Atlanta BeltLine Employment Advisory Group
Human Capital Development Subcommittee
April 21, 2011
Meeting Summary

Purpose of the subcommittee: To synchronize private sector employees around the Atlanta BeltLine with workforce development training efforts.

Subcommittee action Items:
1. Create an inventory of all workforce development programs in Atlanta including their target populations, services provided, etc. (begin now)
2. Survey businesses around the Atlanta BeltLine to determine their talent pipeline needs starting with medical providers (begin now).
3. From the survey and the inventory, determine what skills are most in demand and which organizations are poised to provide training to those interested in acquiring the necessary skills (begin now).
4. Create a "strawman" model for how the training of residents/potential employees and the matching of employees to employers will occur including a business model that indicates the biggest cost centers and possible revenue streams (over the summer).

Questions/issues to be addressed:
1. What "pre-work" needs to occur to ensure success, i.e. educating businesses about the benefit of hiring local residents, inquiring as to what kinds of incentives might make a difference, etc. ?
2. Which subcommittee will participate in the pre-work? (Marketing)
3. Is there a mechanism for funding the training that businesses might want? Could businesses pay a fee to the Atlanta BeltLine Chamber and have part of that money be used to offset training?
4. Where does the marketing (and other subcommittees) work stop and ours start?
5. How can we use existing organizations to help with this, i.e. First Step staffing?

Other Notes:
- One of the benefits of being a member of the Atlanta BeltLine Chamber could be participation in this program/access to trained employees.
- Marketing committee will do the awareness raising and influence work with employers around the Beltline
- Atlanta Public Schools has a health sciences track that could be incorporated in to our work with medial providers.