

**Florida Georgia Workforce Alliance  
Georgia Department of Labor/Valdosta  
Meeting Summary  
December 10, 2019**



**Meeting Summary**

- All six regions were represented
- Jim McShane and Sheron Morgan greeted the attendees and provided a brief update on the Alliance's progress to-date
- Larry Fairman provided an overview and reviewed the summary of the October 4<sup>th</sup> meeting
- Larry Fairman and Darrin Finley conducted a review and the group approved the mission and vision
- Darrin Finley facilitated discussion on Strategic Doing
- The group reviewed the committee structures/membership
  - Each committee identified initial project opportunities and gained commitments from members... the "big easys"
  - The frequency of committee meetings and initial meetings dates were established
- Each region shared past and upcoming events
- The next meeting date and time was established
  - February 26, 2020 at Valdosta DOL
  - Tentative time 10a-3p
- Sheron provided closing remarks and adjourned the meeting

**Strategic Doing Discussion**

- **If we (FGWA) are supremely successful, how would we define that success or what types of outcomes would we have:**
  - Joint job fairs
  - Create regional jobs
  - Develop career pathways and a talent pipeline for businesses
  - 100% high school graduation rate
  - Career Source / Work Source services across borders; bypass red tape
  - Fully digital (e-connected) one-stop / central website for services
  - Duplicate and expand on the success on the Ohio/PA alliance
  - All employees would earn a "living" wage
  - Provide business services across two or more regions (identify

the businesses in need and identify one point of contact for these organizations to facilitate the process

- All constituents would have increased awareness of the role and services of Work / Career Sources and the FGWA
- Address the issue of affordable workforce housing
- Serve as a best practice model for other agencies
- Spark the development of additional alliances between Florida and Georgia agencies

- **How would we feel if we are successful?**

- Accomplished
- Empowered
- Proud
- Motivated
- Momentum from small successes
- Successful
- Hopeful
- Value-added
- Knowledgeable/shared
- Togetherness
- Optimistic
- Barrier breaking
- Innovative
- Perform at the highest level without regard for who gets credit

- **Whose life will be different as a result the work and success?**

- Small biz
- Greater reach (10% to 25/30%?)
- Serve the “impoverished”
- Jobseekers
- Disenfranchised
- Business leaders
- Us
- People with barriers
- Employers
  - Need to partner better with education
- Educators: equip them
- Apprentices
- Folks on public assistance

This introductory visioning session provides the groundwork for accountability to the mission/vision and ensures the alliance stays on track

## **Committee discussion**

- **Each committee should expand and finalize its initial membership and identify a “big easy” initial project**
- **Business Services**
  - Big Easy: partner asset map
  - ID businesses on multiple regions we can help (preferably in target sectors)
  - Use resources like Jacksonville Book of Lists
  - Two primary points of contact in FGWA and business
  - Organize first meeting
    - Several “come togethers” to capture best customers by segment
  - How many times should we meet?
- **Curriculum**
  - Big Easy: ensure early focus around ETPLs and coordination with other regions
  - Work with state(s) rules, protocols
  - Streamline board approvals
  - Collect and share across regions
  - Need to figure out how to keep score/who gets the credit
- **Marketing**
  - Big Easy: Website finalization
  - Focus on consistent and conscious use of branding
  - Drive traffic to website but must identify the “so what?”. In other words why are we concerned with web traffic and where do we want people to go.
  - Web needs to be hub and spoke for internal and external customers
  - Build micro commitments to deliver
- **Technology**
  - Big Easy: Identify technology to support executive committee, steering committee and other committee meetings and set up master calendar of SharePoint / Teams in 365
  - Chris as committee chair will manage calendar and committee members will have write access

- **Grant writing**

- Big Easy: Jim to have initial grant by April to DOL with funding by July 1
- CSNEFL has grant writer on contract, as needed
- Letters of support from each region for DOL grant (March deadline)
- Need to include “wins” from each committee
- Myrna wants to be on grants committee
- Tie committee Big Easy timelines to Jim’s grant timeline
- Do six-region business surveys to collect data that supports grant targets
- Darrell (from Region 9) has resources to build surveys and the appropriate committee / FGWA member should reach out to him regarding furthering this effort
- Target companies that cross regions

- **Events**

- Big Easy: Identify and plan a “big” event targeted for May/June to include the identification of type of event, location, and appropriate speakers as necessary based on initial activity of other committees and target / success of grant efforts

### **Upcoming Regional Events**

- Amy presented information on the Healthcare Summit in Southern Georgia on November 5 with over 100 participants. Will have additional data regarding the summit on January 7th
- Melody and Jim reported on the success of having Jim present at her region’s board meeting and encouraged others to identify and take advantage of similar opportunities.
- Diane reported on activity with the NRF (National Retail Federation?), as well as activity with Jim involving manufacturing outreach.
- Melissa reported on the upcoming Talent 2030 forum scheduled in Jacksonville in January. Also discussed Fintech and increased focused on manufacturing businesses and relationships.
- Sheron discussed her region’s move from under the purview of the city of Savannah to the regional commission. Also, reiterated the impact of the Gulfstream layoffs on the region.
- Jim discussed the negative effects the recession could/will have on the region and discussed the importance on continuing to focus on the manufacturing sector as a target.

## **Committees**

- Scheduled frequency and determined dates of the each of the initial committee meetings:
  - Business Services
    - January 9 at 9a via video conference
    - Every 6 weeks thereafter
  - Curriculum
    - January 9 at 10a
    - Future meetings on the 2<sup>nd</sup> Thursday of each month
  - Marketing
    - January 14 at 9a
    - January 28 at 9a
    - Future meetings TBD
  - Technology
    - January 14 at 9a
    - Then monthly on the 2<sup>nd</sup> Tuesday of each month
    - Chris will set up Teams and Amy/Larry will identify additional resources as needed
  - Grants
    - January 15 at 8a via video conference
    - Future meetings
      - February 12 at 8a
      - March 18 at 8a
  - Events
    - January 15 at 10a
    - The third Wednesday of each month at 10a
- Goal:
  - Have initial results for Big Easys by April 1 to include in initial grant proposal for USDOL