

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

BOARD MEMBERS ATTENDANCE:

Albritten, Andrea: Excused Absence	Jessie, Jamal: Present	Seems, David: Present
Bell, Mike: Absent	Macke, Andy: Present	Stepakoff, Jeff: Proxy- McArdle, Kate
Boatright, Kali: Present	Nickerson, Amelia: Present	Stokes, Fabiola Charles: Present
Cook, Tom: Present	Noyes, Brian: Present	Thompson, Dr. Lanze: Present
Darden Beauford, Yulonda: Present	Reid, Brent: Present	Tuggle, Anthony: Present
Dover, Sanquinetta: Present	Rooks, Stephanie: Present	Washington, Regynald: Excused Absence
Ekanemesang, Itohowo: Excused Absence	Ruder, Alex: Present	Wences, Juan: Present
Emby, Humeta: Present	Scott, Elizabeth: Present	
	Schofield, Kim: Proxy- Turabi, Aaminah	

1. **Call to Order**
Meeting called to order by A. Macke 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**
Chairperson Macke 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:**
Chairperson Macke requested a motion to accept the regular agenda.
Motioned: S. Dover **Seconded:** D. Seems
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 February 16, 2021 LWDB Meeting Minutes:**
Chairperson Macke requested a motion to adopt the February 16, 2021, LWDB Meeting Minutes as presented.
Required Action: N/A
Motioned: S. Dover **Seconded:** R. Washington

Motion Acceptance/Declination: The motion was approved for the adoption of the February 16, 2021 LWDB Meeting Minutes, as is, by a unanimous vote. All in favor. No oppositions. No abstentions. The motion carried accepting the adoption of February 16, 2021 LWDB Meeting Minutes as presented.

6. 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. Fulton County is seeing a steady decline in the overall unemployment rate. December was the first month with job loss since April. The IT and healthcare industry continues to drive Fulton County's economy, while Hospitality and Tourism are most impacted by job loss. In review, it is found that the job loss is not equitable. After looking at data, we see that women have been experiencing higher unemployment than males. In addition to gender inequity, Black and Hispanic workers are more likely to have been laid off than other races. Those individuals that are unemployed represent a permanent layoff rather than temporary. Data included in the board presentation.

Workforce Programs

A surge in customers was expected to come in August when the pandemic assistance unemployment was ended. The wave did not occur, but there was a spike in program enrollments in August and September. Enrollment decreased back to its average rate in October. Enrollment has increased again in January and February enrollments. Because of labor conditions, participants have not been exited. Those customers remain active in job readiness activities while searching for job opportunities. Application tracking has begun, and as of March 2020, 600 applications have been distributed. There is a focus on the conversion rate from application to enrollment. Several activities are in place to increase the conversion rate. Career centers are closed, creating a barrier to computer access. The mobile career unit is now in use to help bridge the technology access gap, and WorkSource Fulton is the first to do so. There has been a significant emphasis on follow-up. Equus and WorkSource staff have been reaching out to applicants to help drive further interest in moving forward with enrollment. COVID activities within the County have provided another avenue to reach clients that may not know about Workforce Development. The County continues vaccine rollout, and efforts with the emergency rental assistance have begun. The State has authorized the use of the National Dislocated Worker Funds to assist with providing staff with the initiative. This offers the opportunity to help unemployed citizens of Fulton County obtain temporary employment. The previous Facebook ad campaign targeting potential customers were very successful. Another round of targeted outreach has resumed via social media ads on Facebook and Instagram. The goal is to increase enrollment with the combination of these efforts.

S. Abdullahi, Deputy Director of Select Fulton presented information on the Digital Literacy Training program created in response to COVID19. A vast number of people in the Hospitality and Tourism industry were ejected out of the economy. One of the most significant skills gaps is digital literacy, which is the focus program of the program. With the allotment of funds the County has received, the Digital Literacy Training program was put together to target those individuals to help them reenter the economy. The program is in partnership with Goodwill of North GA and the Metro Atlanta Chamber of Commerce. Goodwill of North GA is the training provider and provides the necessary wrap-around services to aid participants outside of direct training. Metro Atlanta Chamber of Commerce acts as the employment connector. The program budget was nearly 2.5 million dollars, with the expectation that 1250 Fulton County residents outside of city limits would go through the program. A variety of courses were offered based on the skillset of the individual. Over 1700 residents went through the program, and over 50% of participants moved through the program level or gained employment. Success tracking will continue, and updates will be shared with the board.

B. Lacy informed the board that the Southeastern Training and Employment Association would be having its spring conference virtually. The last Tuesday of every month will be a different session, and the March 30 session will be covering data visualization. At that time, he will be presenting the KPI report created to provide the LWDB board with updates and how the board impacted the development.

7. Committee Reports and Recommendations

Performance & Accountability Committee:

S. Rooks, Chairperson of the Performance & Accountability Committee, provided the committee report. Quarter 2 data is from April- June 2020 and reported out October - December 2020. Measurable skills gain is the only report that is real-time. Employment, median earning, and credential attainment measures have passed for adult and dislocated workers. As discussed at the previous meeting, youth credential attainment for youth is low. Unfortunately, the enrollment influx necessary did not take place, and the standard was not met. Measurable skills gains for the adult, youth, and dislocated worker programs were also not met. Measurable skills gains are a new measure, and it will take some time to track. As of now, 100% of the Performance and Accountability Committee goals are being met. As the year progresses, the goal is to maintain or exceed measures.

Youth Committee:

Y. Darden Beauford, Chairperson of the Youth Committee, provided the committee report. The Youth Committee is on track for KPI performance goals. There are now fourteen Community-Based Organizations (C.B.Os.), many of which were not associated with Equus. The CBOs also participate in the Youth Committee meetings. Two workshops have taken place in conjunction with the Career Compass Academy, and eleven youth have been placed in work experience. From a marketing standpoint, youth do not know about what WorkSource Fulton offers. A marketing campaign is being developed in partnership with Equus. A subcommittee is forming to handle the marketing initiative specifically. C.B.Os. will be spotlighted to share what they have to offer. A digital catalog is also being developed to create accessible, centrally located resources for youth. There are additional efforts put forth into finding short-term training for youth and the parents to help develop skills to gain employment. Another significant component of the partnerships is referrals. A referral process is being structured for CBOs and Equus to ensure their services are connected and efforts are much more closely aligned. The committee is also working to develop a seamless Work Experience partnership with local businesses. After completion, it will be shared with the board as the first group to help test the process and correct any issues. The committee will continue to meet monthly and keep the board updated.

Finance Committee Report:

B. Reid, Chairperson of the Finance Committee, provided the committee report. The committee continues to meet on its monthly schedule. The Finance Committee last met on January 21, 2021. Budget and expenditures were reviewed, and the committee determined funds are on track to be expensed in the required time frame. Per the Finance Committee's request, the WorkSource staff has begun creating a cost of credential report to determine the cost per client and how the money is allocated. As the report develops, the Finance Committee will share updates.

Adoption of the Regional I.T.A. Agreement:

B. Lacy, Division Manager, explained that the ITA Agreement formalizes the providers' relationship WorkSource Fulton, what is paid for, invoicing structure, and participant training guidelines. The effort to update the agreement has been regional. All five regional WorkSource directors will present the policy change recommendations to their correlating boards for approval. The changes are significant; one change adjusts the drop/add period for students to drop classes before being penalized. The period has been clarified to give everyone the same amount of time to determine if the course study fits.

The most notable change is the payment structure. The current structure is 50% enrollment-25% credential-25% employment, and the recommended structure is 70%- 30%. 70% will be invoiced once the student is enrolled and the drop/add period has closed. The remaining 30% will be paid upon completion of the training. The payment for performance has essentially been removed. The providers will now be evaluated every year. If the performance measures included in the ITA agreement are not met, they will be removed from the Eligible Training Provider List (ETPL). The Finance committee has agreed to move forward in concept, and the board is asked to approve to move forward with changes, effective July 1, 2021. of Chairman Macke expressed concern about the lack of formal accountability if the participant does not attain a credential after training. Data will be tracked to determine the effects of the policy change. Chairperson Macke requested a motion for directional approval for policy change of 70% -30% payment with final policy language to be approved by the board at a later date.

Required Action: N/A

Motioned: K. Boatright **Seconded:** S. Dover

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

accepting the adoption of the Regional ITA Agreement as presented.

Strategic Partnerships and Outreach Committee:

A. Nickerson, Chairperson of the Strategic Partnerships and Outreach Committee, provided the committee report. Strategic Partnerships and Outreach Committee will be meeting in March, and each member will be contacted for a touch base. There are still efforts to move forward with the Ticket to Work program. More information will be available at the next board meeting. The Virtual Partnerships meetings led by Equus have been well attended and continue to be an avenue for connections. As the Strategic Partnerships and Outreach Committee is responsible for developing partnerships, communication with the Youth Committee will remain constant to ensure there are no duplicate efforts. More in-depth updates will be available at the next board meeting.

Executive Committee Report:

Ratification of the Bylaws

B. Lacy explained, per the decisions at the November meeting, the provision of services to those with disabilities, Section 188 language has been simplified and moved from Performance & Accountability Committee to Strategic Partnerships and Outreach Committee. A copy of the proposed Bylaws is included in the board packet. Chairperson Macke requested a motion to ratify the Bylaws as presented.

Required Action: No further action required

Motioned: S. Dover **Seconded:** S. Rooks

Motion Acceptance/Declination: The motion was approved to ratify the Bylaws by a unanimous vote of the board members. All in favor. No oppositions. No abstentions. The motion carried the ratification of the Bylaws as presented.

8. State Perspective

J. Jordan, Director of Programs and Business Services provided a report highlighting what is happening in the State due to the COVID pandemic.

9. Closing Remarks and Adjournment

The next meeting is scheduled for May 18th. The location will be determined at a later date, pending changes due to COVID-19

Meeting adjourned by Chairperson Macke at 8:51 A.M.