

FCWPES BOARD OF DIRECTORS  
MINUTES OF JUNE 17, 2010 MEETING

BOARD MEMBERS ATTENDING:

Vince BAILEY, Carlton BURROUGHS, Dwanda FARMER, Perry HERRINGTON, Maureen KELLEY, Charlie KEY, Diana LYNCH, Elizabeth NORMAN, Joyce RHODES, Patrick STAFFORD, Joshua TAYLOR, Bobby WARREN

PROPOSED BOARD MEMBERS:

Rodney COOK, Owner Bright Horizons Properties  
Odie DONALD, The Donald Group  
Greg FANN, AFSCME Local 3  
Michael HILL, Atlanta Metro Black Chamber of Commerce  
Oscar PRIOLEAU, PRIOLEAU and Associates

GUEST:

Catherine SUGG, GDOL  
Ruth TRAVIS, Fulton County DFCS (For Mr. William COOK)

STAFF:

Gerry EASLEY, Alex HUNT, Daisy MARTIN, Angela RHODES, Anna RODRIGUEZ, Sonia WILSON

Chairman Burroughs called the meeting to order at 9:35 AM. He welcomed the meeting attendees, and thanked them for coming. He then made comments on the Summer Youth Program and asked Ms. Wilson to bring in some of the Program participants who were waiting to meet the Board. Ms. Wilson asked the youth to enter the room, to introduce themselves and make comments on their involvement in the Summer Youth Program and their plans for the coming school year.

The youths followed her instructions and introduced themselves, gave their ages and shared information on their Summer Program experiences. They identified their worksites, talked about the kinds of work experience they had gained and the skills they had acquired. They also shared information regarding their high school classification and where appropriate, the college or university they would be attending beginning with the next school term.

Chairman Burroughs thanked them for coming and Vice Chairman Bailey took photographs of the youths and Board members. The youths spent a short time talking with the Board members and thanked them for making the Summer Program possible.

After the exit of the youths, Chairman Burroughs welcomed the meeting attendees again and thanked them for coming. He verified that no public comments cards had been submitted and a quorum sufficient to conduct the business of the Board was in

place. He asked that attendees introduce themselves. He asked that they include information on their professional lives and their Board involvement.

Following the introductions Chairman Burroughs called for the report from the Board Development Task Force related to the election of officers for the FCWPES 2010 – 2011 program year.

In the absence of the Task Force chairman, Mr. Dale Murphy, Ms. Sonia Wilson read the chairpersons report.

The Board Development Task Force met on Thursday, June 3, 2010, via audio conference.

Call participants from the Task Force were Mr. Dale Murphy, Mr. Vince Bailey, Mr. Harold Craig, and Mr. Don Crampton. The call participant from staff was Ms. Daisy Martin.

The purpose of the meeting was to review the Candidate for Board Membership Forms and the 2010 Officers and Task Force Membership Preference Forms.

The Board Development Task Force acknowledged receipt of eleven 2010 Officers and Task Force Membership Preference Forms at the time the meeting convened. Two of the forms included a request to be considered for the position of Chairperson and two of the forms included a request to be considered for the position of Vice Chairperson for the FCWPES Board of Directors.

Ballots showing the requests were included in the meeting packages. Spaces were included for write-in candidates should Board members not wish to vote for the names shown.

Ms. Wilson provided instructions on completing the ballots and asked Board members who had not submitted electronic ballots to complete their ballots and give them to the Board clerk. When Ms. Martin and Ms. Rhodes collected all ballots, they exited the room to tabulate the results and prepare the report of their findings to present to the Board chairman.

Ms. Wilson continued the report from the Board Development Task Force by providing information on the pending Board membership applications. The Task Force agreed to accept the requests for membership from Mr. Rodney Cook, Mr. Odie Donald, Mr. Greg Fann, Mr. Michael Hill, and Mr. Oscar Prioleau. The information they submitted on their Candidate for Membership forms and Task Force Preference forms was included in the meeting information package.

Approval of the Board Development Task Force's recommendations to accept the five applicants for memberships and granting them full Board membership rights was requested. Proposed members were escorted out of the room during the voting process.

The motion to accept the applications for membership was made by Mr. Charlie Key and seconded by Mr. Vince Bailey. The motion was passed with a unanimous affirmative vote from the Board members present.

Ms. Wilson concluded the report by reading the remarks "As always, the Board Development Task Force is open for membership and active participation from interested and committed Board members".

Chairman Burroughs thanked Ms. Wilson for the report on behalf of the Board Development Task Force.

The proposed new members were returned to the meeting room and welcomed by all as new members of the FCWPES Workforce Investment Board of Directors.

A brief discussion ensued on the status of the Board as related to full Board compliance as required by federal regulations. Ms. Wilson advised that the Board is in compliance. The two required representatives from labor are in place and more than one-half of the Board members are business representatives. Chairman Burroughs encouraged Board members to remember businesses that represent the communities they serve. Cross representation with these businesses and the larger companies is strongly desired.

Chairman Burroughs called for a review and approval of the minutes from the April 1, 2010 meeting. The motion to accept the minutes as presented was made by Ms. Dwanda Farmer. The motion was seconded by Mr. Joshua Taylor and approved by a unanimous affirmative vote from the Board members present.

The Chairperson's report was given by Chairman Burroughs. He provided information from the Georgia Workforce Leadership Association meeting held in Savannah, Georgia in April and the Georgia State Workforce Investment Board Luncheon held in Atlanta.

Major negotiations and discussions at the Georgia Workforce Leadership Association meeting resulted in the approval of funding for the summer youth program. Representatives were present from the twenty Georgia workforce areas, including Board chairpersons. Working together, they demonstrated to Labor Commissioner Thurman the cohesiveness of the group and the need for the funding. He was encouraged to urge representatives from the USDOL to consider the time needed to produce an effective and successful summer youth program. If the funding were not received by an established deadline, the summer program and components would not be executed. After several letters were exchanged and meetings held, the guidelines for the summer program were established and the funding was approved.

The Georgia State Workforce Investment Board Luncheon brought together supporters of the Governor's Georgia Work Ready Program. The Work Ready community movement is all about having a unified tool or vehicle by which to make sure individuals can go through and be certified at different levels to be work ready. Employers in need of staff for a particular job can review the certification level of a proposed employee

quickly and with assurance and know that the individual is qualified to do the job based on the Work Ready assessment. The Program was voted into law by the Georgia General Assembly. As businesses learn more about the Program they are becoming more supportive since their jobs can be profiled and they can be sure prospective employees have been tested and certified to meet the job requirements.

Chairman Burroughs extended “thanks” to Board member Don Crampton (in his absence) for attending the Atlanta Regional Senior Employment Collaborative’s 60+ Awards Luncheon at Maggiano’s Little Italy on Wednesday, May 12, 2010. Board member Maureen Kelly was asked to provide information on the collaborative.

Ms. Kelly reported that almost 200 people attended the event. She provided information on the winners of the employer of the year and employee of the year. Both will go on to a statewide competition in Savannah, Georgia in September 2010. Recognition was also given to the winners of the Distinguished Employer and Distinguished Employees categories. The event provides an opportunity for businesses to come together to recognize the importance and value of “experienced workers” in their workforce. She stated the event’s speaker clearly articulated and provided examples to demonstrate the usefulness of the experience of the older members of their workforce.

Chairman Burroughs continued his report by thanking Board members for their active involvement in representing the Board in their community actions. Specifically he thanked new Board member, Mr. Perry Herrington for arranging to house the weeklong Summer Youth Employment Program Orientation on the campus of Clark Atlanta University. Again, in his absence, Chairman Burroughs thanked Mr. Don Crampton and the Coca-Cola Company for donating the beverages for the Summer Youth Employment Program Orientation.

Vice Chairman Bailey provided information on Georgia Entertainment Media’s implementation of a new program to credential youth in the media industry. He provided information on the growing media business in Georgia and Atlanta in particular, with the Lakewood Amphitheater movie studio being established.

Chairman Burroughs concluded his Chairman’s report with comments on his meeting with interim Human Services Director, Mr. Troy White. He shared information on the segmentation that will affect the Housing, Emergency and Transitional Housing, and Human Services Departments at Fulton County government. The departments will be linked and reporting to one Deputy Director.

A second change being implemented is moving the North Fulton Career Center from its present location to the Fulton County North Annex. The move is a part of the County’s Common Ground initiative and will provide access to additional services for Workforce customers, including childcare services.

Information provided in the Chairman’s report led to a discussion on the pending move of the North Fulton Career Center and the integrated service that will be available in the

new location. Board member Mr. Stafford requested information on accessibility to the new location by public transportation. He urged that in the consolidations or reorganizations the customers not be forgotten. He felt it is extremely important not to eliminate positions and put services under one umbrella if the customers are not properly served.

Board member Mr. Joshua Taylor expressed support of the comments from Mr. Stafford. He asked that the Board remember that not “everyone fits into the box”. All changes need to be evaluated to see if they really are best serving the customers.

Chairman Burroughs thanked the Board members for their comments and added that Mr. Troy White will be attending the next Board meeting and will be going through details of some of the proposed changes. Chairman Burroughs stated that in going through some of the information with Mr. White, he had already seen some examples of increased efficiency and the ability to serve more people.

Ms. Wilson provided information on the cross training already in place for workforce staff and members of the other departments included in the combined locations and the plans for additional training at other locations.

Board member Ms. Kelly offered to provide information on and assistance with virtual cross training currently being used at ARC.

Chairman Burroughs referred to the staff responsible for working on the Board’s webpage. Mr. Alex Hunt, Ms. Anna Rodriguez, and Mr. Gerry Easley provided an update on the FCWPES webpage. Ms. Rodriguez announced the plans for a new rollout of the Fulton County website that will be completely service driven as opposed to department driven as it is now.

She asked for the name of the primary contact person who will be providing the FCWPES information needed to get the webpage operational. In trying to make the page more dynamic, the plan is to include job search information similar to what is seen on Monster and other job search sites.

The site will be depending on staff to update their content such as adding a news item new address or phone number, using the content management system already in place. This means appointing someone who is solely responsible for making sure the content is updated. The content managers and content providers will go through training and will be provided with a set of guidelines that require sign-off for items submitted. The guidelines address the need for a consent form to display photographs in some instances, identifying copywrited materials, and other minor acceptable technical standards.

Ms. Wilson gave information on the history, evolution and progress of the Board’s request for a designated webpage including staff involvement, the bid and procurement process utilized, and hiring a web designer. This involvement provided information that

led to Mr. Easley being able to meet with the Information Technology Director to present the case and need for the Board's webpage. She asked Mr. Hunt to review the accumulated information and get with the Board Visibility and Influence Task Force to advise of any other needs.

Board member Dwanda Farmer expressed her dissatisfaction with the length of time it has taken to get the webpage up and running as she had hoped to see some progress.

Mr. Odie Donald expressed that it would be feasible for the Board Visibility and Influence Task Force to meet with the Office of Workforce Development and the representatives from Information Technology to establish a timeline. Mr. Vince Bailey indicated that the Office of Workforce Development had posted some Workforce Board information on the site and applauded the staff for implementing the first phase.

Chairman Burroughs thanked the Board members for all of the comments and vowed to strive for a positive report on the webpage status at the next Board meeting. He asked Board member Bobby Warren to become a part of the Visibility and Influence Task Force. He agreed to join the Task Force.

Ms. Wilson was asked by Chairman Burroughs to schedule a meeting with the Task Force and web team. She commented on the need to identify a Task Force chairperson as a part of the meeting's election activities to be concluded at the meeting.

Ms. Wilson also clarified the concept that the Fulton Workforce Investment Board would have its own webpage on the Fulton County system. She explained that this workforce area is not incorporated. It is legally under Fulton County and as such is guided by Fulton County's policy and procedures.

Returning to the Task Force Chairperson reports, Chairman Burroughs asked Ms. Dwanda Farmer to provide the report from the Quality Assurance Task Force.

She reported that the Quality Assurance Task Force held a "Bridging Call" meeting on Tuesday, May 25, 2010. As of that meeting date the Task Force reported 440 Total ITA/PVIT Training Vouchers have been processed since the beginning of the Program Year (July 1, 2009):

WIA Formula Funds  
TOTAL = 186; of these 34 are PVIT's and 152 are ITA's  
American Recovery & Reinvestment Act (ARRA) Funds  
TOTAL = 254; of these 50 are PVIT's and 204 are ITA's

All Dislocated and Adult ARRA funds have been completely obligated and nearly expended. The initial training goal for ARRA funding (200 total training vouchers plus supportive services) was exceeded. ARRA and Formula funds and customers are being tracked separately to allow for optimal accountability and transparency.

While reviewing program change requests during the last QA Task Force meeting, Laureate Training Center indicated a tuition reduction without providing information as to why the reduction was made. OWD staff contacted Carla Jones, owner of Laureate Training Center, and she indicated that their tuition reduction had been made for the following reasons and the savings were being passed on to the students:

- Laureate received new donated uniforms
- Laureate is now a Regional Testing site for the CNA certification exam
- Laureate received a 25% discount on books through a new distributor

Staff reported that Fulton County Workforce Preparation and Employment System’s (FCWPES) Provider Information Sessions were held on May 27, 2010 and June 3, 2010. The meetings were conveniently located at the Youth Employment Services Center and the North Fulton Career Center to accommodate providers across the county. The Fulton County ITA Training Provider Agreement was thoroughly reviewed and clarified. Ms. Pryor explained provider performance accountability and explained fund de-obligation.

Regarding the Georgia Work Ready initiative- Fulton County has been given an ambitious Work Ready Community goal (established by the Governor’s OWD) due to the county’s population size, unemployment rates, private industry employers, etc. The goals can be met if OWD is equally as aggressive in its approach to test customers and get them certified Work Ready. Customers also benefit from a nationally recognized credential and financial incentives offered by the GOWD.

Ms. Farmer asked Board members to refer to the document in their meeting packages entitled Georgia Work Ready Testing Recommendation. Quoting from the document she reported on the goals set and the actual certifications completed.

	<i>Private Sector</i>	<i>Government</i>	<i>Unemployed</i>	<i>High School</i>	<i>GED</i>	<i>College</i>	<i>TOTAL</i>
<b>GOAL</b>	3202	505	1317	176	35	46	5281
<b>ACTUAL</b>	138	81	964	553	50	109	1895
<b>NEEDS</b>	-3064	-424	-353	+377	+15	+63	-3386

The QA Task Force presented for a Board vote the following recommendation

The Fulton County Office of Workforce Development will have all intensive services/case load customers take the Work Keys Assessment prior to being eligible for Individual Training Accounts (ITA). This national work readiness certification will enhance the customer’s resume, promote their employability, and assist Fulton County in meeting the ambitious goals set by the GOWD. Many of the other metro Atlanta Workforce Boards (DeKalb, Cobb and ARC) are testing all intensive caseload customers and are finding that they are nearly meeting their targets. This strategy is being boasted as one of the best options for promoting the program in the workforce agencies.

This approach will not serve as the only implementation strategy. Fulton County OWD staff will continue to promote Work Ready at Rapid Response sessions, private sector meetings, Fulton County media outlets, etc.

Questions and discussions emanating from the discussion of the document included an explanation of the levels that can be achieved through the Work Ready initiative, the process involved in increasing performance from one level to another, and information and instructions on retaking the testis.

A request was made for more tracking information that would be Fulton County specific. Ms. Wilson advised that the information would have to be retrieved from the governor's office and efforts would be made to present a report at the next Board meeting.

At the conclusion of the discussion of the document, the motion to approve the recommendation from the Quality Assurance Task Force was made by Mr. Vince Bailey and seconded by Mr. Joshua Taylor. The motion was approved by a majority vote of the Board members present.

The QA Task Force also discussed a recent Miami Herald article that highlighted the attention that some workforce development agencies are receiving due to the poor monitoring of provider performance and funding expenditures. Fortunately, Fulton County OWD does a very good job of tracking performance and expenditures through quarterly desk reviews, bi-annual site visits, financial tracking spreadsheets, etc. The article was provided for information and to reiterate the need for this Board to hold WIA Training Providers accountable for providing top-notch education, career exploration services, and detailed plans for workforce re-entry.

Mr. David Keyes, MIS Coordinator, participated in the QA Task Force meeting to explain the analysis he conducted related to the training participation of our customers. His findings suggested that the trend from 2006 through 2009 showed that the number and percentage of training participants are decreasing in Trade, Transportation, and Utilities programs and increasing in Professional and Business Services, Information, and Education and Health Services programs. The highest number in 2009 was 120 participants in the Education and Health Services sectors at more than 30% of the total. Mr. Keyes will provide this analysis for every review of the Demand Occupation List to assist in determining program inclusion or exclusion.

The final topic for consideration from the QA Task Force was that of the demand occupation list being reviewed and changed as needed by OWD staff. There are industry declines noticed by senior staff (education for example), but changes cannot be made in a timely manner because of the infrequency of the Board convening. If occupations can be removed from the list by senior management, without Board approval, it will save staff the liability of having to approve and pay for training that will not lead to training-related employment also decreasing the likelihood of poor performance measures for those customers.

Chairman Burroughs asked the Board to consider placing a hold on an occupation rather than removing it. The long process of reinstating an approved occupation can be avoided by placing the occupation on hold until the next Board meeting.

Ms. Farmer felt it incumbent upon staff to make recommendations to the Board as a result of their historical reviews done twice each year if there is a known problem with an occupation.

Ms. Wilson provided a specific example related to training dollars being spent to train teachers while we are conducting Rapid Response encounters with teachers.

Ms. Farmer asked the Board to remember the present option of allowing the Board to act through the Executive Task Force in the event of the need for an emergency meeting. The current telecommunications options we use will allow for such a meeting in a timely manner.

The proposal being discussed was closed with no vote made since there was no recommendation made.

Chairman Burroughs thanked Ms. Farmer for the report from the QA Task Force and stated he would comment on the Board Visibility And Influence Task Force as a part of his closing remarks. He called for the report from the Youth Council.

The Youth Council report was provided by Attorney Diana Lynch. She commented on the barriers discussed in prior meetings that affected the prospect of having the Summer Youth Program. There were restrictions imposed on program eligibility since it was being channeled through the Georgia Department of Labor and the Georgia Department of Human Resources. Many of the participants will be experiencing job related incidents for the first time. She thanked the Board members and Youth Council members who are serving as worksites and for the support of all of the Board members to make the Summer Program possible.

The last meeting of the Youth Council was held via teleconference on Thursday, June 10, 2010. In attendance were Diana Lynch, Youth Council Chairperson, Ms. Kay Barnes Shandore, Ms. Sonia Wilson and Ms. Audrey Lawrence. The purpose of the meeting was to provide updates on the Summer Youth Program. The Orientation is being held at Clark Atlanta University.

The Youth Council extended special thanks to Mr. Don Crampton of the WIA Board of Directors and the Coca Cola Company for generous support of the Youth program. Mr. Campton facilitated the donation of the beverages that are being used during Orientation.

The Council also extended special thanks to Mr. Perry L. Herrington of the WIA Board and Clark Atlanta University. Mr. Herrington secured the use of the Clark AU Student Center for Orientation activities.

Summer Program Highlights include:

- Two Hundred Forty-Four (244) youth participants
- Youth were in Orientation from June 10, 2010 – June 15, 2010.
- The workshops delivered during Orientation included:
  - Equal Employment Opportunity (EEO)
  - Dress for Success
  - Workplace Ethics
  - Worker's Compensation
- Youth reported to their respective work sites on Friday, June 11, 2010, to introduce themselves to employers and to inquire about attire, etc.
- Youth reported to their respective work sites for the first day of work on Wednesday, June 16, 2010. Employers were notified via email and/or by phone prior to a youth visiting the work site. As work site assignment changes are necessary, newly assigned employers will be notified prior to a youth's visit.
- The program closeout ceremony will be held on Tuesday, August 3, 2010, at the Central Library, One Margaret Mitchell Square. At the present time, a closeout ceremony and not a luncheon, is being planned.

The Youth Council has been notified that the Fulton County Year-Round Program will receive \$887,159.00, in funds for the Youth Enrichment Services 2010-2011 program year. While 10% of this amount will be allocated for administrative costs, this figure still represents an increase that is almost double the 2009-2010 funding.

It is anticipated that programming for the 2010-2011 program year will begin in August. There are several implications of the increased funding:

- More youth may be served
- Work Experience programming may be offered throughout the year
- Individual Training Accounts will be available to Youth participants
- New programs may be implemented to enhance services

No items requiring Board action were included in the report from the Youth Council. Chairman Burroughs thanked Attorney Lynch for the report from the Youth Council

The attendees reviewed the proposed meeting date for Program Year 2010 – 2011. The motion to accept the proposed dates was made by Mr. Vince Bailey. The motion was seconded by Mr. Joshua Taylor and approved by a unanimous affirmative vote from the Board members present.

A brief discussion on the Annual Board retreat was held. It was agreed the Retreat would be held on September 23, 2010, from 9:30 AM until 1:30 PM, at the Atlanta Fulton Public Library. Members were asked to respond to the invitation notice once it is sent in order for the staff to prepare adequately for the meeting attendees.

In the absence of Ms Yolanda Sample, Ms. Sonia Wilson referred attendees to the Program Manager's report included in the meeting package and asked if there were questions. Considering the time already spent in the meeting and since there were no

questions, Chairman Burroughs invited members to forward any questions to Ms. Yolanda Sample.

Chairman Burroughs asked for the financial report, which was given by Ms. Angela Rhodes. She referred attendees to the financial report included in the meeting package and remarked that all available funds for the prior program year have been successfully expended. Current year Youth funds have already been received and the Adult and Dislocated funds are expected any day now. The effective date for these funds is July 1, 2010.

The results of the election were read by Chairman Burroughs. By majority vote, the officers for the 2010 – 2011 Program Year are:  
Mr. Carlton Burroughs, Chairman and Mr. Vince Bailey, Vice Chairman.

Chairman Burroughs stated that he is an avid supporter of succession planning and announced this would be his last year to serve as Chairman. It is his intention to remain an active and involved Board member. He will be working hand-in-hand with Vice Chairman Bailey to be sure he is sharing with him all information and exposure he receives as Chairman. A smooth transition is desired.

He asked that other Board Task Force chairpersons consider attending events, meetings, and functions when he or Mr. Bailey cannot appear. He felt it was very important for the Board to be very visible. He wanted the presence of the Board to be known by the businesses in the communities of the Service Delivery Area.

Chairman Burroughs acknowledged Mr. Taylor's willingness to serve as an officer on the Fulton WIA Board and thanked him for his work on the Board.

Chairman Burroughs asked Mr. Josh Taylor and Mr. Odie Donald to work together and decided who would become the new chair of the Board Visibility and Influence Task Force. He asked Ms. Dwanda Farmer to remain interim chairperson of the Quality Assurance Task Force until the next meeting or the Retreat. He expressed concern that a number of Board members are not serving on a Task Force and urged them to become actively involved at the Task Force level.

Staff was asked to provide each Board member with a notation of their current Task Force membership and the appropriate form to verify the correctness of the information or to change their membership preference. An orientation for new members is to be held prior to the Retreat.

No other business discussions were initiated and Chairman Burroughs thanked the attendees for coming and declared the meeting adjourned.

D. G. Martin, Clerk