Overview of the Georgia Work Ready Initiative

The Georgia Work Ready initiative was created in 2006 by the Governor's Office of Workforce Development to improve the job training and marketability of Georgia's workforce and drive the future economic growth for the state of Georgia. The Work Ready initiative is unique in that it ensures that companies can more reliably match the right people with the right jobs.

Work Ready is based on a skills assessment and certification for job seekers; and a job profiling system for businesses. By identifying both the needs of businesses and the available skills of Clayton County's workforce, the state can more effectively generate the right talent for the right jobs.

Purpose of Report

This report provides a synopsis of the various workforce development activities that took place in Clayton County, Georgia during the week of November 16, 2009—November 20, 2009.

The report also presents a brief status update on Clayton County's pursuit towards becoming a Work Ready Community.

Purpose of Event

Clayton County Work Ready Week was created to:

1. Served as a recruitment tool for attracting Clayton County residents to complete Work Ready skills assessments
2. Demonstrate the role that public and private partners are playing in developing a high-quality workforce
3. Celebrate Clayton County’s Work Ready accomplishments
Clayton County Work Ready Week

A Highlighted Recap of the Week’s Activities

**Thursday, November 19, 2009**

**Work Ready Day at Clayton State University**

Members of the Clayton County Work Ready Team set successfully registered over 50 students to take the Work Ready assessment at Clayton State University. Students were able to search for jobs aboard the Atlanta Regional Workforce Board’s mobile testing unit.

**Friday, November 20, 2009**

**Ribbon Cutting Ceremony for New Bio Labs at Dr. Charles R. Drew High School**

Partners from the Governor’s Office of Workforce Development, the Innovation Crescent, and the Clayton County Work Ready Team joined the Clayton County School System in celebrating the launch of their new biotech and health occupations programs at Drew High School in Riverdale, Georgia.

**Monday, November 16, 2009**

**Dept. of Labor Ribbon Cutting Ceremony**

Members of the Clayton County Work Ready Team gathered at the Department of Labor in Jonesboro, Georgia to celebrate the launch of the site’s participation in the Georgia Work Ready Initiative. The site will join the Perry Learning Center, Clayton County High Schools, Clayton County Library Branches, and the Clayton County Career Resource as an official location where residents can register to take the Work Ready skills assessment. During the event unemployed residents of Clayton County took the Work Ready assessment aboard the Atlanta Regional Workforce Board’s mobile testing unit.

**Tuesday, November 17, 2009**

**Proclamation Declaring Work Ready Week**

The Clayton County Board of Commissioners issued a proclamation declaring the week of November 16, 2009—November 20, 2009 Clayton County Work Ready Week. The Board of Commissioners encouraged all Clayton County residents to “do their part through the participation and promotion of this economic empowerment program.”

**TUESDAY, November 17, 2009**

- Designation of Work Ready Week by the Clayton County Board of Commissioners

**THURSDAY, November 19, 2009**

- Work Ready Day at Clayton State University

**FRIDAY, November 20, 2009**

- Ribbon Cutting Ceremony for New Biotech/Health Occupation Labs at Charles R. Drew High School
- Work Ready Assessments Administered on ARC’s Mobile Testing Unit at Charles R. Drew High School
The Clayton County Office of Economic Development, the Atlanta Regional Commission, and the Archway Partnership launched a strategic marketing campaign for the event. The marketing campaign was spearheaded by Clayton County’s Public Information Office. The campaign featured:

- Print advertisements
- Announcements via social media outlets
- E-marketing via email databases
- Billboard advertisements
- Live interviews on WAOK FM
- Live interviews and ads on Clayton State University’s internet radio station
- Simultaneous press blitzes from:
  - The Governor’s Office for Workforce Development
  - The Innovation Crescent Regional Partnership
  - Clayton County Public Schools
  - Clayton County Public Information Office

**Highlights of Press Quotes:**

“With more than a year and a half left on the clock, Clayton County is one-third of the way toward its goal of becoming a Certified Work Ready Community, before the summer of 2011” — Joel Hall, Clayton News Daily

“The fact that they are already one-third of the way through [their assessments] and not even one-third of the way through their time period shows that they are doing pretty well. Judging by the list of organizations [involved with Clayton County Work Ready Week], that shows the overall county commitment, which is often the most difficult thing to obtain.” — Fred McConnel, Georgia Work Ready Community Manager, Quoted in Clayton News Daily

“People are coming to the table for one, common goal — to increase the economic vitality of Clayton County.” — Randall Toussaint, Assistant Director of Economic Development, Quoted on CSU Internet Radio

**Summary of Results (October 2009 vs. November 2009)**

Clayton County Work Ready Week generated:

1. A 65% increase in the number of individuals assessed in Clayton County
2. A 124% increase in the total number of Work Ready certificates earned in Clayton County
3. A 2,000% increase in the number of Gold Level Work Ready certificates earned in Clayton County
Community Partnerships & Collaborations

Clayton County Work Ready Week was planned and implemented with the support of the following organizations:

- Archway Partnership
- Atlanta Regional Commission
- Atlanta Technical Institute
- Clayton County Board of Commissioners
- Clayton County Career Resource Center
- Clayton County Chamber of Commerce
- Clayton County Library System
- Clayton County Office of Economic Development
- Clayton County Public information Office
- Clayton County Public School System
- Fort Gillem Local Redevelopment Authority
- Georgia BIO
- Georgia Power
- Governor’s Office for Workforce Development
- Innovation Crescent Regional Partnership
- Oliver Imprints
- The Office of the Honorable Roberta Abdul-Salaam
- US Department of Labor

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