

Full Board Meeting

Rich Mohr, Chair

- 8:00 a.m. **Welcome & Introductions**
Rich Mohr, Chair
- 8:05 a.m. **Approval of Past Meeting Minutes: (A1)**
- 8:10 a.m. **Reports**
- Literacy Council Tim Gordon
 - Sponsorship Form **(A2)**
 - Youth Committee Daneea Badio-McCray
 - Governance and Organizational Development Bryant McDaniel
 - Board Nomination: Pat Horton
 - Board Term Limits **(A3)**
 - Finance & Administration Sarah Dimond
 - CDBG Grant
 - Financial Statements **(A4)**
 - Partners Council Jamaal Hall
 - Cobb Workforce Partnership Committee Dana Johnson
- 8:30 a.m. **CEO Report**
- KPI: Q2 **(A5)**
 - Regional Outreach Campaign <https://atlworks.org/>
 - BSN Scholars Pilot Program
 - Update on Expanding Facility- New location
- 8:55 a.m. **Board Survey**
- 9:00 a.m. **Adjourn**

ATTACHMENTS:

- A1:** Meeting Minutes: November 20, 2019
- A2:** "Are You Smarter..." Sponsorship Form
- A3:** Board Metrics Dashboard
- A4:** Financial Statements
- A5:** KPI: Q2

Workforce Development Board Minutes

Rich Mohr, Chair

MEMBERS PRESENT	STAFF PRESENT	MEMBERS ABSENT	GUEST
Daneeza Badio-McCray	Honoray Ard	Francia Browne	Nate Futrell
Valerie Carter	Sharon Burden	Jason Gray	Sandeep Gill
Daniel Cummings	David Cormier	Jeff Rogers	Nastassia Richardson
Jennifer DeBusk	Sarah Dimond	Petra Young	
Shane Evans	Donna Frankovsky		
Mark Gibson	Sonya Grant		
Tim Gordon	Jamaal Hall		
Matt Hoyman	Alisa Jackson		
Dana Johnson	Jacob Johnson		
Patricia Kellner	Aida Jones		
Bryant McDaniel			
Rich Mohr			
Tra Moore			
Esther Prieto			
Kimberly Roberts			
Elizabeth Scott			
McKieva Sullivan			
Mark Templeton			
Dennis Winslow			

I. Welcome & Introductions

The **meeting** was called to order at **8:15 a.m.** with welcome by Rich Mohr, chair.

II. Approval of Prior Meeting Minutes

After a review of the previous meeting minutes, it was suggested by Bryant McDaniel to amend the motion under item six, to add “and seconded by” to the statement.

Motion made to approve the July 24, 2019 meeting minutes by Shane Evans and seconded by

Motion carried (twenty members voted yea and there were no nays).

III. Presentation

Honoray Ard, CW GED Coordinator/Instructor, introduced to the board the success story of Nastassia “Anna” Richardson, a participant at CW’s GED program. Nastassia made the board aware that she was lacking in opportunity along with motivation prior to enrolling in the GED program. Her points were that Ard and the staff at WSC have been helpful to jumpstarting her life, motivating and encouraging her to continue through the program. Ard stated the importance of inspiring participants as they do not receive

that elsewhere. Rich stated that the presentation was a positive representation of the data and statistics that would be shown on the Key Performance Indicators.

IV. Reports

Cobb Workforce Partnership Committee

Dana Johnson began by introducing the visitor, Nate Futrell, Chamber's Senior Manager of Workforce Initiatives. Johnson stated that Nate Futrell will be managing the day-to-day operations and programs as it relates to the Cobb Workforce Partnership. He continued that he would still be doing his duties as it relates to recommending new members to the board.

Futrell made the board aware of the date and time of the Cobb Workforce Partnership meeting being held on Friday, November 22, from 7:30 AM to 9 AM at Cobb Chamber of Commerce, focusing on the upcoming openings of the Cobb Innovation and Technology Academy for the Cobb County school system and the College and Career Academy at Marietta Schools. He notified the board that several years ago that there was a study conducted on Cobb's community that informed the development of the workforce partnerships. He stated that they were in the process of attaining quotes and proposals from higher education institutes to get an updated study on the previous one, to see where Cobb was now, what opportunities to move forward in the future and address needs as they change in terms of workforce.

Literacy Council

Tim Gordon announced that the focus has been on improving fundraising for the "Are You Smarter..." event. He stated that the previous 5 years they were able to lock down the format of the event, they want to increase the amount of money raised. He stated that [the literacy council] having unrestricted funds will help impact the lives and stories like Ms. Richardson.

Gordon made the board aware of December 3rd being Georgia Gives Day, where all nonprofits and charity organizations accept and look for donations to be given. He made a request to the board to donate to the Cobb Literacy Council under the Georgia Gives site. Gordon made the board aware that the donations are tax deductible. Gordon continued by showing the board the "Are You Smarter..." fundraising form and notifying the board that the location for the "Are You Smarter..." event will still be at the SunTrust in a larger room. Gordon announced the increase for the cost to have a team.

Gordon made the board aware that the fundraising form was to accept personal and/or corporate donations; He noted that the CLC were looking for specific asks that were notated on the form i.e.: kid sponsor for gifts, photography sponsor, category/game question sponsor. He explained that the category/game question sponsors would have the benefit of getting some face-time to show forth their company in front of large companies such as: The Falcons, The Hawks, The Braves, Home Depot, etc.

Dennis Winslow asked about the silent auctions, Tim Gordon made the board aware that the auctions will be larger and will be experiences that were rare and could not be brought.

Donna made the board aware that in the previous year CLC grossed over \$22,000 which did not include in-kind. Tim was asked about a micro-site for the “Are You Smarter...” event, donations and raffle tickets. Sonya and Tim answered that CLC and Sonya were looking into crowd-funding due to corporations who are interested in giving for end-of-the-year tax write-offs.

Tim announced that CLC would accept donations through their Facebook page. Tim made the board aware that as soon as CLC start receiving prizes they could begin selling raffle tickets; he requested from the board ideas or connections for the prizes, he stated that the CLC would do all of the work, if just given an idea or connection. Gordon made the board aware that they need one more team for the “Are You Smarter...” event.

Announcement

- **Disclosure for Conflict of Interest**

- Cobb Chamber

Sonya Grant notified the board that 5 years ago, CobbWorks, Inc. funded the study with Cobb Chamber. Grant explained that she wants to continue this partnership because it aligns with CobbWorks, Inc.’s vision and WIOA laws. She added that CW wants to help customers develop soft skills by having workshops for both adults and youth.

- Registered Apprenticeship Program with IOUE 926

Mark Templeton gave information about the Registered Apprenticeship; offered twice a year. Sandeep Gill informed the board that the program is work-based training and that they are pushing the state to begin training.

Gill notified the board that the steps for training are that the participant must meet: DOL eligibility and IUOE eligibility. The program is 1 week 40-hour aggressive and soft skills training, she stated that the wages after enrollment are \$15-\$30 per hour, with benefits and pension plan.

- Police Athletic League (PAL)

Danea Badio-McCray informed the board that the program will provide after school and summer camp services for all school aged youth. Badio-McCray stated that the partnership with WSC to provide opportunities for high school aged youth; and ultimately providing services for parents.

Youth Committee

Danea Badio-McCray announced rebranding for Youth ASSETS department to B.O.S.S.: Building Opportunities for Success

Governance and Organizational Development

Bryant McDaniel announced board meeting on January 22, 2019 for everyone on the board. McDaniel announced that he is working with Dana Johnson to find other board members.

Finance & Administration

Jennifer DeBusk announced that the audit was successful and filed on time. She made the board aware that it was a clean audit and the 990 tax documents were filed on November 15, 2019. Sarah Dimond added that the 990 Tax Documents were available on CW website.

Partners Council

Jamaal Hall informed the board of the mandated partners meeting for resources and services offered and the eligibility process; and of the cross-training from CW staff.

V. CEO Report

Key Performance Indicators

Grant announced the new communication tool for CW, Key Performance Indicators for Q1 (from July 1, 2019-September 30, 2019). Grant also announced Maynard Franklin as the new Business Services representative. Grant also made the board aware of the outreach initiative on social media to increase attendance.

Grant announced to the board that CW/WSC is on track to exceed the number of enrollees or quarter 1 (Q1).

Grant also notified the board of the CHEST program struggle to enroll participants, she stated that she is in conversation with Chattahoochee Tech to try to improve program recruitment. Grant expressed her concern for wages being low but acknowledged that the program could be beneficial for entry level positions for those with backgrounds or with spotty work histories.

Sonya Grant announced to the board that she would continue to provide KPI's each quarter with more details on the slides.

Launch of ATLworks.org

Grant made the board aware of the website that was launched as the start to the regional workforce campaign.

VI. Other & Adjourn

Hearing no other business, the meeting was adjourned at **9:24 a.m.**



ARE YOU SMARTER THAN A 10 YEAR OLD?

A CobbWorks Literacy Council Fundraiser

Help Us Knock Illiteracy Out of the Park in 2020!

This year's event is sure to be a home run! The CobbWorks Literacy Council is excited to announce its sixth annual "Are You Smarter than a 10-Year-Old?" fundraising event on **Thursday, May 7, 2020 at 6 p.m. at SunTrust Park!**

Step up to the plate and support literate, self-sufficient families and help build a competitive, skilled workforce that fuels Cobb's continued economic growth. All proceeds benefit the CobbWorks Literacy Council's adult, youth, and family literacy programs.

Prior years have supported GED scholarships, elementary school reading programs, digital literacy classes, scholarships for high school seniors, and local partner literacy programs.

Your Support Helps Us Win The Game!

Your participation can truly make a difference in our community! Through the generosity and support of last year's sponsors, we were able to expand our services in several ways. Some of the special projects included:



Third Grade Reading Program

Gave every third grader in Marietta City Schools their own signed copy of a book written by Diane Z. Shore. The program also brought the author to each school where she gave an inspiring talk about perseverance and following your dreams.



Technical School Scholarships

Sponsored students in Chattahoochee Technical College's Mechatronics & Forklift Integrated Education and Training Program, which included GED prep classes, soft skills training, and forklift certification training.



Digital Literacy Program

Provided intensive Microsoft software workshops with 71 attendees overall.

Also, offered weekly one-on-one computer tutoring amounting to 100 sessions in all.

Join Our 2019-2020 Sponsors



Russell Smith



UNITE & CONQUER



Show Your Support and Help Us Hit a Home Run.

SPONSORSHIP LEVELS

Principal's Honor Roll **\$100**

- Name & logo recognition on all event collateral

Most Likely to Succeed **\$500**

- Name & logo recognition on all event collateral/signage
- Logo on event t-shirt
- Name recognition in social media blasts
- Receive one event t-shirt

Salutatorian **\$2,500**

- Includes Principal & Most likely to Succeed benefits
- Spirit Award sponsorship
- Sponsor (1) game question
- Picture on the field at SunTrust Park

Valedictorian **\$5,000**

- Includes all other sponsor level benefits
- Prominent banner event signage
- Smarty Pants Award sponsorship
- Category or final game question sponsorship
- Optional 30 second corporate video ad (provided by sponsor)
- Picture with a Braves alumnus*
- Special VIP lounge access during event

*subject to player availability

I am ready to hit the ball out of the park!

I am ready to hit a home run and beat illiteracy! I pledge to contribute: \$ _____

Contact Name: _____

Company: _____

Email: _____ Phone: _____

Questions? Contact Donna Frankovsky
at 770-528-8094 or dfrankovsky@cobbworks.org