



**Georgia Department of Economic Development, Workforce Division  
 State Workforce Development Board  
 Mercedes-Benz Stadium  
 Atlanta, Georgia  
 November 9, 2017**

**Meeting Minutes**

**Group Members and Attendance**

Attendance	Member	Attendance	Member	Attendance	Member
√	Brian Anderson		Nathan Deal	√	Joseph Marks
	Ames Barnett		Doug Duncan	Designee	Avery Niles
√	Randy Beall	√	Ivan Figueroa		Linda Owens
√	Mike Beatty	√	Theresa Fisher		Richard Ray
√	Jeana Beeland		Frank Ginn	√	Mel Stowers
Designee	Mark Butler	√	Buddy Harden		Fred Taylor
√	Sean Casey			√	Karen Viera
√	Lenn Chandler		Todd Henry		Joe Vogt
	Tom Cook		Chris Hobby	√	James Wilburn
Designee	Gretchen Corbin	√	Daniel Holtz	√	Mark Wilson
√	Ann Cramer	√	Cade Joiner	Designee	Pat Wilson
Designee	Robyn Crittenden	√	Dell Keith		
√	Wendell Dallas	√	Christopher Nunn		
		√	Chuck Little		

**Opening Remarks**

Chairman Wendell Dallas welcomed everyone to Mercedes-Benz Stadium for the fourth quarter State Workforce Development Board meeting. He thanked Deputy Commissioner Ben Hames and his team for putting together this meeting. Chairman Dallas then opened the floor to the Board for introductions.



### **Construction Industry Spotlight: Mercedes-Benz Stadium**

Chairman Dallas introduced Wayne Wadsworth, an Executive Vice President with Holder Construction. Mr. Wadsworth was the Principal in Charge for the Holder, Hunt, Russell, Moody (HHRM) joint venture that constructed the facility and Mr. Wadsworth spent much of his time on-site during the construction of Mercedes-Benz.

Mr. Wadsworth gave an overview and history of the Mercedes-Benz project, with a focus on the workforce development efforts. HHRM was awarded the project in June 2013, and broke ground in March 2014. This project was \$1.5 billion worth of construction; in terms of size, the stadium is two million square feet and has approximately 71,000 permanent seats. Mercedes-Benz achieved the LEED goal set forth in the initial planning, and is the first and only stadium that has reached a LEED Platinum rating, which includes very significant environmental and sustainability goals. The facility is owned by the World Congress Center Authority (WCCA), so it is state-owned; but was a public-private partnership from day one. In the plans for constructing the stadium, the City of Atlanta had a very significant Equal Business Opportunity goal, and HHRM exceeded it with 37% participation by minority and women-owned firms. One of the biggest challenges of this project was from a workforce development standpoint as Arthur Blank wanted to focus on the Westside of Atlanta, and ensure that those residents were involved from the beginning. In discussing the project, Mr. Blank said that “building the stadium would be easy compared to [his] goals for workforce development.” From the beginning, HHRM partnered with the Blank Foundation in addition to the Construction Education Foundation of Georgia (CEFGA) and Westside Works was born; it was funded through the City’s and Arthur Blank’s contributions. Through this partnership they began the Construction Ready program, which promotes the construction industry as a career by supporting construction training programs and job placement throughout Georgia.

The Westside Works program was a tremendous success for this project, and has gone on to receive national acclaim. There was an open-door policy with regard to involving the community in this project, and approximately 4,000 people expressed interest in joining the project. All told, over 2,000 residents from the Westside asked to be considered for the program. They were able to accept 357 students; 302 students graduated with a placement rate of over 95%. One year out from graduation, the retention rate is over 70%. This model is now being replicated in other organizations that are focusing on construction readiness and workforce development in the industry.

The project had many different components and was built in three (3) phases, including the stadium, an elevated plaza, a parking deck, and relocation of the roadways. HHRM worked with the WCCA to acquire over 27 parcels of land, including the purchase of two historic churches and participated in their relocation throughout 2013 and 2014. The workforce was stretched thin on this project because of the amount of projects happening in Atlanta at the time, but also due to the size, scope, and intense schedule of Mercedes-Benz alone. The project required 14,000 concrete trucks, which if placed end-to-end, could stretch 1.3 times around I-285. Hunt, a partner in HHRM, is the largest sports builder in the nation and had never experienced a project of this magnitude. The most significant bit of information about the inputs involved in this project was the 28,000 tons of steel that make up the one-of-a-kind roof. It was a very complex process to create the eight (8) movable panels, and presented a huge challenge. The amount of steel required to complete Mercedes-Benz had to be fabricated in over three (3) dozen plants across the country. In order to erect all of



that steel, HHRM had to put a call out across all of North America for ironworkers, because they had completely tapped out the local talent. These workers had to be skilled at doing iron work at the top of a 15-story building in the heat and cold, and turnover was substantial. In addition to the need for ironworkers for the structure work, they were also needed to construct the “skin” (i.e., the triangular panels on the outside of the stadium). This shortage of skilled talent led to delays in the construction schedule. Additionally, the technical side of this project was very different than industry norms.

Mr. Wadsworth addressed projections for where the industry is headed; for example, he noted that there will continue to be growth in the electrical industry as this project necessitated over \$100 million worth of special systems. Industry demand for crews and talent is continuing and increasing; although, Mr. Wadsworth commented that the end of a cycle is approaching and there will be a decrease in those jobs in the near future. These cycles can be problematic because the trade community is reluctant to balloon up to the peaks when they know the valley is coming. To complete this project HHRM had to create partnerships all the way from the Arthur Blank Foundation to the project management company to the trade contractors to the workers. This project required HHRM to be proactive and thoughtful in terms of their projections, and to let the community know what it would require to complete this project. Mr. Wadsworth opened up the floor for any questions or comments from the Board.

Karen Viera asked *What were the lessons learned?* Mr. Wadsworth identified two major lessons learned from this project: 1) It is important to get the contractors to provide an honest assessment of their capabilities, and 2) it is imperative to recognize the one-of-a-kind nature of the project. They knew this project would be difficult and present unique challenges, but were still not prepared for how demanding it would be. To combat this, Mr. Wadsworth suggested being proactive in anticipating issues, while also being conservative in the projections for what it would require to meet the foreseeable needs.

Ben Hames commented that the State works to highlight promising opportunities in the skilled trades, and has found that the most effective way to do that is to focus on wages. He then asked *What wages were those skilled tradesmen able to earn?* Mr. Wadsworth did not know the exact amounts, but said they had to be creative with compensation. In order to attract workers, they had to guarantee the number of hours and provide per diems, and had to provide a higher level of benefits overall to attract and keep those workers.

Randy Beall commented, in response to Deputy Commissioner Hames’ question, that in his experience the rate was typically \$27-\$36 per hour to attract workers. Mr. Beall then asked *What was the peak manpower on-site at this project?* There were over 3,000 workers on site, and those numbers started peaking at the end of the first quarter and throughout the second quarter of the year. Normally, Mr. Wadsworth expects to see those numbers peak on a bell curve and start to decrease again as the project continued; however, those numbers did not significantly decrease due to the size of the project and the unforeseen worker shortage. Mr. Beall also asked *Were there any safety concerns?* HHRM focused heavily on the safety aspect of this project, and ultimately, had an outstanding record. Early on, HHRM



established a partnership with OSHA and worked with their insurance underwriters to inspect and validate the programs put in place. The project's safety record was significantly better than the industry averages. However, there was one very serious incident; but overall, the project was very safe and successful.

Karen Viera asked *Were there any wraparound services provided to attract workers?* Other than offering the per diems, HHRM did not get involved directly with these service needs. However, Mr. Wadsworth suspects that the subcontractors and foremen likely helped with these types of needs, but did not know to what degree.

Theresa Fisher asked *How would you encourage students to take on these types of careers?* Mr. Wadsworth often speaks to middle and high school students about skilled trades. He said that presenting to these groups about the type of wages these workers can earn and giving students a realistic expectation of what this type of work entails can help to sell these career pathways. He said it is important to emphasize the importance, value, and need for skilled trade workers and the unique projects on which they work (i.e., Mercedes-Benz, Apple HQ, etc.).

### **New Business**

Chairman Dallas informed that Board that WFD Senior Programs Specialist Nia Taylor-Brackett accepted a position with the Department of Early Care and Learning. Additionally, Deputy Commissioner's Assistant Janice Davis accepted a position as the One-Stop Operator for the Griffin One-Stop.

### **Adopt Agenda**

Chairman Dallas asked the Board to review the agenda for the meeting. Ann Cramer proposed that the Board adopt the agenda, Mel Stowers seconded the motion. No questions were asked and the Board unanimously approved the agenda.

*Attachment 1: November SWDB Meeting Agenda*

### **Review and Approval of Minutes**

Chairman Dallas asked the Board to review the minutes from the August SWDB meeting. Joseph Marks proposed that the Board approve the minutes, Theresa Fisher seconded the motion. No questions were asked and the Board unanimously approved the minutes.

*Attachment 2: August SWDB Meeting Minutes*



## Committee Reports

- **Youth Committee, Ann Cramer:** During the Youth Committee on November 1, Jessica Williams, the Youth Program Supervisor at WorkSource Georgia Mountains, presented on the Youth Conference held in June. This was an effort to offer the resources most important to the young adult population they serve, in addition to using it as an outreach effort for youth not yet in their programs. WorkSource Georgia Mountains plan to make this conference an annual event, and have already begun to plan the 2018 conference. WorkSource Georgia Mountains invited current participants and allowed them to bring a friend; twenty (20) people attended, but they expect a much larger turnout next year with expanded marketing. The breakout sessions included the following: 1) a motivational speaker discussed some of the things employers are looking for in attitude and character, 2) the local rape crisis center presented on components of possible harmful behaviors, 3) DOL discussed the importance of resumes and allowed attendees to start working on a resume in one of the mobile units on-site, and 4) a local bank discussed financial components such as checking and savings accounts. One participant said that she “had never felt so supported by an organization.” The committee also heard updates from WFD staff about the conferences they had attended. Brett Lacy, Programs Director, attended a 2GEN Training at the Aspen Institute, which looked at multi-generational approaches to providing services to families. They discussed Georgia’s approach to connect early care and learning with post-secondary and workforce strategies as many Georgia families are in both systems. The major takeaway was to use data to identify the families that these services could benefit, and find ways to remove barriers to participation in the programs offered. Menelik Alleyne, WIOA Services Director, attended the National Skills Coalition and shared best practices from other states who have focused on work-based learning programs and addressed the needs of middle-skilled workers. Menelik and the WFD team also attended the Southern Employment & Training Association (SETA) conference. Menelik presented best practices from Kentucky for implementing Youth Work Experience programs, and shared the different approaches between urban and rural areas. Additionally, Menelik and a few Georgia LWDA representatives were able to tour one of Louisville’s youth centers and talk with those professionals about how they serve youth. Finally, Britney Singer, Programs Specialist, attended the National Association of Workforce Development Professionals Youth Symposium in Chicago, and provided an update on an approach from Minnesota about redesigning a youth work experience model in real time. No questions were asked.
- **Re-employment Services Committee, Mel Stowers:** During the November 2 committee meeting, the Re-Employment Services Committee had quorum and approved the backlog of meeting minutes from the past few meetings. Mr. Stowers thanked the WFD staff liaison, Manoa Daniel, for her hard work to get everyone to attend the meeting. Mr. Stowers stated that in the past, the committee heard a lot of information about the efforts to engage veterans re-entering the community after their military service; however, there has not been much of a focus on the other group of individuals who struggle with re-entry, ex-offenders. Mr. Stowers thanked Menelik Alleyne for inviting him to a roundtable and re-entry coalition seminar at Clark Atlanta. Mr. Stowers said that the message of that roundtable resonated with him, and he was able to bring some of those presentations to the Re-Employment Services committee. Doug Ammar, Executive Director of the Georgia Justice Project,



spoke about the importance of re-entry for ex-offenders after they have served their time. The labor pool is tight and more workers are needed to fill vacant positions; Georgia— and the nation as a whole— is in need of more workers. However, 4.2 million Georgians have a criminal record, which amounts to approximately 40% of the population; 90% of employers do a background check and most will not hire an individual with a record. There are currently 47,000 laws in Georgia that create barriers for those with a criminal record, and over 60% relate to employment. The Georgia Justice Project is trying to make inroads with the State Legislature to lessen the impact of a criminal record after time has been served, and find ways to help these individuals once they have been released. The committee also heard from Stacy Rivera at the Georgia Department of Corrections (DOC), Inmate Services Division. While some of the local areas have already started to partner with the correctional system to help these inmates prepare for release through workforce training programs, Ms. Rivera highlighted a new project coming to Metro Atlanta to serve these inmates. In the coming months, DOC will reopen a prison in the Metro area that will be called the Metro Re-Entry Facility, and plan to move 325 inmates who are within 18 months to one (1) year of being released. They will be trained in soft skills, vocational training, and certifications to better equip them for success upon release and to reduce the possibility of recidivism. No questions were asked.

*Attachment 3: The Business Case: Employment & Criminal Records*

- **LWDA Guidance Committee, Ames Barnett:** Mayor Ames Barnett was unable to attend the meeting, but asked Programs Specialist Brandon Ona to provide an update as the Guidance Committee liaison. During the LWDA Guidance Committee meeting on November 2<sup>nd</sup>, Grants Admin Director Kate Russell and Deputy Counsel David Dietrichs provided updates on the MOU development, One-Stop Operator Procurement, and One-Stop Certification, which are being reviewed as part of the annual LWDA monitoring. Brett Lacy provided insight into upcoming activities for LWDA's and highlighted innovative service delivery strategies by some rural areas. Finally, Kate Russell discussed recapture and reallocation considerations, and introduced WorkSource Coastal Director Mike Tucker to discuss how his LWDA revised their policy to increase participant counts and make use of additional formula funds. No questions were asked.

**Deputy Commissioner's Report**

Deputy Commissioner Ben Hames thanked the Board and all guests for their attendance at this meeting, as well as for their investment in the workforce system. Deputy Commissioner Hames began his report with an update on the yearly On-site Monitoring of the local areas. WFD sends a team for one week to each local area to evaluate programmatic and financial compliance; and the chief responsibility of this team is to ensure the integrity of the workforce system throughout the state. WFD monitoring is over 50% complete, with nine (9) areas left. WFD has seen a large number of findings this year, but Deputy Commissioner Hames noted that WFD invested in comprehensive training of the monitoring team, in addition to creating new monitoring tools. Because of these changes, WFD anticipated the higher number of findings, but still plan to have a thorough evaluation of the process at the end of the monitoring season.



Deputy Commissioner Hames stated that WorkSource Georgia is continuing with the rebranding effort, and is in the process of designing and printing signs for the WorkSource centers around the state. Core partners TCSG and Vocational Rehab have also redesigned their logos, which are included on the signs. These new signs will provide more information about who is available on-site.

Deputy Commissioner Hames announced that there is \$1.75 million available in discretionary funding for LWDAs; and WFD is continuing to make money available to local areas for investment in their communities. With this round of grants, WFD set minimal parameters for spending these funds to encourage LWDAs to be innovative. The larger issue of local area spending serves as the backdrop for this push to get more money out to the local areas strategically, as WFD returned \$1.1 million of unused PY14/FY15 funds to the federal government which were recaptured from the locals. The State continues to invest funds strategically through the locals, and holds the philosophy that since the State is not the “business end of the shovel” and does not serve the participant, it is not the right place to invest those funds. Those recaptured funds go straight from the locals through the state and back to the federal government. Additionally, WFD is collecting information from the locals about where and how they spend money to be able to understand where the continued needs lie, in order to find the best way to invest those funds. Additionally, the locals have requested to know where their neighbors are in terms of spending to help them plan and/or be able to transfer or receive money from their neighbors to help everyone meet their goals for meeting the workforce needs.

Deputy Commissioner Hames thanked Mel Stowers for his passion and commentary on the issue of re-entry for ex-offenders, as it directly pertains to efforts of the State to establish a re-entry partnership with the Georgia Department of Economic Development, Georgia Department of Corrections, Georgia Department of Community Supervision, and the Governor’s Re-Entry Task Force. The State has worked with the Georgia Justice Project to help provide information and provide state facilities with local information so that citizens can connect with the workforce system once they are released.

Hurricane Irma had impacts across Georgia, but Deputy Commissioner Hames stated that the State has been working with federal partners and local leaders to make an investment in these areas and assist in the recovery. The State received a \$1 million award from the US Department of Labor to conduct recovery activities, which includes renting equipment and employing temporary workers to complete the cleanup at twelve (12) worksites across the regions of WorkSource Coastal, Heart of Georgia, and East Central Georgia. Thus far, approximately \$600,000 worth of work has been defined in those areas, and the cleanup efforts will continue.

The largest investment the state has made in years is the High Demand Career Initiative (HDCI) Sector Partnership grant opportunity. The State made \$3 million available to implement strategies to make a difference in regions where there are persistent workforce gaps. The HDCI team recently held a conference in Jekyll Island with 150 people representing key regions across the state. The State awarded the grants earlier this year, and the local areas are in the process of strengthening their regional sector partnerships with those funds. Deputy Commissioner highlighted the industry focus



of each region, with most (Regions 1, 2, 4, 5, 6, 7, 8, and 9) focusing on Advanced Manufacturing, with the exception of Region 3 (Healthcare, Transportation Distribution & Logistics, Information Technology), Regions 10 and 11 (Healthcare), and Region 12 (Advanced Manufacturing, Logistics & Warehousing, Hospitality).

Deputy Commissioner mentioned that he recently attended the House Rural Council in Albany that addressed issues facing rural Georgia. At this meeting, the Council focused on skilled trade talent. Deputy Commissioner Hames highlighted the Trade Five program and the grants awarded to schools in support of skilled trade education, which was later addressed in detail by Susanne Wallace and Ashley Shaw. Additionally, the Council also discussed Georgia WorkSmart, as work-based learning and apprenticeships have proven to be effective workforce development tools in rural communities. He thanked Kathryn Hornsby, from TCSG, for her participation in helping to promote apprenticeships across the state. Currently, the State has 127 active Registered Apprenticeships Programs with 7,574 active Apprentices. Deputy Commissioner also noted that National Appreciation Week is coming up from November 13-17.

According to Deputy Commissioner Hames, the number one priority of the Workforce Division at this time, apart from monitoring, is the WorkSource Georgia Training Institute. The WFD team has been working hard, with Mary Margaret Garrett playing a lead role in this effort. The Training Institute Coordinator position has been posted, and applications are being reviewed. That person will play a key coordinating and planning role that will be integral to the long-term success of the Institute. No questions were asked.

### **Budget Update**

Kate Russell, WFD Grants Administrator, provided the budget update. Ms. Russell noted the Carry Forward Budget; the State has three (3) years to spend those funds, and anything not spent in the first year gets carried over. The locals have two (2) years to spend their funds, and as the Deputy Commissioner mentioned, WFD recaptured \$1.594 million from the local areas. Those funds were added back into the state budget for this year. Additionally, Ms. Russell highlighted the line for Internal Controls Review. The State Accounting Office asked every agency do a comprehensive review of the accounting internal controls in the accounting and administrative divisions to verify all checks and balances are present. Since Workforce is a large share of the accounting, WFD is paying for a portion of that review. Additionally, WFD undertook a specific grants accounting review to ensure all grant processes and procedures are in compliance with state and federal expectations for internal controls.

In terms of state projects, Ms. Russell highlighted that the HDCI budget amount increased by approximately \$11,000; in order to have a successful Sector Partnerships conference, WFD spent more than originally anticipated. Next, Ms. Russell noted that WFD is at 94% of the budget for Operation: Workforce fairly early in the year. However, those funds are being utilized to create a veterans' resource video that will be used for the next few years to promote the WIOA opportunities available to veterans who are transitioning out of the military. Ms. Russell mentioned that the second round of HDCI local grants were awarded in October, with \$1,089,000 invested in sector strategies work.



Finally, Ms. Russell highlighted the \$1 million in discretionary awards for the National Dislocated Worker Grant to be utilized for hurricane cleanup, which Deputy Commissioner Hames mentioned in his report. No questions were asked.

#### *Attachment 4: WFD WIOA Administrative Budget*

### **Trade Five Update**

Ashley Shaw, Trade Five Program Specialist, updated the Board about the recent marketing efforts for the program. Trade Five's greatest educational tool, [www.GeorgiaTradeFive.com](http://www.GeorgiaTradeFive.com), went live October 7<sup>th</sup> and currently serves as an informative resource to those interested in pursuing careers within five defined skilled trade industries: construction, manufacturing, telecommunications, energy, and logistics. Online, the intended target audience (youth ages 16-24, educators, parents, and influencers) have access to twenty-five (25) interactive job tiles—which serve as in-depth, industry specific job descriptions. The website also serves as home to training, scholarship and grant information for those interested in pursuing a career within the specified industries. Supporting the site launch, Trade Five has also expanded their digital media presence to five (5) major social media platforms: Facebook, Twitter, LinkedIn, YouTube, and Instagram. Establishing consistency across platforms, each account can be accessed through the handle @GaTradeFive. Metrics to properly monitor user-engagement across platforms include the hashtags “#TradeFive” and “#HigherEarning”. Current projects on the horizon include the continued development of an interactive, industry-organized calendar of events, which will serve as host to speaking opportunities for Trade Five's industry representatives and learning opportunities for those beginning their pursuit of the skilled trades (career expos, skills challenges, TCSG open houses, etc.). Trade Five is also coordinating with GPB partner, Parrish Walton, to compile video interviews for the workforce development blog “Georgia at Work.” Video content will include features of grant recipients and current skilled trade workers who have found success within their career.

Susanne Wallace, President of the Trade Five Foundation, gave an overview of the structure and purpose of the Foundation and the work that has been done recently. The Trade Five Foundation exists to promote and support the Trade Five initiative by undertaking various functions including fundraising, advertising, and marketing. The Foundation offers \$1000 scholarships to high school seniors entering a TCSG institution pursuing a career in the skilled trades. These scholarships cover tuition, requisite fees, and materials. The Foundation granted one (1) scholarship in the 2016-2017 school year, and have granted ten (10) scholarships for the 2017-2018 school year. The key areas of study for these scholarships are Industrial Systems, Electrical Technicians, Automotive, and Welding. Additionally, the Foundation offers \$500 grants to middle and high school institutions for skilled-trade-aligned special activities. Fifty (50) grants were awarded in the 2016-2017 school year, and eighteen (18) grants have been awarded to date in the 2017-2018 school year. The grants help fund student field trips to manufacturing and logistics facilities, as well as career fairs, speakers, construction projects, and classroom equipment.

In addition to the online efforts Ms. Shaw presented, the Trade Five Foundation has placed ads in Georgia Trend, featured thirty second spots during GPS' Friday Night Football games, and has been featured during various workforce development conferences around the state. To close their update, Ms. Shaw and Ms. Wallace showed an interview with



Amanda Whitmire, a teacher who has been supported by the Trade Five efforts. Ms. Whitmire shared her experience with the program and the tremendous benefits of such a program for her students.

Chuck Little asked: *When is the deadline for applications for the scholarships and grants?* The application requirements are listed on the website, and the next deadline for applications for both the scholarships and grants is December 15, 2017.

### **State Workforce Development Board Survey Results**

Chairman Wendell Dallas discussed the survey that was sent to SWDB members prior to the August SWDB meeting. In order to get more responses to the survey, Chairman Dallas delayed a deeper dive into the results until the February SWDB meeting. However, due to the responses thus far, Chairman Dallas announced that he would be creating a new committee, the Performance Accountability Committee. He asked the Board to consider volunteering to participate on this new committee, and he plans to discuss this in more detail in February. No questions were asked.

### **2GEN Workforce Strategies**

Kristin Bernhard, Deputy Commissioner for System Reform at the Georgia Department of Early Care and Learning (DECAL), presented on the “Workforce of Today & Workforce of Tomorrow: Georgia’s Parents and Children Thriving Together (PACTT) Initiative.” A team of state agency leaders, led by Governor Deal and housed at the Department of Early Care and Learning, came together to apply for a grant from the National Governors Association and the Center for Law and Social Policy. Georgia is one of just five states selected to join the PACTT Initiative. DECAL is the lead agency of this two-year, \$90,000 investment in Georgia. Ms. Bernhard shared the importance of quality early childhood education, stating that children’s participation in daily high-quality early childhood education and child care programs from birth to age five positively impacts their long-term educational outcomes, their health throughout their lifetime, cognitive abilities, social development (i.e., soft skills), and their financial status at forty (40) years of age. To convey the importance of the 2GEN approach, Ms. Bernhard presented some additional statistics; 29% of employed parents experienced some kind of child care breakdown in the past three months, and the average American working parent misses nine days of work per year due to their children. Additionally, child care breakdowns leading to employee absences cost businesses \$3 billion annually in the United States, and a survey of 1431 households with a least one parent employed found 46% of households reported one or more child care-related employment changes, such as being absent from work (21%) and changing work schedules or positions (27%). In Georgia, 27% of all students enrolled in technical colleges are mothers with children under the age of 18, and 18% of all students enrolled in technical colleges are *single* mothers with children under 18. In order for these students to be successful, they must have access to safe, quality, reliable child care; and this is where new opportunities emerge.

While DECAL has always had a good relationship with TCSG institutions, the data now emerging gives them a new reason to work together. Students need access to the programs administered by DECAL for their children. Instead of simply engaging young learners for K-12 schools so that they enter TCSG ready to succeed, a whole family approach is now necessary. TCSG’s current students are the parents that DECAL serves. Among women who entered college in 2003-2004 without dependents, nearly 60% attained a credential (degree or certificate) within six years, and fewer than 30% dropped out with no credential. Among those with a dependent, the success rate was much lower. More than half of



female student-parents dropped out with no credential, and fewer than one-third attained any credential at all. The 2GEN approach seeks to bring together adult-serving and child-serving worlds to focus on the needs of families as a whole, so that all reach their full potential. This approach includes outcome measures for both parents and children. It attempts to focus on the following areas as gears in the same machine: early childhood development, social capital (peer and family networks, coaching, and cohort strategies), postsecondary and employment pathways (community college, training and certification, workforce partnerships), economic assets (asset building, housing and public support, etc.), in addition to health and well-being (mental, physical, coverage and access to care, etc.).

Through the PACTT grant, Georgia has promised the following key outcomes: 1) increase cross-agency coordination, 2) provide professional learning on 2GEN, 3) increase 2GEN evaluation efforts, 4) pilot new and expand existing 2GEN strategies, and 5) pursue policy changes to scale up successful two-generational strategies. Workforce Development Boards can help to achieve 2GEN success by partnering with local child care programs to offer classes and resources about upskill training opportunities to the parents of the children enrolled at the child care center; develop family resources through partnerships with other state and community agencies to support adults in successfully completing programs of study; utilize family coaching models and provide training on helping participants set and achieve their own goals; refer participants to the free child care search tools at [www.qualityrated.org](http://www.qualityrated.org) or 1-877-ALLGAKIDS when families are looking for child care; and encourage parents participating in training programs to look for Quality Rated child care options to insure their children get the best start in life (and only fund child care that is Quality Rated).

### **WorkSource Atlanta (LWDA 3) & Westside Works –Spotlight Presentation**

Chairman Dallas welcomed Michael Robertson, Director of WorkSource Atlanta, to the floor for his presentation about WorkSource Atlanta's partnership with Westside Works. Mr. Robertson began by sharing some statistics about poverty in the City of Atlanta, the effect of having a historically underperforming school system, and the need for strong partnerships with community organizations to overcome the challenges Atlanta is facing with regard to workforce development. Additionally, Mr. Robertson mentioned some areas of focus within WorkSource Atlanta, mainly the emphasis on sector partnerships, the revamping of their finances with the addition of a new finance director, and a renewed focus on customer service. Mr. Robertson introduced Adrian Benson, a former participant of WorkSource Atlanta and the Westside Works program, who has gone on to start his own construction business. Mr. Benson began the program in 2015, and was able to get his education paid for through Georgia Tech. Upon completing the program, Mr. Benson began his own construction company, Benson Construction, and has contracts all over the state with many large institutions. He has since reached back out to AWDA to help him find employees.

Next, Mr. Robertson introduced Lance Wise with Westside Works to highlight their contributions throughout the City of Atlanta, and specifically, the Mercedes-Benz project. Mr. Wise is the Chief Program Officer at Integrity, the managing partner of Westside Works. Integrity, a nonprofit organization established in 1995, was created to serve the community on the Westside of Atlanta. Prior to the construction of Mercedes-Benz Stadium, the Blank Foundation reached out to



organizations on the Westside of Atlanta to understand the impact of Mercedes-Benz on those neighborhoods and residents. He wanted to get the community involved with the construction of the stadium, and sought to equip the nonprofit organizations on the Westside with the tools and skills to be successful in sustaining these efforts even after the stadium was completed. The Westside Momentum Fund was created by the Blank Foundation to help sustain and grow the community organizations that exist to serve that area, and build their capacity over the course of four (4) years. WorkSource Atlanta's participation in this project was vital, as it helped to round out the services and opportunities Westside Works could provide to participants. This program has trained over 600 individuals, placed over 450 individuals in jobs, with over 375 having retained those jobs and earning, on average, \$12.76 per hour. Westside Works continues to invest in the Westside communities and provide various training opportunities for future generations of participants.

Michael Robertson asked Mr. Wise to elaborate on the sustainability of the program. Mr. Wise noted that they have received a \$1 million grant from the city of Atlanta, in addition to contributions from the Blank Foundation, to continue this work.

Chuck Little asked *Can you quantify how much WIOA funds are used for this program?* Mr. Wise stated that there is dedicated staff working out of Westside Works that is funded by WIOA. Other than that, he did not have exact numbers for the amount of WIOA funds spent on this program. Last year WorkSource Atlanta sent 50 through CEFGA and all 50 are still employed, but Mr. Robertson did not have the dollar amount associated with those participants.

### **Adjourn Meeting**

Chairman Wendell Dallas thanked everyone for their attendance and thanked all guest for attending the meeting. Chairman Dallas then adjourned the meeting.



**Attachment Key**

*Attachment 1: November SWDB Meeting Agenda*

*Attachment 2: August SWDB Meeting Minutes*

*Attachment 3: The Business Case: Employment & Criminal Records*

*Attachment 4: WFD WIOA Administrative Budget*