

FINAL MINUTES OF THE FCWPES BOARD OF DIRECTORS
THURSDAY, SEPTEMBER 25, 2014

The meeting was held at Adamsville Regional Health Center, 3700 Martin Luther King Jr. Drive, SW, Atlanta, Georgia 30331.

BOARD MEMBERS ATTENDING:

Theresa AUSTIN, Clara AZCUNES de OJEDA, Nikki CHAMPAGNIE, Harold CRAIG, Perry HERRINGTON, Michael HILL, Debra HOWELL, Diann JENKINS, Jessica JOHNSON, Tommie JONES, Maureen KELLY, Robelyn MCNAIR, Felicia PHILLIPS, Joyce RHODES, Julius WILSON

STAFF:

Kenneth FITZGERALD, Omar JARRETT, David KEYES, Audrey LAWRENCE, Lorenz MANABAT, Darrien MOORE, Sonia WILSON

GUESTS:

Asante BRADFORD, Ken DOBSON, Shanika GREY, Ameenah KAHN, Quintara LOCKLIN, Lisa WILLIAMS

Board Chairperson Mr. Tommie Jones called the meeting to order at 9:30 A.M. Chairperson Jones introduced himself and asked Board members to introduce themselves. Board Chairperson Jones reviewed the agenda and verified that no public comments cards had been submitted.

Mr. Kenneth Fitzgerald presented an overview of WIA services for customers to the Board members. He explained that when customers come into a WIA center they sign in. Once they sign they are able to receive Core Services. Core services include assisting customers in searching for employment, assisting with résumés, cover letters, and job readiness workshops. In addition to Core Services, WIA offers Intensive Services where customers are able to receive WIA funding for training. There are a wide range of certifications and training programs that WIA pays for to help customers get back into the workforce (See Attachment: WIA Free Training Flyer).

Mr. Kenneth Fitzgerald also touched on the WIA Work Experience Program. The WIA Work Experience Program is a program for customers that are WIA eligible. The program allows the customer to work at a job site for a specified time period. The program allows the customer to gain work experience while being paid. Customers are matched with potential employer based on their background and education.

Mr. Darrien Moore presented an overview of WIA services for youth to the Board members. The WIA Youth Enrichment Services (YES) Program serves youth between the ages of 16 – 21. The program was established to help at risk youth that have barriers to employment. The goal of the program is to create a pipeline of services to remove their barriers to allow youths to become self-sufficient. Examples of barriers include homelessness, youth being a parent, or lack of education.

Mr. Darrien Moore explained different services WIA provides to help youth overcome barriers to employment. The YES program helps youth who have barriers to employment

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attain their high school diploma, gain a certification, or assist in post-secondary school (See Attachment: Youth Enrichment Service Flyer).

The next item on the agenda was a panel discussion regarding Atlanta's economic outlook. Mr. David Keyes was the moderator for the panel discussion. Mr. David Keyes introduced the 3 guest speakers. The first guest speaker was Mr. Ken Dobson of Fulton County's Economic Development Division. The second guest speaker was Mr. Asante Bradford a project manager for digital entertainment and media for the Georgia Department of Economic Development which is the sales and marketing arm for the state of Georgia. His department conducts extensive business developments and promotional activities to attract entertainment projects and other business to the state of Georgia. The final guest speaker was Mr. Darrien Moore of the WIA Youth Enrichment Services Program. They were presented with background information and were asked questions.

To begin the discussion, Mr. Keyes presented background information. He stated that ARC's newly-released population and employment forecasts show continued strong growth for the 20-county Atlanta region. ARC expects that 8.3 million people will call the region home by the year 2040, an increase of roughly three million people from today. Job growth, although not as robust as in the 1990s, will remain strong, as well. ARC forecasts the region to have 4.5 million jobs by 2040, an addition of about 1.6 million jobs from today.

Mr. David Keyes continued by stating that simple demographics explain why the labor force participation rate will drop dramatically during the next three decades. In 2005, roughly eight percent of the 20-county Atlanta region's population was 65 and older. By 2040, 20 percent of the population will be older than 65. Of course, what this means is that there will be relatively fewer workers for each dependent. In 2005, approximately 63 percent of the population was of an independent working age (here defined as ages 20 – 64). By 2040, that percentage will drop to 55 percent, meaning that there will be roughly one worker for each dependent. It's not just that the region is getting older. A significant share of the 2040 population is expected to be very young, as well.

Mr. David Keyes asked why is the labor participation rate decreasing? What will the increase in the very young do to the workforce? and what effect will this have on employment?

Mr. Ken Dobson responded by stating that major employers are increasing the amount of technology being used to increase productivity and to keep up with demand. This in turn reduces the amount of people that they hire. As companies look for potential job candidates they begin to eliminate people with lesser skills and people with higher ages that carry legacy costs. He believes that companies are placing an importance of hiring younger workers because they have more skills and cost less.

Mr. Asante Bradford gave his opinion from the entertainment industry's point of view. He stated that the entertainment industry mainly movies and television are moving towards a more digital medium. The younger workforce has grown up using the internet and they have used site like YouTube, Netflix, and Hulu to showcase their content.

The digital medium has changed the labor force in the entertainment industry. It is driven by young workforce participants creating games, apps, and television series without the

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need of big production firms. Mr. Asante Bradford is observing the transformation of the industry and wants to make sure that content creators are able to monetize on their work.

Mr. Ken Dobson added that there is an emphasis on workforce technology preparedness. Workforce technology preparedness is starting to replace workforce development. Mr. Ken Dobson emphasized that potential employees should know how to properly use a computer in addition to being able to have other skills. Technology has changed the landscape of the labor force. Technology is taking the place of previous jobs that were done by people.

He explained there are three levels in the occupational category. The first level of the occupation category is basic knowledge of how to a computer and its applications. The second level is the enhanced skills occupation, where an individual must multitask. The third category is called the new-work category. He defined the new-work category as a worker that does not fit in a traditional job category; for example, a person who collects grease to reuse as energy.

Mr. Ken Dobson outlined that there are two challenges the Office of Workforce Development faces. The first challenge is finding work for people who need work. The Office of Workforce Development is tasked to prepare those people with skills to be able to work. The other challenge is matching employers with workers that have high skill levels. He suggested to the Board that they need to factor in future trends when making decisions regarding operations of Workforce Development.

Mr. Darrien Moore gave his perspective from a youth's point of view. He stated that there is a trend of job categories that will be in demand in the future but currently are not placed in the Georgia demand occupation list. He explained that youth have the hard skills to be employable in the future job market however it is their soft skills that needs to improve.

An issue that hinders a youth's chance of employment is the lack of soft skills. Mr. Darrien Moore stated that his Workforce staff mentors the youth they serve to better their soft skills. It is important that youth are able to receive constructive criticism and know how to properly talk to others in a professional manner.

He stated that it is important for everyone to use the computer so that one may be competitive in the job market. Being able to be knowledgeable in technology is important to be in competitive in Atlanta's job market.

Mr. David Keyes concluded the discussion and asked if anyone had any questions. Mr. Julius Wilson asked if there is a possibility of over saturation in the film industry because he has noticed a lot of film studios opening up around the Atlanta area.

Mr. Ken Dobson replied that the most of the studios around Atlanta are fully booked for filming. He anticipates a lot of reoccurring revenue because of television shows being shot in Atlanta. He believes that over saturation should not be a problem and he foresees future growth in the coming years. He added that there are a lot of opportunities in the film industry.

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Ms. Sonia Wilson encouraged Board members to recruit more industries to join the FCWPES Board of Directors. She also encouraged the members to host youth participants on their job sites. Mr. Tommie Jones added that the Board should be more action orientated and encouraged all Board members to attend task force meetings.

The next item on the agenda was another panel discussion about the challenges and obstacles to employment. The guest speakers were Shanika Grey an adult WIA work experience participant, Ameenah Kahn an adult WIA work experience participant, Lisa Williams from On-sitesite Computer Training, and Quintara Locklin a WIA youth. Mr. David Keyes moderated the panel.

Mr. David Keyes presented background information to the panel. He stated that most new job openings throughout the state require only a high school diploma. However, the high school graduate category does not completely explain the skills gaps present in Georgia. The prescribed educational achievement levels are focused on degree programs and traditional academics. They do not reflect other educational opportunities which may not result in a diploma, but may produce a certificate or licensure. The occupations categorized as requiring only a high school diploma include advanced manufacturing and skilled trades such as truck drivers, carpenters, and welders. These occupations align with in-demand occupations, growth sectors, and the Governor's strategic industries. Through training programs or apprentice programs, Georgia citizens could enter one of these vital careers.

The state will work closely to maintain and develop our current supply of skilled labor. This will mean exploring ways to provide skills upgrading in an effort to retain existing manufacturers and developing a more aggressive Rapid Response program. By matching dislocated workers with our in-demand occupation list, Georgia can take advantage of ensuring an adequately skilled labor force. The state will also encourage skilled labor as a strong career choice. As more and more skilled workers retire, the state must find ways to recruit and replace these workers. This recruitment will be driven by the in-demand occupation list, particularly careers in transportation, manufacturing, and construction.

Mr. David Keyes asked the panel, why is skilled labor in short supply? Who will pay the living expenses for a student in job training?

Ms. Lisa Williams gave her perspective from a recruiters stand point. She is trains individuals in Microsoft Office. Challenges that she has observed that hinders individuals in attaining a job are the lack of soft skills. She is also part of a program in Cobb County that helps individuals develop their soft skills.

Ms. Shanika Grey gave her perspective as a customer point of view. She stated that age is an issue in gaining in employment. Because she has moved a lot she has job inconsistencies in her resume. In addition, more jobs are hiring younger individuals who have more skill.

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From a Youth perspective, Ms. Quintara Locklin stated that lack of additional education and experience are problems she has faced when applying for jobs. Being in the Youth Work Experience Program has really helped her gain job experience and taught her many skills that she can apply in other jobs.

Ms. Ameenah Kahn who recently moved from Seattle, Washington gave her perspective from an adult customer perspective. What she experienced was the difference in culture when applying for jobs in Atlanta as opposed to Seattle.

Ms. Theresa Austin asked Ms. Shanika Grey to elaborate on age and how it is a barrier or hindrance to employment. Ms. Shanika Grey replied that more employers are seeking younger employees. She feels that employers view older workers as potential problems because older workers are harder to teach. Younger employees are willing to do things that are not in their job description and are willing to work for less.

Ms. Theresa Austin asked Ms. Ameenah Kahn what are the difference between Atlanta and Seattle. One difference is that pay is higher in Seattle than Atlanta. She added that networking is needed in Atlanta when trying to attain a job.

Chairperson Jones continued with the meeting. He verified the presence of a quorum and asked for action for the July 29, 2014 meeting minutes as presented in the meeting packages. A motion was submitted by Ms. Maureen Kelly, seconded by Mr. Harold Criag, and approved by unanimous vote of the members present, to accept the minutes for approval as presented.

Chairperson Jones continued the meeting by presenting the Chairperson's Report. He began his report by stating that all staff has moved into the WIA grant without any layoffs. Chairperson Jones made everyone aware that the WIA Program Manager Ms. Sonia Wilson will be out on medical leave. He also stated that the Central Resource Center, Neighborhood Union Center, and the Youth Center have been closed since August 26, 2014. In addition, the new Board member orientation will be held in February 2015.

The next item on the agenda was the Board Development and Visibility Taskforce chairpersons report. The task force met September 9, 2014 at the Adamsville Career Center. Mr. Perry Herrington stated that there are no voting items to be brought to the Board. The task force will work on a new Board application form to make it easier for potential candidates. In addition, the task force will look at Board attendance and make recommendations to remove Board members who are not active in participation.

Mr. Tommie Jones presented the Quality Assurance Task Force report. The Quality Assurance Task Force met September 16, 2014 at the Adamsville Career Center. They discussed the execution of an agreement regarding management of a Regional Individual Training Account System with the Atlanta Regional Commission. With the execution of this document, the Atlanta Regional Commission (ARC) will provide specific contracted services for the management of Providers providing services to Fulton County customers under Individual Training Accounts.

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The following recommendations that were brought to the full Board for approval are as follows:

- **Approval of an Agreement Regarding Management of a Regional Individual Training Account System with the Atlanta Regional Commission**

A motion was made by Mr. Harold Craig and seconded by Ms. Diann Jenkins, then voted upon unanimously to accept by the Board members present. Ms. Maureen Kelly abstained from voting.

- **Approval of new training programs from existing providers:**
 - **Malik College – Plumbing Technology, HVAC, and Electrical Technology**
 - **Rapid Enhanced Active Development – Electronic Health Record IT Specialist and Certified Medical Reimbursement Specialist (Certification Preparation)**
 - **Laurus Technical Institute – Welding Technology**
 - **America’s Driving Force – CDL Tractor**
 - **I-Techstaffing Inc. – Level III Soldering Technician**

A motion was made by Ms. Clara Azcunes De Ojeda and seconded by Ms. Theresa Austin, then voted upon unanimously to accept by the Board members present.

Ms. Jessica Johnson presented the Youth Committee report. The Youth Committee met September 10, 2014. They amended the 2014-2015 youth plan to increase community service activities and public awareness of youth services. The Youth Program has expanded to the North and South Fulton Career Centers.

The following recommendations that were brought to the full Board for approval are as follows:

- **Adding new support services in the Youth Policy on page 2. Section D. Part. B**
 - **The ability to purchase tools needed for training programs**
 - **The ability to purchase school books and related materials needed for training programs**
 - **The ability to provide youth supportive services for utilities if funding is available**

A motion was made by Ms. Maureen Kelly and seconded by Mr. Perry Herrington, then voted upon unanimously to accept by the Board members present.

The quarterly performance report for the region was presented and reviewed. Other workforce areas were included in the performance report as well.

Mr. Omar Jarrett presented the financial report. Mr. Omar Jarret gave the budget lines and explained in percentages of how much of the budget line has already been spent.

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Budget line WA26 (adult) – 93% spent, WA27 (adult) - 65% spent, WD26 (dislocated worker) - 95% spent, and WD27 (dislocated worker) - 28% spent.

Mr. David Keyes presented the legislative and performance update. He highlighted that the Workforce Innovation and Opportunity Act will go into effect July 22, 2014. There will be new methods for measuring performance.

The next FCWPES Board of Directors meeting will be held on Tuesday, January 29, 2014. There will be new information given for the next program year.

No additional business, questions, or issues were initiated and Chairperson Tommie Jones declared the meeting adjourned.