

Atlanta Workforce Development Agency
“Advancing with Skills, Learning for Life”
2010-2011 ANNUAL REPORT



818 Pollard Boulevard, SW Atlanta, GA. 30315

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MAYOR KASIM REED



MS. DEBORAH LUM Executive Director



About AWDA

Created through the Workforce Investment Act of 1998, the Atlanta Workforce Development Agency (AWDA) has assisted thousands of Atlanta residents in securing gainful employment and self sufficiency.

A bureau of the City of Atlanta Executive Offices of the Mayor, the Atlanta Workforce Development Agency exists to contribute to the economic security of Atlanta's workers, businesses and communities through a comprehensive statewide system of employment services, education and regulation of health, safety and employment laws. We provide human capital solutions through creative funding strategies and partnerships that keep Atlanta economically and globally strong. We also help Atlanta businesses expand and thrive through a competitive workforce. Our public and private sector community partners are focused, driven, and dedicated to providing innovative employment and training strategies.

The number one priority of AWDA is to establish a qualified workforce for Atlanta's businesses and industries. Job training services are provided to youth and adults for entry into the labor force. These services and academic opportunities are designed to provide the skills necessary to obtain employment in occupations with long-term growth potential. Services include: basic skills training, on-the-job training, work experience, re-training and readjustment services, occupational skills training and job placement near the completion of training. Our goal is to increase employment and training opportunities for Atlanta's citizens, as well as enhance their productivity and competitiveness in the workplace.

A 501(c)3 non-profit organization, AWDA operations are governed by an active board of directors. The agency partners with federal, state, and local governments, colleges, schools, community and faith based organizations in the delivery of comprehensive workforce development services.

AWDA Board Of Directors



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Director

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Atlanta Job Corps
Center Director

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Lead Manager Workforce Development

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Atlanta Housing Authority
Senior Vice President

Dr. Alvetta P. Thomas
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EMPLOYMENT AND TRAINING

AMBASSADOR TRAINING

Atlanta is an international city with thousands of visitors driving and flying in daily for work, family or pleasure. The hospitality industry is one of the largest in Metro Atlanta bringing in millions of dollars in revenue each month that in turn provides jobs and livelihood for many of its citizens. Very often, the first person that a visitor or tourist meets upon arrival is their Taxicab driver. As the saying goes, “you only get one chance to make a first impression”! This lasting impression and the customer service that drivers provide literally make them Ambassadors for the City of Atlanta. The AWDA has designed and teaches the Ambassador Training Program for the Atlanta Vehicle for Hire Industry and all taxi drivers in Atlanta are required to participate in its two part curriculum. New Drivers are required to successfully complete a three day Ambassador training class to be certified to drive a cab in Atlanta. Annually all drivers are required to take a one day “refresher” class to be re-certified to drive. The curriculum teaches code rules and regulations, the Americans with Disabilities Act, defensive driving and personal safety, maps and street guides in addition to customer service, cultural diversity and etiquette, personal appearance, and cab hygiene and maintenance.

CAREER COUNSELING

The AWDA has a great team of career advisors on the Adult and Dislocated Workers staff. Customers can meet with career advisors to receive career counseling, job placement assistance, employment readiness assessments and referrals to other AWDA departments. Through federal funding from the Workforce Investment Act, career advisors can assist City of Atlanta residents and dislocated workers with training programs to make them more employable in today’s competitive work environment.

CATALYST/ATLANTA HOUSING AUTHORITY

Recent federal legislation required all public housing residents to become self-sufficient. With the exception of residents that are disabled or caring for family members that are disabled, adults residing in Atlanta Public housing between the ages 18 and 61 receiving housing assistance are required to engage in 30 hours of employment or educational training that leads to full time employment in order to retain their housing benefits. The Atlanta Housing Authority (AHA) and the AWDA entered into a collaborative agreement to provide services to AHA residents in need of assistance to be compliant with the federal ruling. Through the AWDA Catalyst Program, residents attend a four week program that teaches



job readiness, resume writing, vocational and soft skills curriculums that emphasizes employment skills in addition to GED prep, computer literacy, and employment opportunities.

COMPUTER TRAINING CLASSES

Early in the rapid development of the “Cyber-age”, the AWDA recognized the paradigm shift in communications and its effect on how people conduct their daily lives. Importantly, the AWDA also recognized how businesses quickly embraced and incorporated the new IT industry in order to stay relevant and solvent. To help our customers meet the demands and needs of the changing job market, the AWDA offers a variety of programs and classes to help Atlanta residents gain knowledge of basic computer operations and concepts in order to fully integrate into competitive positions. Beginning with the highly successful Cyber Center, and later, Cyber Labs located in the City recreation centers, classes and outreach programs were developed that took the new technologies free of charge to communities most in need. A fully equipped “Cyber Bus” takes a mobile classroom directly into neighborhoods, providing citizens the opportunity to post their resumes online, research job openings and fill out pre-applications for AWDA services. Each week, classes are taught in the various computer labs in the AWDA building.

FIRST SOURCE JOBS PROGRAM

The result of an Atlanta City Council ordinance, the purpose of First Source is to provide jobs for Atlanta citizens with all eligible City of Atlanta projects. The goal of each employment agreement with the City requires that fifty percent of the entry level jobs created by eligible projects shall be hired from the First Source register. AWDA maintains the First Source register of the City of Atlanta residents who are seeking employment and training.

To meet the demands of the positions available through First Source, the AWDA has initiated intensive, short term training programs designed to provide qualified candidates for these contractors. Some of the courses available are; DOT Certified Flaggers, OSHA training, and Pipe bursting to name a few.

ISI TRAINING

The ISI (Instructional Systems Inc.) is a virtually linked training program housed within the AWDA computer lab, enabling customers to acquire critical skill sets required for workforce readiness. The program is self-paced which allows customers to complete more than one employment services at a time. The Curriculum offers an Academic series, an Occupational Skills Series and an Employment Skills series. The applications offer a “real-world environment” experience for our customers and through practice and scored tests, they master the key skills and concepts taught. The skill sets range from Customer Service and Office Skills to Healthcare work, Building Maintenance, and Carpentry, Electrical and Plumbing.

JOB FAIRS

The AWDA presents a Job Fair every Tuesday that serves to bring employers and job seekers under one roof for job-seeker assessment, interviews and employment. Employers from both the public and private sectors are provided with a pool of applicants who have been registered, prescreened and often trained by the AWDA staff and are interview ready. In some cases, the job applicants are hired “on the spot”.

AWDA also will organize and present “specialty” Job Fairs through-out the year for companies such as Delta, Lowes, ABX Air and others, customizing the presentation to meet the needs and profile of each specific business. The AWDA One Stop Center offers technology-equipped training rooms, computer labs and interview rooms in addition to multi-functional accommodations for up to 500 people.

JOB READINESS PROGRAM

One of the goals of the Atlanta Workforce Development Agency is to prepare its clients to compete at the highest level of job attainment. In order to accomplish this task, AWDA has implemented a job readiness program. Here, AWDA has partnered with AARP in providing job readiness workshops on how to construct a successful resume, how to conduct oneself during the interviewing process, and how to “dress for success” for the interview. This program does not stop at how to implement a successful strategy for obtaining employment, but it but goes on to educate participants on how to maintain employment.

ON-THE-JOB TRAINING – (OJT)

The AWDA continues to seek and work with companies that want to improve their bottom line with this valuable program. OJT provides our customers with a productive and employable OJT experience that comes with the assurance of full time employment.

RAPID RESPONSE

AWDA Adult Programs staff members serve on the Georgia Department of Labor (GDOL) Rapid Response team, assisting displaced workers who have been laid off from plant and business closings. A variety of services are provided by the AWDA team to help the displaced workers return to work as quickly as possible. Among these services are job search assistance, education and training options.



RE-ENTRY PROGRAM

As communities and law enforcement agencies around the nation strategize to reduce recidivism rates and implement programs that are geared towards assisting ex-offenders toward becoming productive citizens, the Atlanta Workforce Development Agency has designed a re-entry program which gives those with background issues tools for becoming more employable and viable citizens. This is accomplished by offering a series of workshops where customized programs are mapped out for each individual according to the need of that particular client. In addition, areas of bonding, tax incentives for employers who hire ex-felons, and training mechanisms are also discussed. The goal of AWDA's re-entry program is to assist ex-offenders in becoming positive contributors within the communities which we all inhabit.

VETERANS PROGRAM

As members of this nation, a sense of gratitude and appreciation must go out to the men and women within our branches of the military who protect our sea coasts and lands. In an effort to demonstrate this appreciation, the Atlanta Workforce Development Agency gives all veterans priority service. AWDA has also identified a veteran affairs adviser whose function is to assist with the needs of its veteran clients.



ONE STOP SERVICES

AARP



AARP staff is located on the first floor of the AWDA Headquarters to assist customers over the age of 50 with career guidance and job leads. AWDA has partnered with AARP in providing job readiness workshops on how to construct a successful resume, how to conduct oneself during the interviewing process, and how to “dress for success” for the interview.

CLOTHES CLOSET



Customers can receive business attire clothing necessary for interviews and the weekly AWDA job fair.

CYBER BUS



The AWDA Cyber Bus is outfitted with a mobile-internet satellite system that provides broadband internet access to the Cyber Bus anywhere in the City of Atlanta and beyond. A veritable “cyber café on wheels”, the Cyber Bus takes a mobile classroom with twelve computer stations directly into communities to deliver internet access, basic training classes and various services to customers.

EARNBENEFITS



In partnership with SEEDCO, the EarnBenefits Program complements the Volunteer Income Tax Assistance Program (VITA) and as result, both programs are offered customers at the same time. This program offers free screenings to low-income families to determine their eligibility for a wide array of government and private benefits such as free tax preparation, free tax credits, health benefits, WIC, Food Stamps, Medicaid and/or Peach Care. Eligible customers receive computerized referrals to designated service agencies. This screening can possibly supplement a family’s income by \$3000 or more annually, helping to lower the numbers of citizens living in poverty.

GATE CITY DAY NURSERY



This early childhood development center provides childcare services Monday through Friday in an educational, nurturing environment for children ages birth to Pre-K, as well as serving as a Georgia Pre-K classroom.

GED/ADULT LITERACY PROGRAM



Atlanta Public School adult literacy specialists provide adult literacy services, teaching classes three times daily to individuals 16 years of age and older. GED preparation is a comprehensive program that offers three course levels; basic, intermediate, and advanced level guidance and training. Assessments are given on Wednesdays and Thursday at 1:00pm.

GEORGIA DEPARTMENT OF LABOR



Every Tuesday and once a month for AHA /Catalyst Thursday, a GA DOL staff member is available in our resource library to assist and advise customers during their job search.

GEORGIA DEPARTMENT OF VOCATIONAL REHABILITATION



The Vocational Rehabilitation Program (VR) at AWDA provides a wide range of services to help persons with disabilities prepare for, start, and maintain competitive employment.

GOURMET SERVICES



AWDA houses a full service/ teaching cafeteria providing a well balanced and affordable breakfast and lunch menu Monday through Friday. Gourmet Services provides culinary training services for AWDA customers.

RESOURCE LIBRARY

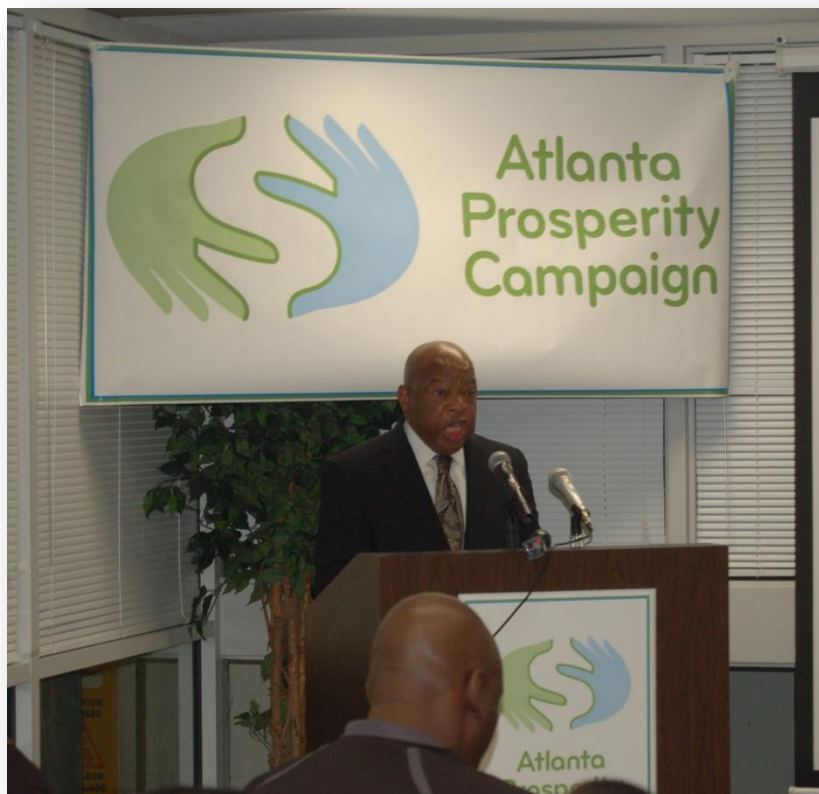


Customers may register for services, conduct online job searches and perform other job related tasks as well as complete resumes and cover letters, all with the assistance of AWDA staff.

VOLUNTEER INCOME TAX ASSISTANCE (VITA)



Since 2005, the AWDA has managed and presents an on-site, year-round Volunteer Income Tax Assistance (VITA) Center offering free tax return preparation to low to moderate income citizens (\$49,000 and below) for each tax season. The VITA Program is a national initiative of the Internal Revenue Service (IRS) and is presented at the AWDA in partnership with the Mayor's Office of Weed and Seed, SEEDCO and the Atlanta Prosperity Campaign. IRS certified and trained volunteers, sponsored by various organizations help prepare basic tax returns and also help families with special tax credits such as Earned Income Tax Credit, Child Tax Credit, and Credit for the Elderly for which they may qualify. It is open daily, Monday –Friday and the program has received continued positive response.



YOUTH PROGRAMS

AWDA offers year round training and summer youth employment opportunities to eligible Atlanta youth ages 14 to 21. Through a variety of programs, youth are provided with training and enrichment programs that teach life and job readiness skills, and are offered opportunities for counseling and mentoring services, work experience, GED preparation and basic skill and academic training.

IN-SCHOOL YOUTH

PATHFINDERS

This year-round job readiness program is a collaboration between the AWDA In-School Youth Program and the Atlanta Public School's K-12 College and Career Readiness Department. This partnership - a stated goal of the ISY Program, has worked together to design a comprehensive program that promotes post-secondary education and teaches a job readiness program for eligible juniors and seniors of APS. Presented through a series of workshops presented at the AWDA and job skill related assignments that are integrated into their school curriculum, the Pathfinders program culminates in the summer with students receiving elevated positions with the AWDA Summer Work Experience (SWE).

SUMMER WORK EXPERIENCE

The Summer Work Experience program offers eligible high school juniors and seniors paid work experience for two months in local businesses and non-profit organizations throughout the city. Many positions are provided by the City of Atlanta Parks and Recreation Department and various departments at City Hall. Much like a college internship, AWDA Youth staff members assign students to positions that match their career or college education plans. In addition, several career specific instructional programs are available such as the Atlanta Technical College Healthcare Summer Program, Police and Fire Cadet training programs, and ARTScool, a creatively charged arts-based employment program. The High School/High Tech Work Experience program provides summer employment for Atlanta Public High School rising seniors with disabilities through funding from the Georgia Department of Labor and the State Workforce Investment Boards.



MAYOR'S YOUTH PROGRAM

The Mayor's Youth Program (MYP) was developed in collaboration with the AWDA Youth Program to provide Atlanta Public School seniors and children of City of Atlanta employees with the resources to develop and implement a concrete plan for post-secondary life. This may include post-secondary education at two or four year college or universities, technical schools, meaningful employment or the military. Funded through private sector donations, participating students receive financial assistance for unmet needs for tuition, fees, room and board or books. Through-out their senior year, students are provided with application fee waivers, SAT and ACT preparation, time management and personal finance workshops designed and presented by Society for Human Resource Management of Atlanta (SHRM).

OUT OF SCHOOL PROGRAM

NEW DIRECTIONS

This program, designed for eligible youth ages 16-21 that are out of school is aptly subtitled – “Where second chances lead to success!” By participating in this innovative program, youth have the opportunity to transform their lives through education, skills training, post-secondary education exploration and career development. As the youth progress through New Direction's four program stages, they are assisted with basic skills development to achieve literacy and numeracy gains. In addition, students are provided with training opportunities for occupational skills certificates or other credential attainments including high school diplomas or GED. Following the foundation of these first two program stages, the youth are provided with post-secondary education exploration and readiness programs and are eventually prepared to move into post-secondary education placement and/or meaningful employment.



FINANCIAL STATEMENT

ATLANTA WORKFORCE DEVELOPMENT AGENCY

PROGRAMS SUMMARY

AS OF JUNE 30, 2011

FUNDS	BUDGET	EXPENDITURES AS OF 06/30/2011	BALANCE	BALANCE EXPIRED 09/30/2010	BALANCE EXPIRING 06/30/2012	BALANCE EXPIRING 06/30/2013
AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA)						
Adult	\$1,162,597	\$1,162,597	\$	\$	\$ -	\$
Dislocated Worker	\$1,139,301	\$1,139,301	\$	\$	\$ -	\$
Youth	\$2,748,725	\$2,748,725	\$	\$	\$	\$
2010 TANF/ARRA Summer Youth Program	<u>\$3,894,714</u>	<u>\$3,564,816</u>	<u>\$329,898</u>	<u>\$329,898</u>	<u>\$ -</u>	<u>\$ -</u>
ARRA TOTAL	\$8,945,337	\$8,615,439	\$329,898	\$329,898	\$	\$
WORKFORCE INVESTMENT ACT (WIA)						
Adult	\$3,883,798	\$3,303,376	\$580,422	\$	\$580,422	\$
Dislocated Worker	\$2,014,516	\$1,499,409	\$515,107	\$	\$515,107	\$
Youth	<u>\$6,388,424</u>	<u>\$2,769,050</u>	<u>\$3,619,374</u>	<u>\$ -</u>	<u>\$1,591,095</u>	<u>\$2,028,279</u>
WIA TOTAL	\$12,286,738	\$7,571,835	\$4,714,903	\$	\$ 2,686,624	\$2,028,279
MAYOR'S YOUTH PROGRAM - CORPORATE CONTRIBUTION	\$7,932,932	\$7,741,664	\$191,268	\$	\$	\$
OTHER INCOME	\$1,981,106	\$1,117,161	\$863,945	\$	\$	\$
TOTAL	<u>\$31,146,112</u>	<u>\$25,046,099</u>	<u>\$6,100,013</u>	<u>\$329,898</u>	<u>\$2,686,624</u>	<u>\$2,028,279</u>



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