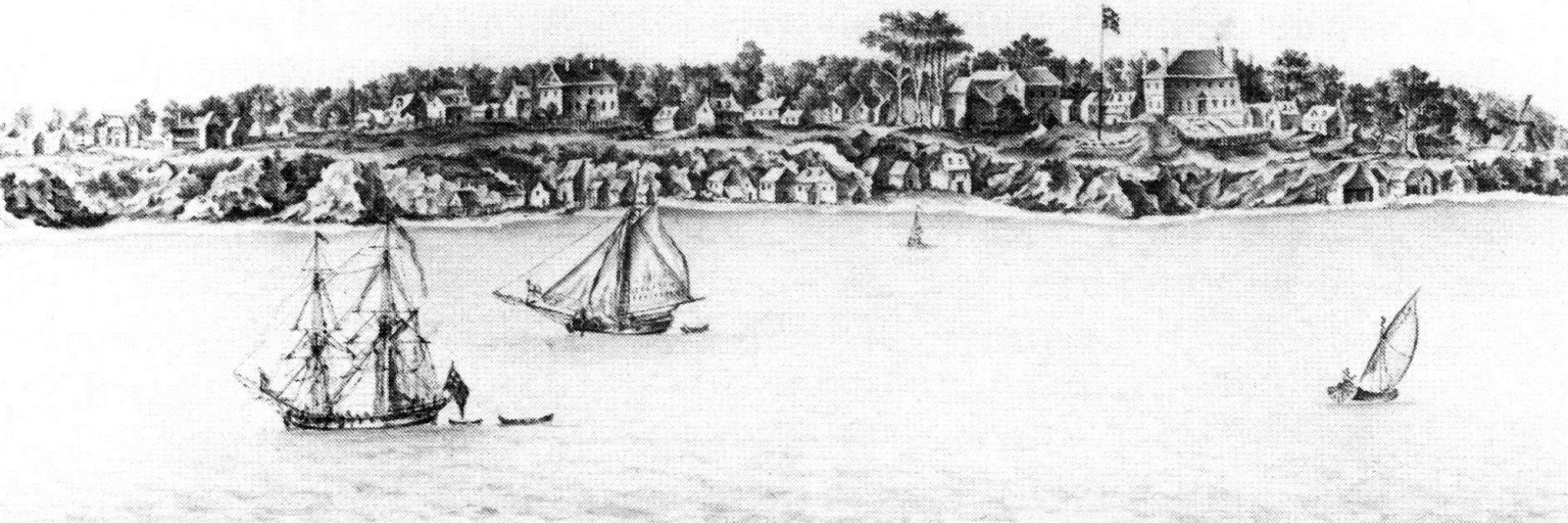
Particular Names	
1	Col. W. Douglas 56
2	St. Peter 10
3	St. Peter 10
4	Henry Ross 16
5	Henry Ross 16
6	Henry Ross 16
7	Henry Ross 16
8	Henry Ross 16
9	Henry Ross 16
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98	Henry Ross 16
99	Henry Ross 16
100	Henry Ross 16

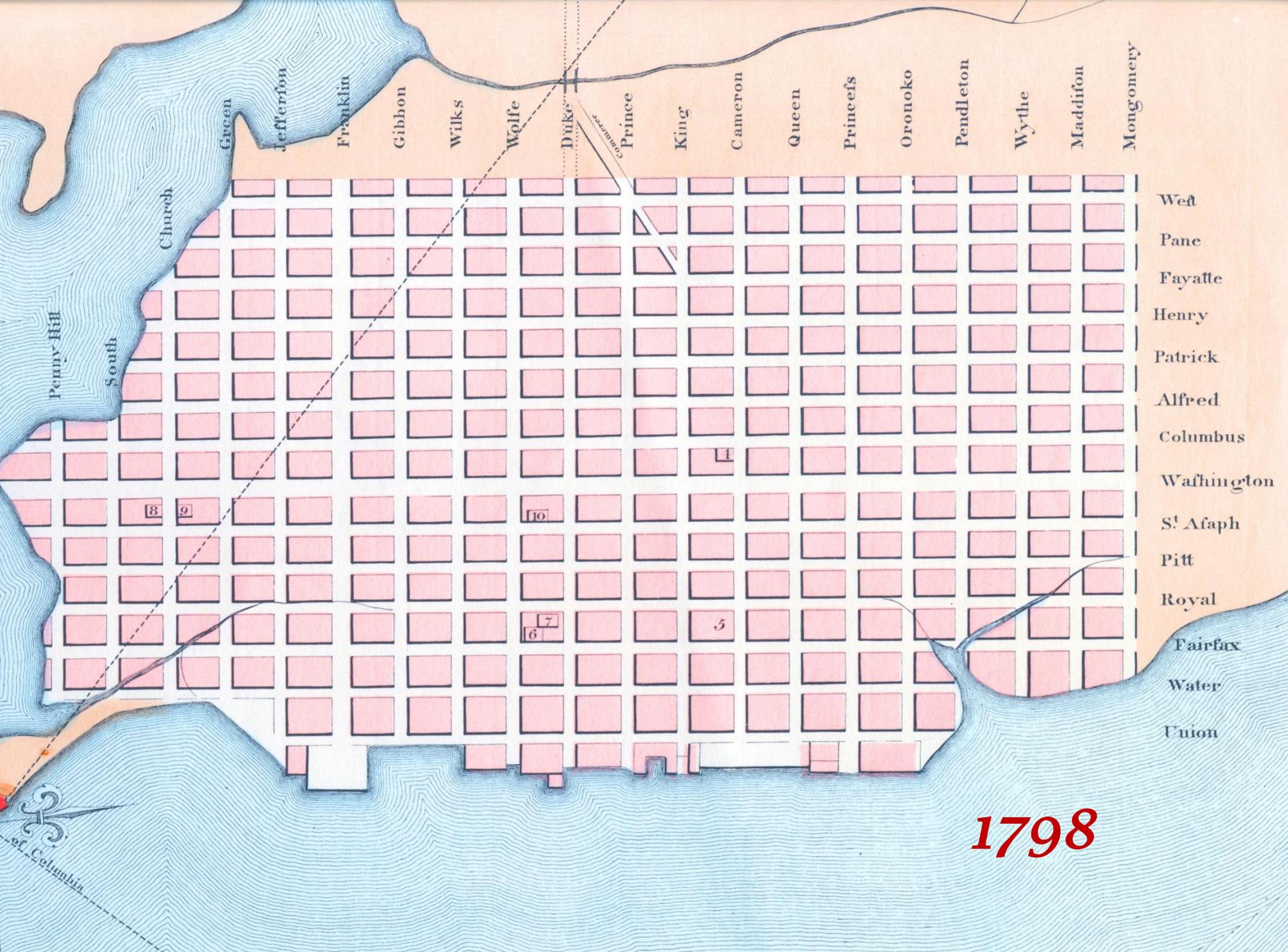
Maryland

Belhaven 77d



*Elizabeth Luallen drawing  
Alexandria in 1763*





Green  
Jefferson  
Franklin  
Gibbon  
Wilks  
Wolfe  
Duke  
Cannon  
Prince  
King  
Cameron  
Queen  
Princes  
Oronoko  
Pendleton  
Wythe  
Maddison  
Montgomery

West  
Panc  
Fayette  
Henry  
Patrick  
Alfred  
Columbus  
Washington  
St. Afaph  
Pitt  
Royal  
Fairfax  
Water  
Union

8

9

10

1

6

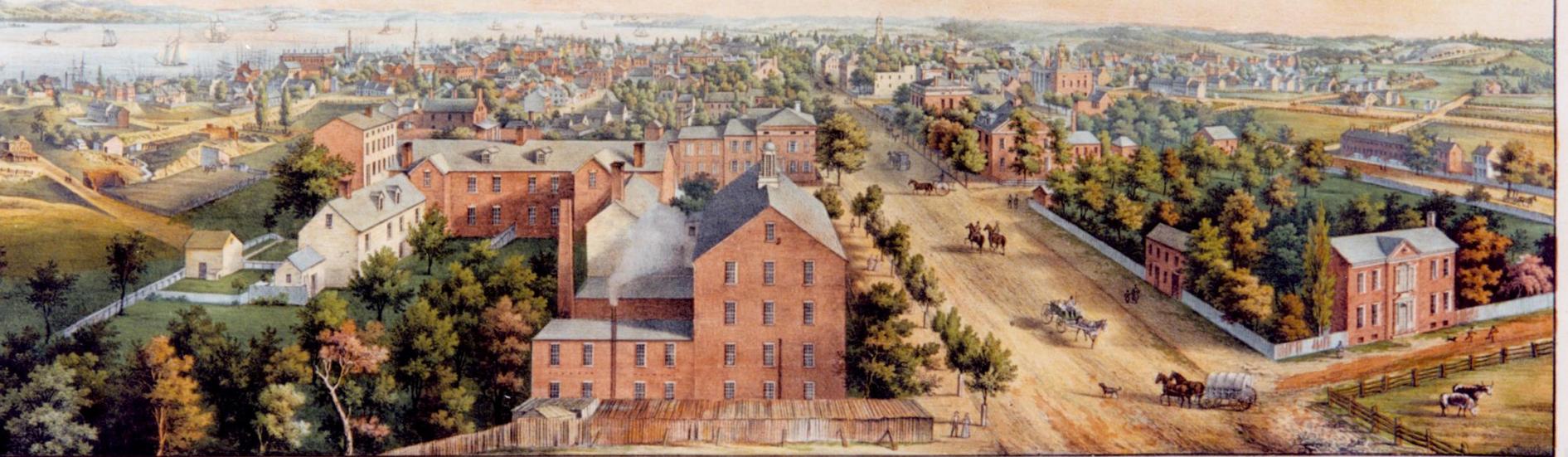
7

5

1798

of Columbia

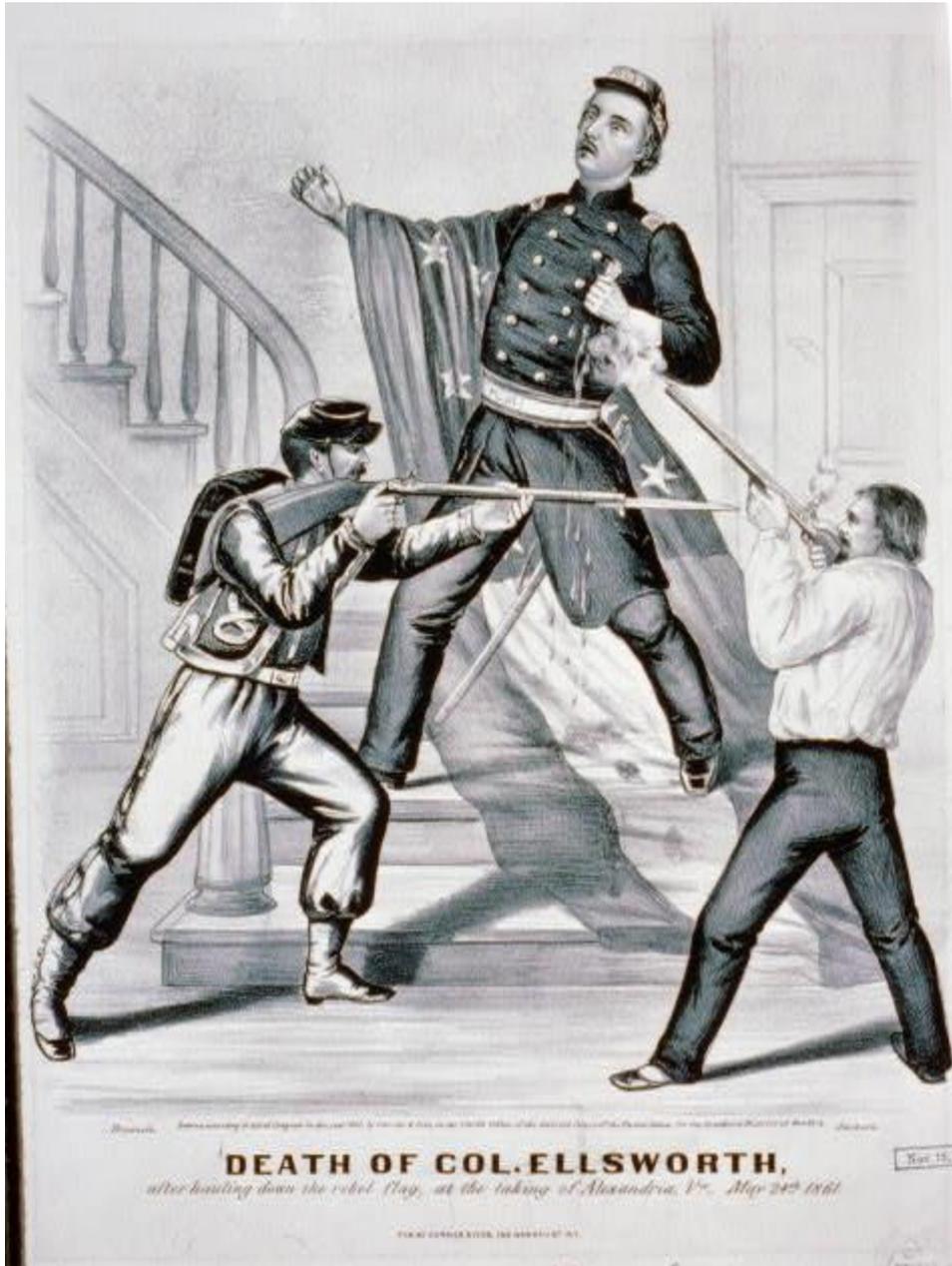
1853



VIEW OF ALEXANDRIA VA.

*Marshall House, S. Pitt & King Sts.  
1861*





*Morning of  
May 24, 1861*

*Col. Ellsworth shot  
by  
Innkeeper James W.  
Jackson;*

*Jackson  
immediately  
shot by Cpl. Francis  
Brownell*

**DEATH OF COL. ELLSWORTH,**

*after hauling down the rebel flag, at the taking of Alexandria, Va. May 24<sup>th</sup> 1861*

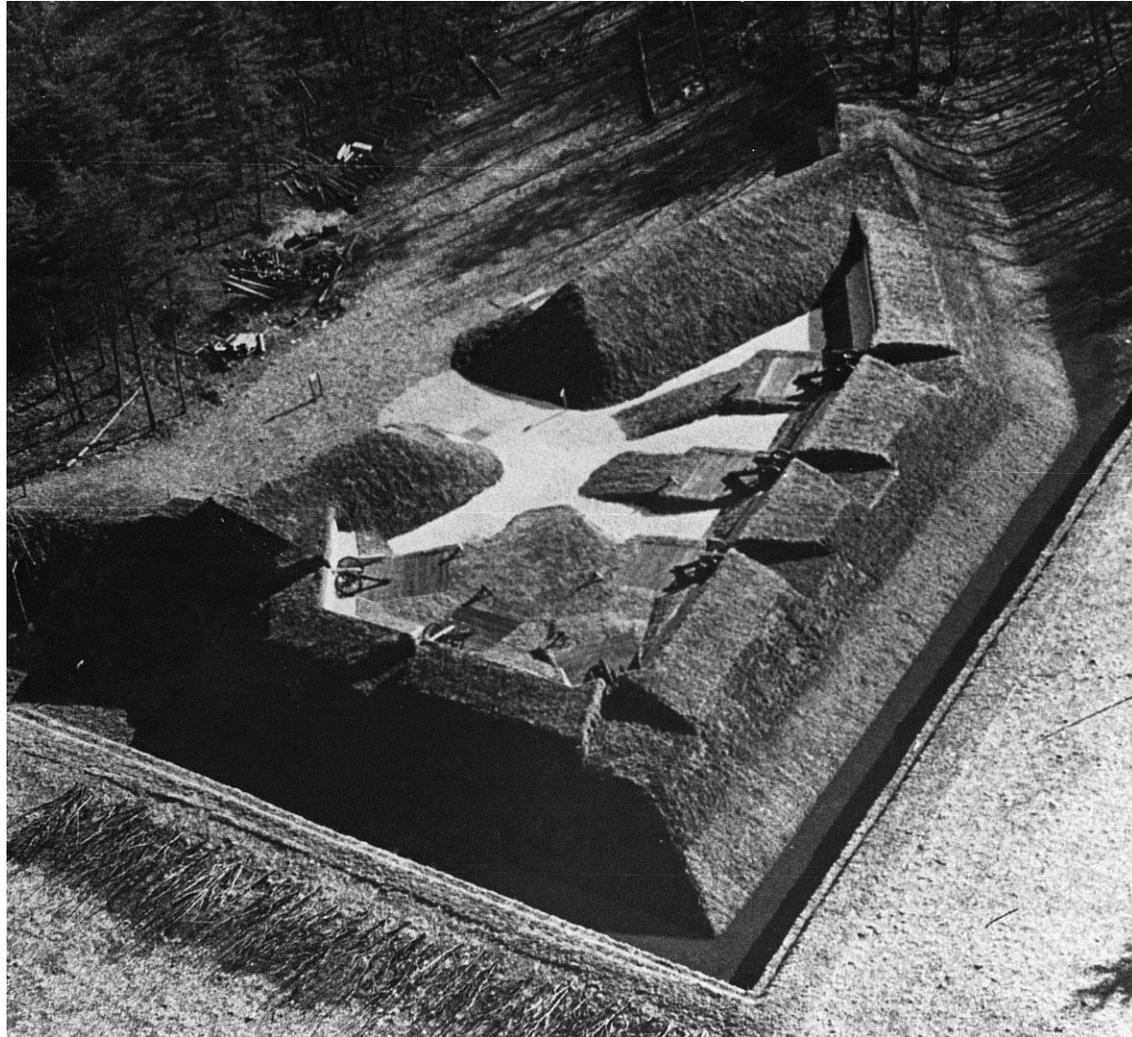
May 18, 1861

FOR BY CORNELIUS STEIN, 120 BROADWAY, N.Y.

*Union Camp, Shuter's Hill*







*Fort Ward, NW Bastion*

# *Bird's Eye View ca. 1863*



Copyright by Morgan Vernon, 1863. Engraved by A. F. Hughes, New York. Published by Morgan Vernon, 1863.

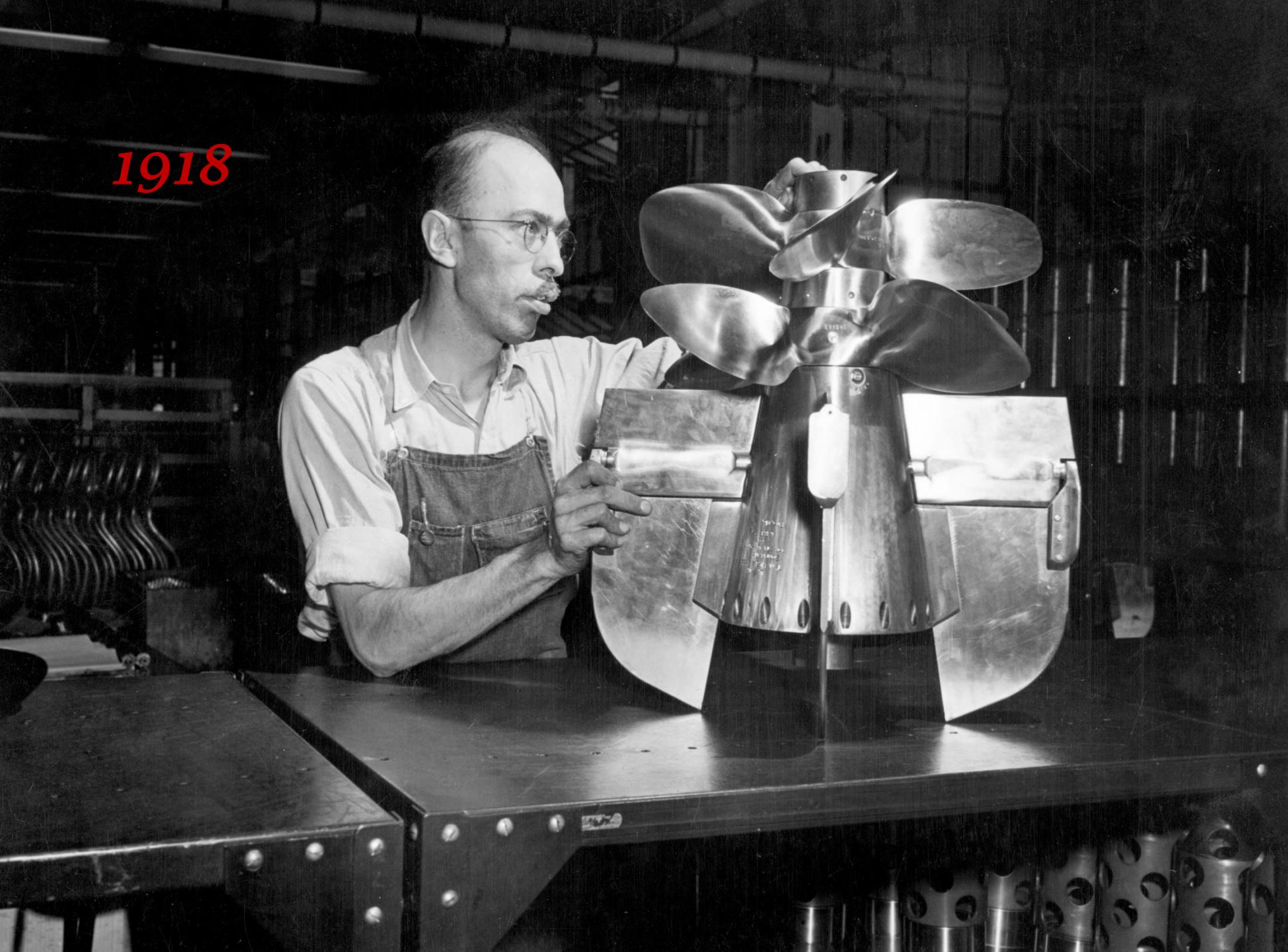
BIRD'S EYE VIEW OF ALEXANDRIA VA

© Copyright by Morgan Vernon, 1863. Engraved by A. F. Hughes, New York. Published by Morgan Vernon, 1863.

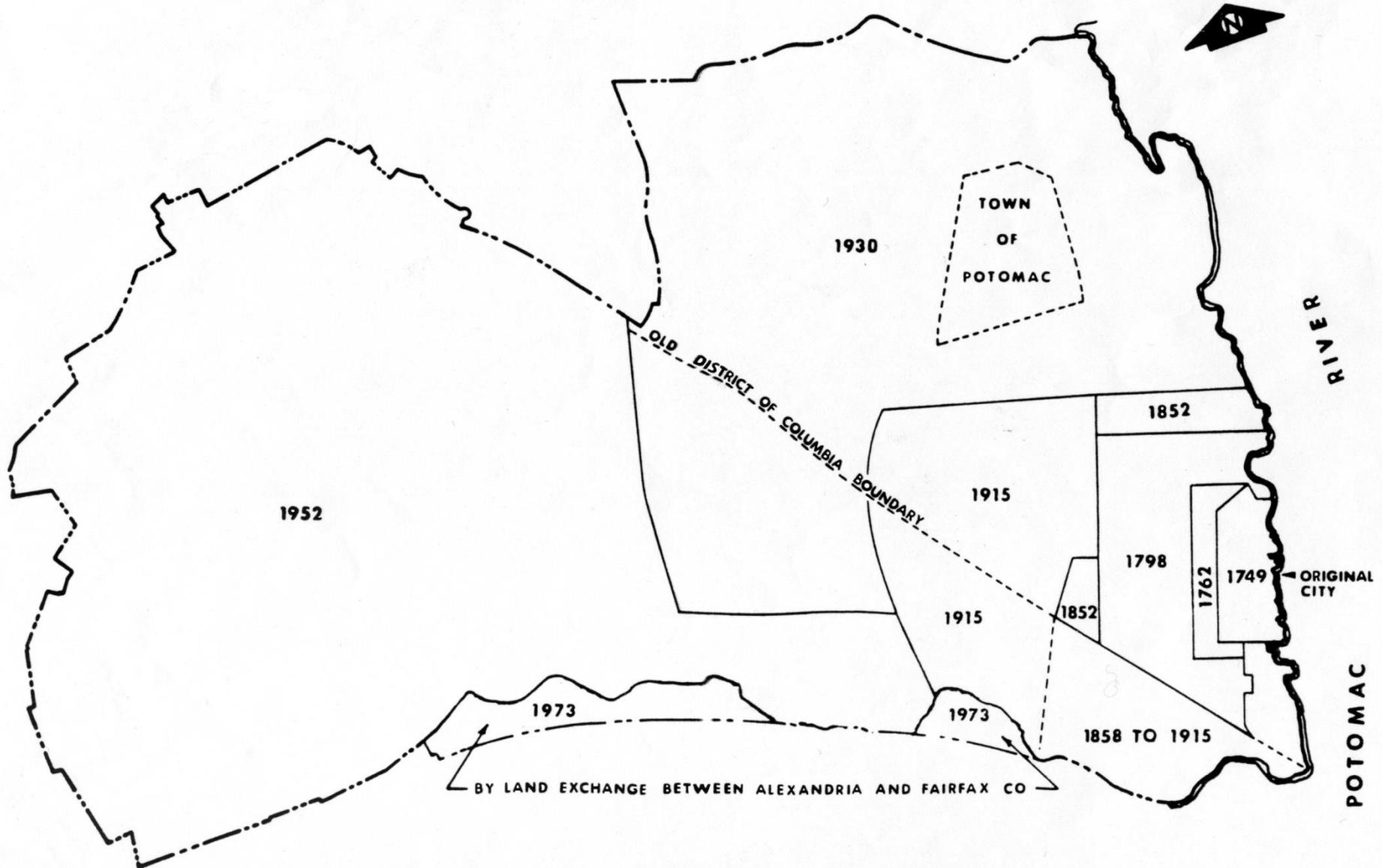
1911



1918

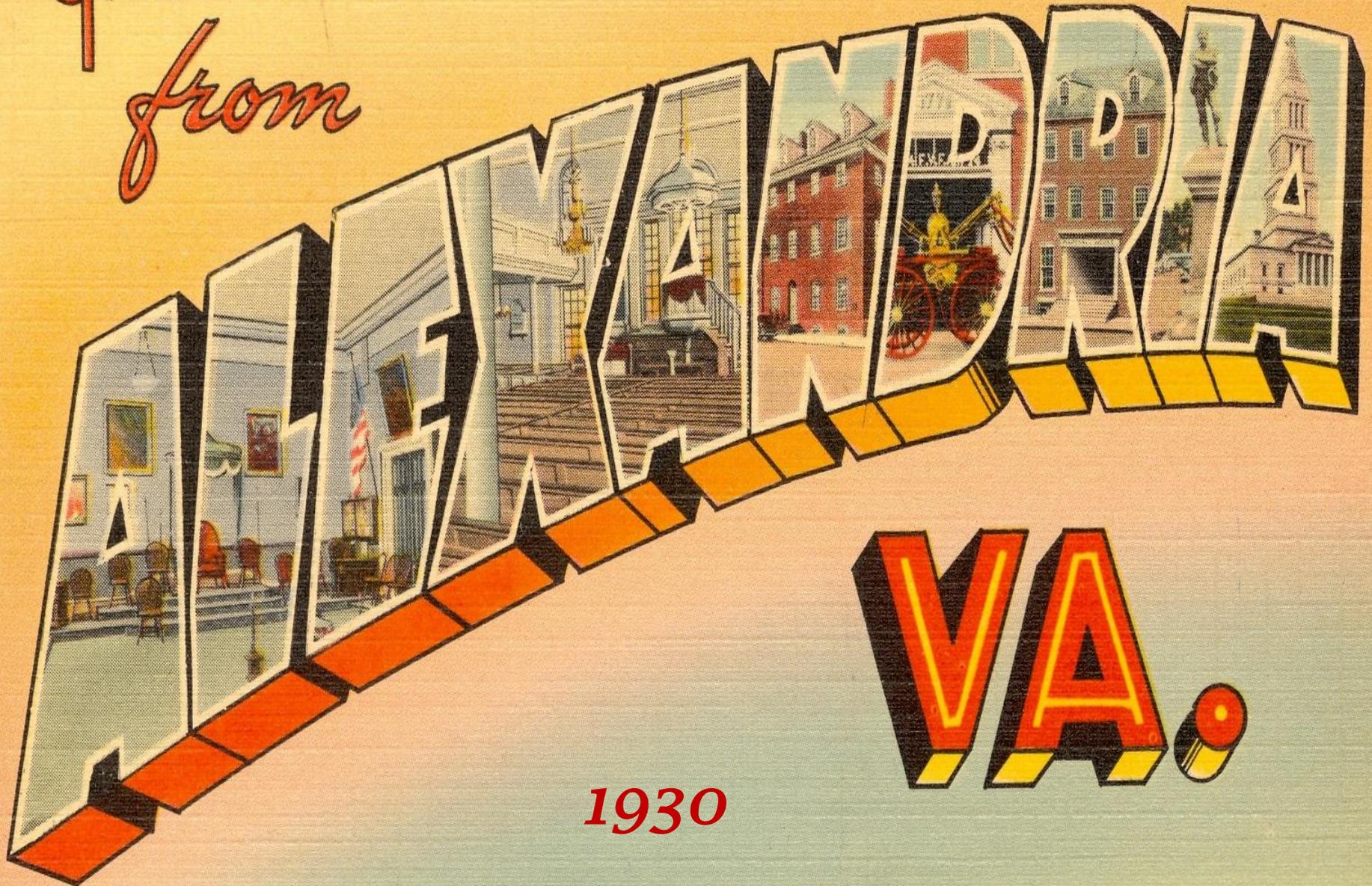


# City Annexation Map



**GROWTH OF ALEXANDRIA BY ANNEXATION**

GREETINGS  
*from*



VA.

1930

*Alexandria  
Library  
Demonstration,  
1939*





*Robinson Library, 1940*



*1960*



*1961*

*1965*









# Questions?

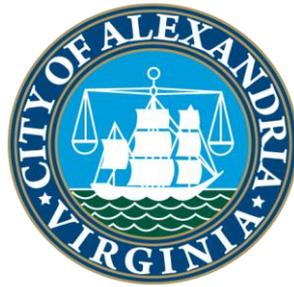
**Office of Historic Alexandria**

220 N. Washington St.

Alexandria, VA 22314

703.746.4554

[www.alexandriava.gov/OHA](http://www.alexandriava.gov/OHA)



# **Overview of Government Organization & Council-Appointed Boards & Commissions**

**Craig Fifer, Acting Director of Communications**



# City Manager Form of Government

- City Council elected to 3-year term; all at-large
  - Mayor
    - Presides over Council meetings
    - Ceremonial head of government
    - May vote but may not veto
  - Vice Mayor selected by Council

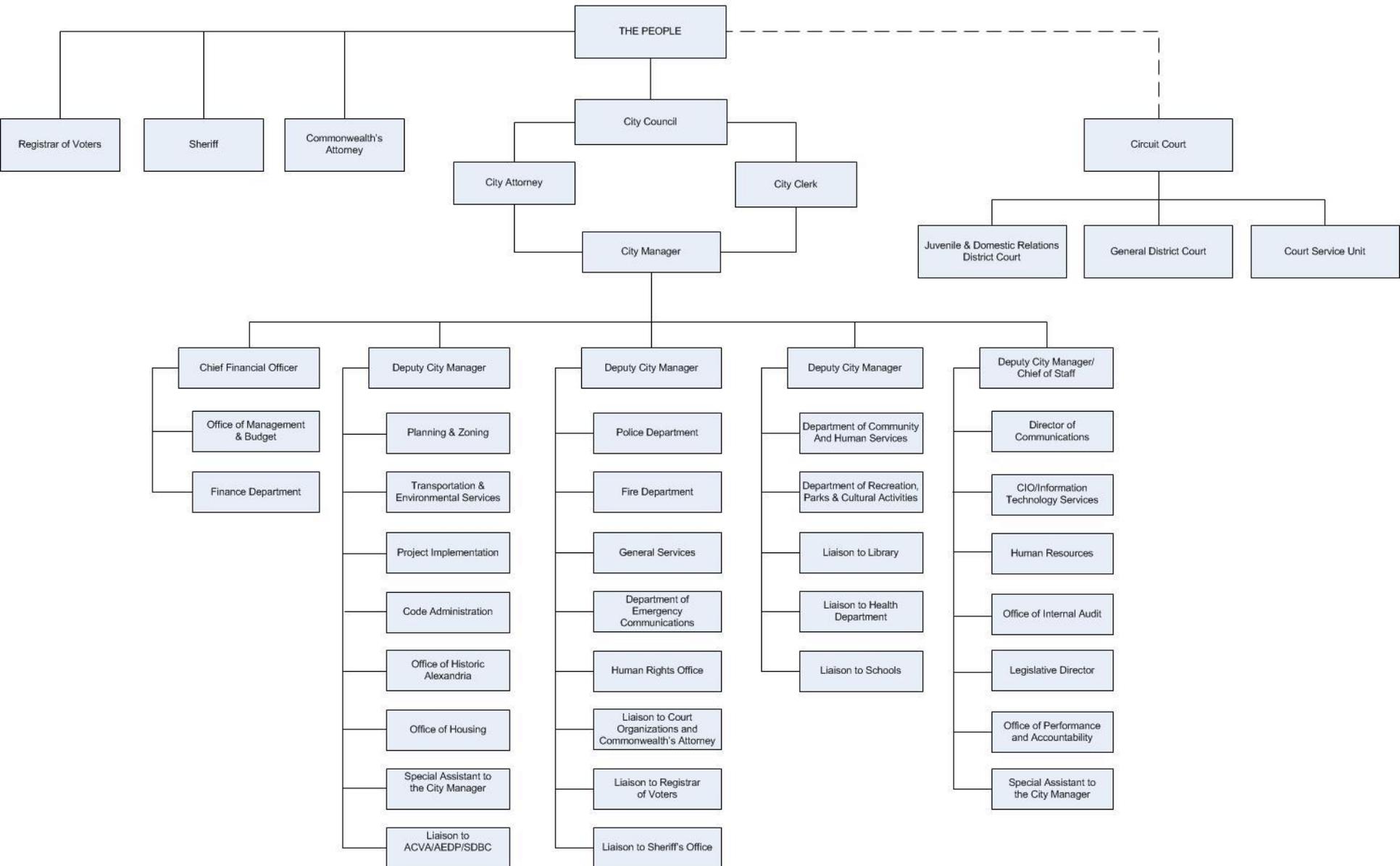
# Alexandria City Council



William D. Euille, Mayor  
Allison Silberberg, Vice Mayor

John Taylor Chapman, Councilman  
Timothy B. Lovain, Councilman  
Redella S. "Del" Pepper, Councilman  
Paul C. Smedberg, Councilman  
Justin Wilson, Councilman

# City of Alexandria





# Roles & Responsibilities

- City Council
  - Policy-making body for local government
  - Adopts annual budget and sets tax rates
  - Authorizes issuance of bonds
  - Appoints City Manager, City Attorney, and City Clerk
  - Appoints members of boards and commissions
  - Establishes departments, agencies, and offices



# Roles & Responsibilities

- City Manager
  - Chief executive officer of the City
  - Responsible for day-to-day operations of government
  - Appoints department heads
  - Develops docket for Council meetings
  - Prepares operating and capital improvement budgets



# Roles & Responsibilities

- City Attorney
  - Legal advisor to all parts of City government
  - Renders opinions
  - Drafts ordinance and other legal documents
  - Represents the City in civil cases
  - Institutes and prosecute legal proceedings
- City Clerk
  - Prepares and distributes Council docket
  - Keeps minutes of Council meetings



# City Departments

- 23 City departments
- All report to City Manager except Library and Health
- Approximately 2,500 full-time and 600 part-time/seasonal employees
- City works closely with other non-City agencies
  - Alexandria City Public Schools
  - Alexandria Redevelopment and Housing Authority
  - Alexandria Renew Enterprises



# Boards & Commissions

- 74 groups, including 14 regional
- Some policy-making, some regulatory, some advisory
- Task forces for specific needs

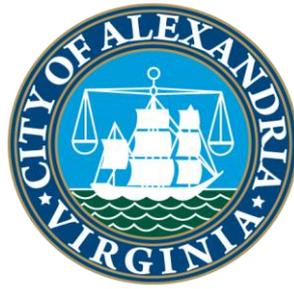


# Council Protocols and Procedures

- Meets September to June
- Legislative meetings 2<sup>nd</sup> & 4<sup>th</sup> Tuesdays
- Public hearings generally the Saturday after 2<sup>nd</sup> Tuesday at 9:30 a.m.
- Council rules and procedures



**Questions?**



# **Human Resources Department**

**Bettina Deynes, Director of Human Resources**



# Human Resources Department

## MISSION STATEMENT

Our Mission is to be a fair, competent, professional and responsive strategic human resources partner with all stakeholders of the City of Alexandria, internally and externally, with the ultimate goal of excellence in all we do.



# Human Resources Department

**Bettina Deynes**, MBA, SPHR, IPMA-CP  
Director

**Kathleen Ognibene**, Deputy Director  
Administrative Division

**Bill Mitchell**, Assistant Director  
Total Compensation

**Steve Mason**, Assistant Director  
Employee Relations & Talent Management

**20** Human Resources Professionals



# Human Resources Department

## **Administration**

- Budget
- Acquisitions
- Procurement, Contracts

## **Total Compensation**

- Benefits
- Classification & Compensation

## **Employee Relations & Talent Management**

- Recruitment & Selection
- Employee Training & Development
- Actions/Disciplines & Grievances
- FMLA / ADA / Disability



# Questions?

## **Human Resources Department**

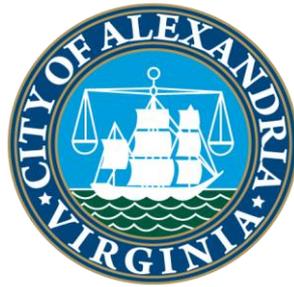
301 King St., Room 2510

Alexandria, VA 22314

703.746.3777

[www.alexandriava.gov/Jobs](http://www.alexandriava.gov/Jobs)

[www.alexandriava.gov/HR](http://www.alexandriava.gov/HR)



# **Communications & Public Information**

**Craig Fifer, Acting Director of Communications**



- The **Office of Communications & Public Information** was created in 2010 through a merger of the Office of Communications and Office of Citizen Assistance
- Our mission is to foster responsive government by connecting our diverse community to:
  - Information
  - Services
  - Solutions

# Responsibilities of the Office of Communications and Public Information



- External Communications
  - alexandriava.gov
  - Channel 70 Message Board and Programming
  - Citywide Calendar of Events
  - Emergency Alerts (not 911)
  - eNews
  - FYI *Alexandria Online*
  - Media Relations
  - News Releases
  - Social Media, Podcasts, and Webcasts
  - Style Guide and Protocols
- Internal Communications
  - *AlexNet*
  - *AlexNews*
  - Emails to All Employees
- Citywide Customer Service
  - City Hall Call Center
  - City Council Requests
  - Customer Relationship Management (CRM) System - [Call·Click·Connect](#)
  - Monitoring Requests for Service
  - Organizational Culture of Service
  - Policies and Training
- E-Government
  - Content Management System (CMS)
  - Online Payments
  - Web Application Development
  - Wireless Alexandria
- Consumer Programs
  - Cable Franchise Oversight
  - DollarWi\$e
  - Do Not Deliver
- Community Relations
  - Multicultural Outreach
  - Neighborhood Group Liaisons
- Sales of Miscellaneous City Items
- Special Programs
  - City Academy
  - Citizenship Day
  - Marketing Fund
  - State of the City Address



# Call·Click·Cōnnect

YOUR GOVERNMENT@ YOUR FINGERTIPS  
703.746.HELP • [AlexandriaVA.gov](http://AlexandriaVA.gov)



40° Air Quality: Green  
More Weather >>

Weather Advisory

## ★ SPECIAL FEATURES

- ▶ [What's Next Alexandria?](#)
- ▶ [Beauregard Small Area Plan](#)
- ▶ [Potomac Yard Metrorail Implementation Work Group](#)
- ▶ [High Capacity Transit Corridor](#)
- ▶ [Waterfront Plan Implementation](#)
- ▶ [Eco-City Alexandria](#)
- ▶ [Emergency Preparedness](#)

## NEWS & MEDIA

- ▶ [News Releases](#)
- ▶ [eNews Alert Messages](#)
- ▶ [Social Media](#)
- ▶ [Find us on Facebook](#)
- ▶ [Follow us on Twitter](#)
- ▶ [Watch us on YouTube](#)
- ▶ [Video Webcasts](#)
- ▶ [Audio Podcasts](#)
- ▶ [RSS Feeds](#)
- ▶ [Channel 70](#)
- ▶ [FYI Alexandria](#)
- ▶ [Mayor Euille Today](#)

## ABOUT ALEXANDRIA

- ▶ [Mayor & City Council](#)
- ▶ [Dockets & Webcasts](#)
- ▶ [Boards & Commissions](#)
- ▶ [City Government](#)
- ▶ [City Charter & Code](#)
- ▶ [Awards & Accomplishments](#)
- ▶ [Historic Alexandria](#)

## What's New

[Calendar](#)

[Residents](#)

[Visitors](#)

[Business](#)

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### City Launches Call.Click.Connect.

The City has launched **Call.Click.Connect.**, a new customer service initiative that places "your Government at your fingertips" by combining people, processes and technology to deliver timely and efficient information, services and solutions to the public. Try **Call.Click.Connect.**



### Business License Tax Due March 1

The City of Alexandria reminds all business owners that 2013 Business License Tax Renewal Applications and payments are due March 1. Payment in full must be received or postmarked by March 1 to avoid late payment penalties and interest.



### Fifth Annual Ellen Pickering Environmental Excellence Award

The City of Alexandria Environmental Policy Commission and Alexandria Renew Enterprises (formerly the Alexandria Sanitation Authority) are seeking nominees for the fifth annual Ellen Pickering Environmental Excellence Award. The award honors and recognizes those who demonstrate a commitment to protecting the natural environment and keeping the City "green."



### Developing a Youth Master Plan for Alexandria

The City of Alexandria is developing its first Youth Master Plan. The Plan is intended to set long-term, community-wide priorities for young people and identify specific action steps toward those goals. All residents and stakeholders are encouraged to participate in the plan development process by attending any of the three planned public forums on February 9, 11 & 23.



### Meet the City Council

On November 6, 2012, Alexandria voters elected the Mayor and City Council members for the next three-year City Council term, beginning January 2. The new Council was formally installed on January 2, at a special ceremony held at T.C. Williams High School. [Learn more about your new City Council.](#)



### Mayor Euille Today

In the latest episode of "Mayor Euille Today," Alexandria Mayor William D. Euille discusses the T.C. Williams High School transformation process with Principal Suzanne Maxey and Superintendent Dr. Morton Sherman; and talks with student Emma Canfield, Dr. Madye Henson, Deputy Superintendent, and Principal Dr. James Wilson about Alexandria's satellite high school initiative.

Search alexandriava.gov



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YOUR GOVERNMENT@YOUR FINGERTIPS  
Report a Problem, Request a Service, Contact City Officials

## CITY DEPARTMENTS

Select a City Department

## ONLINE SERVICES

- ▶ [Pay Taxes & Citations](#)
- ▶ [City Employment](#)
- ▶ [Vehicle Registration](#)
- ▶ [Permit Center](#)
- ▶ [Maps & GIS](#)
- ▶ [Wireless Alexandria](#)

## HOW DO I...

- ▶ [Obtain and review public documents and records?](#)
- ▶ [Find volunteer opportunities?](#)
- ▶ [Find neighborhood parks?](#)
- ▶ [Apply for a marriage license?](#)
- ▶ [Pay my taxes or parking citation?](#)
- ▶ [Find information about parking?](#)
- ▶ [Speak at a City Council meeting?](#)
- ▶ [Search property and sales data?](#)
- ▶ [Get information about permits?](#)
- ▶ [Learn more about Verizon FIOS?](#)
- ▶ [Start a small business?](#)



### USER LOGIN

email address

password

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[Alert Map](#)

[Send Username](#)

[Frequently Asked Questions](#)

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## Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

**Don't miss out on important news and emergency alerts.  
Sign up for eNews today!**

The following groups are currently available on eNews:

#### • General Information

- Alexandria Campaign on Adolescent Pregnancy News
- Alexandria Library Monthly Calendar
- American Recovery and Reinvestment Act (Stimulus)
- Animal Watch
- Animal Welfare League News
- Boards and Commissions Vacancies
- Economic Development Updates
- Election Information and Sample Ballots

#### • Planning and Zoning

- All Community Meetings
- All General Information
- Arlandria
- Beauregard Corridor Plan
- Braddock Road Metro Area
- Eisenhower West Planning Study
- Historic Districts and Historic Preservation
- Hunting Creek
- Infill Development



# Communications & Public Information

- Communicating with the City
  - Phone
    - **Call·Click·Connect** : 703.746.HELP (4357)
    - Emergency: 911
  - Web and E-Mail
    - **Call·Click·Connect** : [AlexandriaVa.gov](http://AlexandriaVa.gov)
  - Social Media
    - Facebook: [alexandriava.gov/Facebook](http://alexandriava.gov/Facebook)
    - Twitter: @AlexandriaVaGov
  - In Person
    - Approximately 3,500 full-time and part-time employees at 75 City facilities and in the field



# Questions?

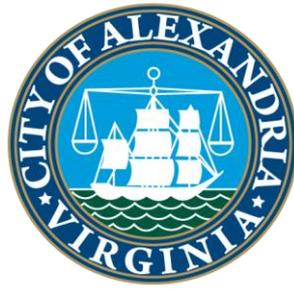
## **Office of Communications & Public Information**

301 King St., Suite 1900

Alexandria, VA 22314

703.746.HELP

[www.alexandriava.gov/Communications](http://www.alexandriava.gov/Communications)



# **Information Technology Services (ITS)**

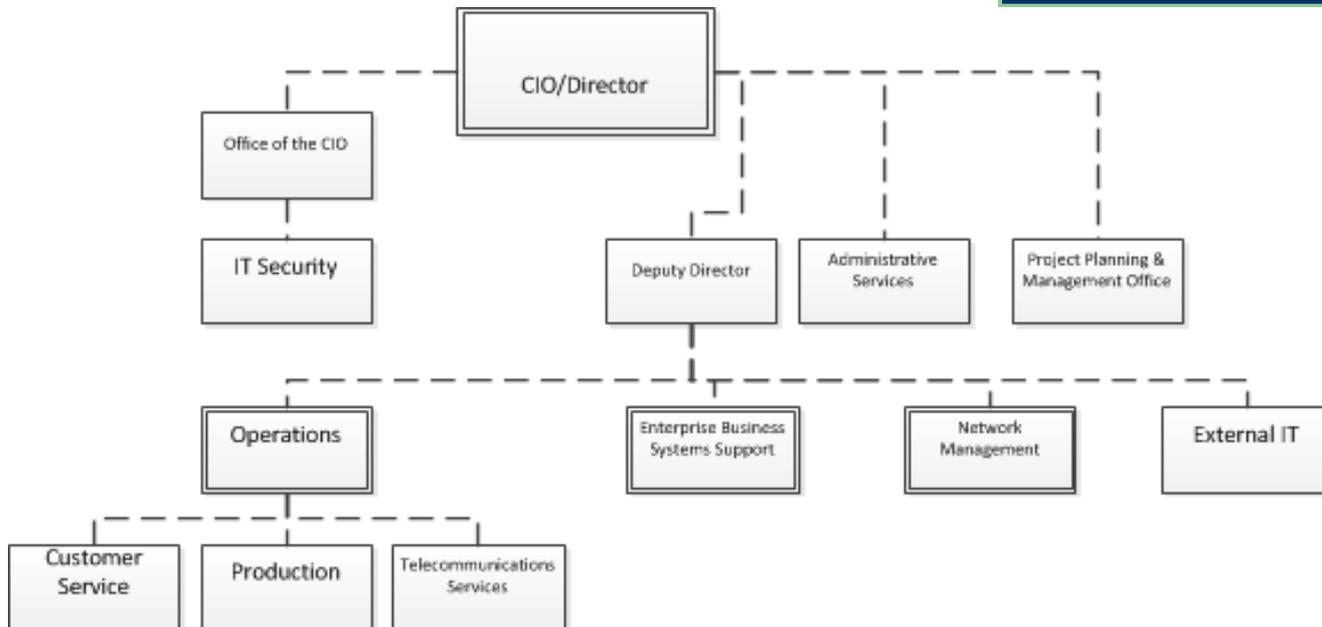
**Kevin Edwards - CIO and Director of ITS**

**Marlon Andrews - Security Officer**

# FY2014 IT Staff

- Full service department
- Staff of 43 City employees
- Limited contractor support

Personnel	
Director & Deputy	2
IT Security	1
Administrative Services	3
Operations	12
E-Business	12
Network Management	9
Project Management	4





# What We Do

- Operate & maintain the City's IT infrastructure
- Store and secure the City's data
- Provide customer service support and training
- Maintain applications for City's business processes
- Manage telecommunications devices and services
- Plan and manage IT projects

# Focus of Today's Alexandria City Academy

The IT security tools that we use to maintain the confidentiality, integrity and availability of the City's IT infrastructure, data and resources.



# IT Security Tools

We use four main security tools:

- Network Access Control (NAC)
- Forensic Examiner
- Network Security Scanner
- Mobile Device Manager (MDM)



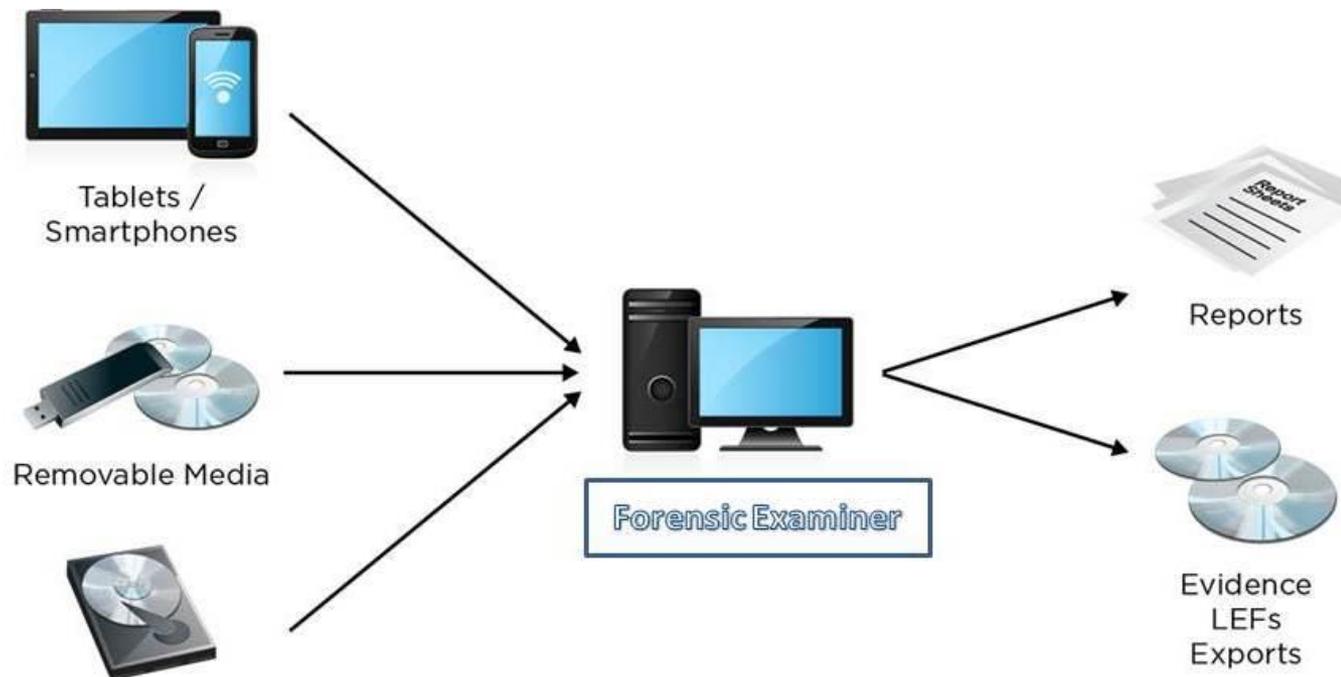
# Network Access Control (NAC)

- NAC is the tool ITS Security uses to monitor the network.
- ITS has the ability to see every device that is plugged into the network and classify that device by type.



# Forensic Examiner Tool

- Forensic Examiner Tool is used to do investigations.
- Security investigations may come as a result of a personnel action or suspicious activity on the network.
- Allows ITS Security the ability to examine a hard-drive for timestamps, files or malicious activity.



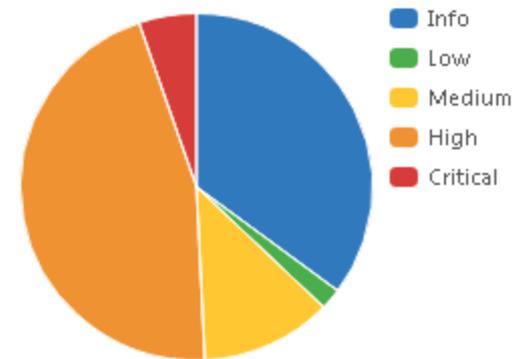
# Network Security Scanner

- Network security scanner allows ITS security to scan windows servers and workstations to check for vulnerabilities (or weaknesses) in the software on the system.
- These reports are given to Managers throughout the City to remediate (fix weaknesses).

## Scan Details

Name: 1st 164 (scheduled)  
Folder: My Scans  
Status: Completed  
Policy: Internal Network Scan  
Targets: 172.20.14.237, 172.20.14.24,  
[show all](#)  
Start time: Sat Feb 08 23:30:19 2014  
End time: Sun Feb 09 02:47:49 2014  
Elapsed: 3 hours

## Vulnerabilities



# Mobile Device Manager (MDM)

- The City uses commercial Mobile Device Management to manage smartphones (iPhone and Android) and smart devices (iPad).
- The City has the ability to:
  - Locate Devices
  - Push Mobile Applications
  - Enforce Password Policies
  - Remote Wipe Devices





# Questions?

## **Information Technology Services**

123 N. Pitt St., Suite 250

Alexandria, VA 22314

703.746.3001

[www.alexandriava.gov/Technology](http://www.alexandriava.gov/Technology)