

MEETING TITLE: Fulton County Workforce Development Board Meeting
MEETING DATE: Tuesday, November 16, 2021 **MEETING TIME:** 8:00 A.M.
LOCATION: ZOOM
MEETING SCRIBE: Alexis Leonard **EMAIL:** alexis.leonard@fultoncountyga.gov

BOARD MEMBERS ATTENDANCE:

Bell, Mike: Absent	Jessie, Jamal: Present	Seem, David: Present
Boatright, Kali: Present	Macke, Andy: Present	Stepakoff, Jeff: Proxy- Kate McArdle
Cook, Tom: Present	Nickerson, Amelia: Present	Stokes, Fabiola Charles: Excused
Darden Beauford, Yulonda: Excused	Noyes, Brian: Present	Absence
Absence	Rooks, Stephanie: Present	Thompson, Dr. Lanze: Present
Dover, Sanquinetta: Present	Ruder, Alex: Present	Washington, Regynald: Present
Embry, Humeta- Present	Schofield, Kim: Excused Absence	Wences, Juan: Present
Ganesh, Bala: Proxy- Bell, Jon	Scott, Elizabeth: Present	Williams, Jason: Present

1. Call to Order

Meeting called to order by Vice-Chairperson, S. Dover at 8:03 A.M.

2. Roll Call:

Roll call by A. Leonard, LWDB Board Liaison. The presence of quorum met.

3. Opening and Introductions

Vice-Chairperson S. Dover opened the board meeting welcomed all attendees, with brief introductions of the LWDB members following.

4. Public Comment

No Public comments.

5. Regular Agenda

I. Regular Agenda:

Vice-Chairperson Dover requested a motion to accept the regular agenda.

Motioned: A. Nickerson **Seconded:** R. Washington

Required Action: N/A

Motion Acceptance/Declination: The motion was approved for the adoption of the agenda, as is, by a unanimous vote. All in favor. No oppositions. No abstentions. The motion carried accepting the regular agenda as presented.

II. Adoption of August 17, 2021 LWDB Meeting Minutes:

Vice-Chairperson Dover requested a motion to adopt the August 17, 2021, LWDB Meeting Minutes as presented.

Required Action: N/A

Motioned: R. Washington **Seconded:** K. Boatright

Motion Acceptance/Declination: The motion was approved for the adoption of the August 17, 2021, LWDB Meeting Minutes, as is, by a unanimous vote. All in favor. No oppositions. No abstentions. The motion carried accepting the adoption of August 17, 2021 LWDB Meeting Minutes as presented.

6. Committee Reports and Recommendations

Performance & Accountability Committee:

S. Rooks, Chairperson of the Performance & Accountability Committee, provided the committee report. The committee is working to determine new objectives for the Performance & Accountability Committee. An update will be provided to the board once the objectives are finalized.

Youth Committee:

B. Lacy, WorkSource Fulton Division provided the Youth Standing Committee report. The Youth Committee has continued growing youth programs and partnerships throughout the county. The Mobile Unit has gone out to several high schools to recruit for the next Career Compass Academy cohort. The committee is also partnering with Career Technical & Agricultural Education (CTAE) programs within Fulton County Schools in order to enroll more youth participation. The committee is reviewing and developing KPIs to benchmark impact and engagement of youth participants.

Finance Committee Report:

D. Seem, Vice-chairperson of the Finance Committee, provided the committee report. The committee continues to meet on its monthly schedule. The committee reviewed the budget and expenditures to determine funds are being allocated appropriately. Dislocated Worker Grants that are under contract with Goodwill. Invoicing is low due to low activity. The update also reflects low expenditures of the Dislocated Worker funds under contract with Equus. WorkSource Fulton has been working with both contractors to increase enrollments and will update the board as needed. D. Seem also informed the board that the Finance Committee Chairperson position has remained vacant. Any interested members can reach out to inquire.

Strategic Partnerships and Outreach Committee:

A. Nickerson, Chairperson of the Strategic Partnerships and Outreach Committee, provided the committee report. WorkSource Fulton will be moving forward with a data-sharing agreement with DFACS. This will aid co-enrollment between DFACS and WorkSource Fulton. In addition to the DFACS data sharing agreement, WorkSource Fulton is in the process of pursuing a data-sharing agreement that will aid in the co-enrollment of SNAP-ENT recipients. Updates will be shared with the board.

The Strategic Partnerships and Outreach Committee will continue to develop viable, productive partnerships. A. Nickerson also informed the board that the Strategic Partnerships and Outreach Committee is in need of more members. Any interested members can reach out to inquire.

Executive Committee Report:

2022 LWDB Meeting Dates

Vice- Chairperson Dover explained that due to the current pandemic, virtual meetings have been permitted via Executive Order from the Governor. As there are shifts in restrictions, it is likely that the meetings may take place in-person at some point during this year. As such, it is suggested that the meeting schedule changes from Tuesday mornings at 8AM to Thursday evenings at 4PM. Meeting dates provided in LWDB packet. Vice-Chairperson Dover requested a motion to accept the 2022 LWDB Meeting Dates.

Motioned: A. Nickerson

Seconded: S. Rooks

Required Action: N/A

Motion Acceptance/Declination: The motion to adopt the 2022 LWDB Meeting Dates, as is, was denied. 7 oppositions. No abstentions. Due to the potential of not meeting quorum requirements, Vice- Chair Dover requested further discussion on meeting date options. The motion to adopt the 2022 LWDB Meeting Dates, as presented, failed.

Chairperson Macke requested a motion to delay voting on the 2022 LWDB Meeting Dates, requesting WSF staff poll LWDB members for availability.

Motioned: K. Boatright

Seconded: T. Cook

Required Action: WSF Staff will poll the LWDB members for availability.

Motion Acceptance/Declination: The motion was approved for the delay of the 2022 LWDB Meeting Dates, as is, by a unanimous vote. All in favor. No oppositions. No abstentions. The motion carried accepting the voting of the 2022 LWDB Meeting Dates is tabled for further discussion.

7. Director's Report

Workforce Response to COVID-19

B. Lacy, WorkSource Fulton Division Manager, provided a director's report on the impacts of COVID-19 on WorkSource Fulton.

Regional Outreach

The LWDB has requested information on how the Workforce programs connect with potential customers. The regional outreach program via ATLWork.org uses Facebook and Instagram ads to target potential customers. From September through October, the campaign generated about 1.5 million impressions. Using basic criteria such as employment status and location, the ads targeted nearly 160,000 job seekers across the Metro Atlanta Area. In turn, the ads received 12,000 engagements, and 528 people signed up via the ads. The next step is to track the eligibility completion and conversion rates of program participants.

Upon reviewing the active labor force in Fulton County, 2 of every 1000 workers are enrolled. That compares to 4 of every 1000 Statewide are enrolled in a Workforce program. Based on the cost per participant and funding availability, WSF is nearly maxed out on the number of participants that can be enrolled. The team will continue to review potential data points and the reliability of data sourcing to determine the best means to measure the best means of attracting and servicing new customers. The Human-Centered Design program continues to collect and review data, working to increase the efficiency of the enrollment process. Updates will be provided to the LWDB.

Training Providers Standards

The LWDB has requested information on the quality of training providers and how well they are doing. The region is now working to create a training provider evaluation. Completion rate, employment, wages, etc. will be used to evaluate training providers and ensure quality outcomes. Once the regions finalize evaluation criteria, information will be shared with the board.

8. Program Presentation

Karen Kirchler, Deputy Commissioner of Technical College System of Georgia presented to the LWDB

Participant Spotlight video.

9. Closing Remarks and Adjournment

The next meeting date will be determined via polling of the LWDB members.

Meeting adjourned by Chairperson Macke at 8:59 A.M.