



Approved
WorkSource Atlanta
Local Workforce Development Board
Meeting Minutes
Thursday, January 14, 2021

Board Members Present
(Quorum Present)

Chris Ahrenkiel, Selig Enterprises
Diane Allen, Georgia Department of Labor
Charlye Batten-Miller, Jackmont Hospitality
Randy Beall, Atlanta & North GA Building and Construction Trades Council
Terri Block, Bank of America
Vonetta Daniels, Grady Health Systems
Carl Hill, Coca Cola Bottling Company United
Patricia Horton, Coaching and Consulting Services, LLC
Rokeya Jones, Microsoft
Mike Kenig, Holder Construction
Amy Lancaster-King, Metro Atlanta Chamber
Joseph Lillyblad, Georgia Power
Kenny Mullins, IBEW, Local 613
Dr. Albenny Price, Atlanta Public Schools
Beverly Riddick, UPS
Dr. Victoria Seals, Atlanta Technical College
DePriest Waddy, Families First
Rashida Winfrey, Mosaic Advisors

Board Members Excused

Nancy A. Flake Johnson, Urban League of Greater Atlanta, Inc.

Board Members Absent

Dave Cole, IBM
Mary Parker, All N One Security Systems
Mark Templeton, IUOE, Local 926

WSA Staff

Katerina Taylor, Executive Director
Ruth Alvarez-Moon, WIOA Performance Analyst
Ralph Dickerson, IT Specialist
LaSharn Harris, Finance Coordinator
Tammy Lipsey, Sr. Manager of Performance and Operations
Tolton Pace, Manager of Community Engagement
Marcos Pope, Director of Finance
Antrell Tyson, Director of Policy and Legislation
Tammy Williams, Career Specialist
Sonia Wilson-Westmoreland, Director of Operations

Guests

Qadirah Abdur-Rahim, City of Atlanta
Sarah Flesher, Endurance Project Management
Crystal Grissom, City of Atlanta, Department Of Law
Moshe Haspel, Emory University
Eloisa Klementich, Invest Atlanta
Dr. Michael Rich, Emory University
Julian Thompson, UNCF
Jane Wiesman, Guest

I. Call to Order

- i. The meeting was called to order by Chair Patricia Horton at 11:03 a.m.

II. Roll Call

- i. Chair Horton conducted roll call. Board members present and absent are listed above.

III. Public Comment

- i. Chair Horton opened for comments from the public to the Board. No comments were entered.

IV. Adoption of the Agenda

- i. A motion was made by Board Member Chris Ahrenkiel to approve the adoption of the agenda. Board Member Amy Lancaster-King seconded the motion. The motion to adopt the agenda was approved unanimously by voice vote.

V. Approval of Meeting Minutes: November 19, 2020

- i. A motion was made by Board Member Beverly Riddick to approve the minutes and seconded by Board Member Diane Allen. The motion to approve the minutes was approved unanimously by voice vote.

VI. Welcome Remarks

- i. Executive Director Katerina Taylor welcomed Board members, staff, and visitors.
- ii. Data & Disparities Research – Ms. Taylor told the Board that they will hear a presentation on a pilot program that WSA participated for the purpose of analyzing workforce outcomes.
- iii. Securing City Hall and the WSA building – Ms. Taylor informed the Board and staff that City Hall is being secured as a result of threats of violence directed at government buildings. She also stated that today is the last day anyone will be allowed into the WSA building until after January 20th and suggested that everyone stay away from the downtown area until after that date.
- iv. New Board Members – The following new Board Members were introduced by Ms. Taylor:
 - Carl Hill – Director of Multicultural Marketing & Community Affairs, Coca Cola Bottling Company
 - DePriest Waddy – Chief Executive Officer, Families First
 - Vonetta Daniels – Director Care Logistics, Grady Health Systems

Waiting for appointment letters from Mayor Bottoms.

VII. WSA Presentations/Discussions (see presentation)

City of Atlanta Data & Disparities: Dr. Rich (Professor of Political Science, Emory University), John Helton (Executive Director, Atlanta Career Rise) and Sarah Flesher (Founder and Project Manager, Endurance Project Management) presented the results of their research on Systems Change for Economic Mobility Data and Disparities.

WSA Presentations/Discussions (continued)

Findings: The presentation included a summary of regional analysis of workforce outcomes for five Atlanta area workforce agencies, characteristics of WorkSource Atlanta customers compared to the Atlanta regional customer profile and potential WorkSource Atlanta pilot programs.

Conclusions:

- There is a need for greater focus at take-up; neediest individuals appear to be least likely to enroll
- Equitable outcomes appear most prominent in MAIP's high demand industry clusters
- Utilization of support services through WIOA appears to be low
- There is a need for stackable credentials
- There is a need for greater consistency in data entry practices across workforce agencies

Potential Pilot Programs:

- Increase customers going into high demand areas
- Increase Employment Probability in Training-Related Employment
- Increase the Use of Support Service
- Target Outreach

Questions:

- Board Member Diane Allen asked whether pretesting is conducted. Sarah Flesher stated that the pretesting is done on a case by case basis with the customer.
- Chair Horton inquired as to what training providers are doing to retain customers so they can keep their jobs (i.e. follow up services). Sarah Flesher said that customers are being instructed to do more research on the front end, based on skills and experiences (new approach to suitability can be found at ATLworks.org/nextstep). Sarah Flesher acknowledged that more work to address this will be done in the future. Dr. Rich added that they looked at individual training providers and their outcomes but there are not enough providers serving a significant number of customers to have provided that information at this time. Chair Horton asked if it would be helpful to share this info with the training providers so they can begin making necessary changes. Sarah Flesher stated that they aren't quite ready to share with providers yet but they are working toward that goal.

Chair Horton complimented the presenters on their great work in preparing and analyzing the data.

Ms. Taylor noted WorkSource Atlanta's limitations (i.e. equity in supportive services). She provided an example with challenges in providing these services for childcare stating that customers can't always produce a birth certificate, which is required. Another challenge with providing rental assistance is that the city's procedures require the Landlord to be registered as a vendor with the city in order for WorkSource to issue payment.

Katerina Taylor acknowledged the presence of City of Atlanta Chief Equity Officer – Qadirah Abdur-Rahim in the meeting.

VIII. Action Items for 2021

i. Adoption of the Demand Occupations List:

WorkSource Atlanta requested for approval on the Metro Atlanta Demand Occupation list. Director of Operations, Sonia Wilson-Westmoreland stated that the lists reflects collaboration between other local areas and Atlanta which serves as a tool for customers in identifying available jobs in the Metro Area.

Action Items for 2021 (continued)

Dr. Seals asked how the list was compiled and how we will utilize the list. She expressed concern that the student's level of preparedness is not accurately reflected. Sonia Wilson-Westmoreland stated that the info. was compiled by ARC using the Department of Labor Market Research. She explained that this list is given to customers to help them understand which jobs are in-demand. We, as the local areas, depend on the training providers to determine whether or not a customer had adequate education for the specific credential. Katerina Taylor noted Dr. Seals' concern and agreed.

Dr. Seals entered a motion to approve and accept the Metro Atlanta Demand Occupation list with the condition that further explanation is given on the education requirements leading to entry. Dr. Seals stated that the column was misleading and could potentially be discouraging to customers. Sonia Wilson-Westmoreland agreed to remove the column. Randy Beall seconded the motion to accept the list, with the removal of the 'Typical Education Needed for Entry' column. The Board voted in favor of the motion.

ii. Approval of Eligible Training Provider Applications – Goodwill of North Georgia:

WorkSource Atlanta requested approval for Goodwill of North Georgia applications to added to the Eligible Training Provider List for the following programs

- a. **Forklift** – Participants receive 64 hours of training, covering safe operation of 3 forklift machines. The program meets 5 of the 6 performance measures.

Chair Horton inquired about the offering of support services because she feels strongly that the services impact the success of the participant. Katerina Taylor explained that support services are provided to cover the equipment necessary for the program. Sonia Wilson-Westmoreland further explained that we have a retention team that follows the participant after completion to ensure continued success. Randy Beall stated that the OSHA 10 included in the program lacks the training necessary to put people in jobs that earn a sustainable wage, so he can't support this measure. He offered that a certificate of forklift training would be more beneficial. WSA agreed to table this and go back to Goodwill to request the addition of the Forklift certification. Motion to approve based on amendment made by Randy Beall. Dr. Seal seconded the motion to table until the February Board Meeting. Vote on motion was approved by Board.

- b. **Technology Career Program** – Participants recruited thru TechBridge for this 16-week course are prepared for a career in the growing technology and innovation fields. This program meets 4 of the 6 performance measures.

Katerina Taylor informed the Board that Goodwill has a good completion and credential rate for competing in the market place. Motion to approve was made by Dr. Seals. Amy Lancaster-King seconded the motion and the Board voted to approve.

- c. **Welding** – This program offers 240 hours of case management, job readiness training, safety training, AWS-Welding qualification training, and self-employment coaching. The program meets all 6 performance measures, providing graduates with a Department of Labor Health Administration OSHA-30 Certification, American Red Cross First Aid/CPR, Operation Jump Start. Graduates are also eligible for up to 10 American Weld Society Certifications in MiG and Stick Welding. Additional benefits include job placement and one year of retention and follow-up services.

Action Items for 2021 (continued)

Dr. Seals asked for a list of partner providers. Sonia Wilson-Westmoreland replied that Goodwill did not list any partners on the application. Tolton Pace added that Goodwill generally collaborates with college institutions.

Chair Horton acknowledged that the retention services are very beneficial to participants. Rashida Winfrey asked why the 1 yr retention services aren't provided with their other programs. Katerina Taylor explained that the services provide depend on the Partner that Goodwill teams up with for the specific training. Motion to approve made by Diane Allen. Dr. Price seconded the motion. Dr. Seals abstained. The Board voted to approve the motion with 1 abstention.

- d. **Supply Chain Operation and Management** – An 8 week program with a 40 hour internship that prepares participants in the basics of supply management and procurement operations and the role of procurement within an organization's overall supply chain. The \$8958 is fee and Goodwill will offer participants a \$2k scholarship. The program is meeting 5 of 6 performance measures. Motion to approve was made by Randy Beall. Diane Allen seconded and the Board voted to approve with 1 abstention (by Dr. Seals).

IX. Announcement/Comments

Sonia Wilson-Westmoreland informed the Board that WSA will be reaching out to the subcommittee chairs to schedule a meeting prior to the February full board meeting.

Dr. Seals requested that the Board meeting information packets be provided in a timeframe prior to the meetings that will allow for review. Katerina Taylor informed the Board that she is working on onboarding a new Executive Assistant who will be able to distribute the Board Meeting packet to the board in a timely manner.

X. Adjournment

Chair Horton adjourned the meeting at 12:52pm.