

**A RESOLUTION BY  
FINANCE/ EXECUTIVE COMMITTEE**

**A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE, ON BEHALF OF THE CITY TO ENTER INTO A MEMORANDUM OF UNDERSTANDING IN THE AMOUNT OF TWENTY FIVE THOUSAND DOLLARS (\$25,000.00) WITH RUDER FINN INC., FOR THE PURPOSE OF IMPLEMENTING THE PURSUIT OF EXCELLENCE INSTITUTE, IN CONJUNCTION WITH THE ATLANTA WORKFORCE DEVELOPMENT AGENCY; AND FOR OTHER PURPOSES.**

**WHEREAS**, the City of Atlanta ("City") administers special programs under contract to the Atlanta Workforce Development Agency ("AWDA"); and

**WHEREAS**, Ruder Finn is a privately held, family-owned public relations firm with a wide range of public relations practices and services around the world, and offers many philanthropic services; and

**WHEREAS**, AWDA and Ruder Finn have entered into a Memorandum of Understanding (attached hereto as Exhibit "A") to implement the Pursuit of Excellence Institute, designed by Ruder Finn; and

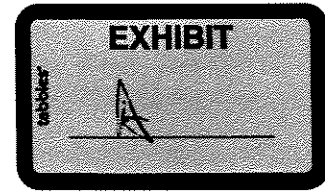
**WHEREAS**, this program is designed to provide job readiness, mentoring, and networking opportunities to ten (10) African-American males in Atlanta, between the ages of twenty-five (25) and thirty-two (32); and

**WHEREAS**, the men will participate in four (4) weeks of intensive training and be exposed to resume writing, interviewing skills budgeting, and have the opportunity to work with a Career Coach/Advisor to develop an Individualized Employment Plan which will prepare the participants for employment; and

**WHEREAS**, AWDA will be responsible for recruiting, interviewing, and selecting the necessary participants, as well as conducting workshops and following up with participants for a period of twelve (12) months once the program is completed.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES**, that the Mayor, or her designee, on behalf of the City of Atlanta, is authorized to enter into a Memorandum of Understanding with Ruder Finn in the amount of twenty five thousand dollars (\$25,000.00), for the purpose of implementing the Pursuit of Excellence Institute, in conjunction with the Atlanta Workforce Development Agency.

**BE IT FINALLY RESOLVED**, that the aforementioned Memorandum of Understanding shall not become binding on the City and the City shall incur no liability upon same until such MOU has been executed by the Mayor, or her designee, and delivered to the contracting parties.



## CITY OF ATLANTA

SHIRLEY  
FRANKLIN  
MAYOR

WORKFORCE DEVELOPMENT AGENCY  
818 POLLARD BOULEVARD, SW · ATLANTA, GEORGIA 30315  
404-230-1198 Fax 404-589-3537

*"Providing Services To Build  
A Quality Workforce!"*

### **The Seagram's Pursuit of Excellence Institute Grant Proposal Elements**

**1. Funding is requested for The Pursuit of Excellence Institute,** sponsored by Seagram's. The program was designed by Ruder Finn to provide job readiness, mentoring, and networking opportunities to 10 African American males in Atlanta, ages 25-32. It is AWDA's mission to assist participants in jump starting their journey back into the workforce.

The men will have four weeks of intensive training and mentoring. The men will be exposed to resume writing, interviewing skills, networking, budgeting, dressing for success and will have the opportunity to work closely with a Career Coach/Advisor to develop an Individualized Employment Plan (IEP) in preparation for employment, training, and career planning.

The plan will include basic skills and career interest assessments, ongoing counseling and coaching to change the current beliefs, work experience, occupational training, and job placement assistance. The Career Coach will work with the participants to search for job matches with participating employers for those individuals who are job ready.

### **2. Project Goals and Responsibilities of AWDA**

1. Recruit and pre-screen 30-40 potential participants via:
  - Website information
  - City of Atlanta Newsletter distributed to City employees
  - Job fair recruitment;
2. Participate in the interview and selection process to identify 10 qualified candidates.
3. Complete participant drug and background screenings
4. Contact all participants to inform about the results
5. Coordinate facilitators to conduct workshops



6. Coordinate and pay for suits and haircuts
7. Coordinate and pay for spa trip
8. Meet with participants one-on-one to create a detailed outline for career plan
9. Contact prospective employers for all candidates
10. Coordinate Mayor's visit
11. Conduct follow-up with all participants (on-going for 12 months)

Project goals will be attained through monitoring, evaluating, and counseling participants. Additionally services have been put in place to enhance participants' ability to reach our program goals such as Assessments (TABE and Career Interest), Employment Readiness Classes, Resume Preparation, Interviewing Skills, Computer Training (Basic/Intermediate). There will be a collaborative training with on-the-job training as well as technical programs.

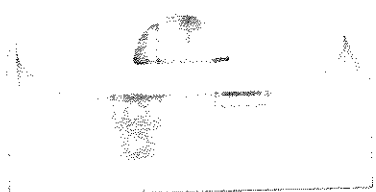
### **3. RUDER FINN ROLES and RESPONSIBILITIES**

1. Develop and coordinate marketing plan.
2. Establish Memorandum of Understanding.
3. Coordinate panel interviewers.
4. Coordinate graduation ceremony.
5. Accept and remit invoices.
6. Manage grant reports as received monthly.

### **4. Methods of Evaluation of The Pursuit to Excellence**

1. Each participant will have a career plan.
2. Provide monthly reports to Ruder Finn.
3. Provide follow-up services for six months with participants to ensure that any job-related issues or challenges are appropriately addressed.

### **4. Total Cost of this Project:**





DATE: JANUARY 7, 2009  
INVOICE # 007

FOR: HELEN SHELTON

Pursuit of Excellence Institute, Sponsored By Seagram's

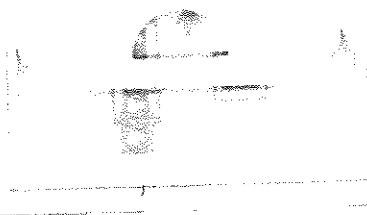
**Description:** The program was designed by Ruder Finn to provide job readiness, mentoring, and networking opportunities to 10 African American males in Atlanta, ages 25-32. It is AWDA's mission to assist participant in jump starting their journey back into the workforce.

**Project Goals and Responsibilities of AWDA**

25,000.00

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11. Conduct follow-up with all participants (on-going for 12 months)

TOTAL DUE 25,000.00



**Part II: Legislative White Paper:** (This portion of the Legislative Request Form will be shared with City Council members and staff)

**A. To be completed by Legislative Counsel:**

**Committee of Purview:** Finance/ Executive Committee

**Caption:** A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE, ON BEHALF OF THE CITY TO ENTER INTO A MEMORANDUM OF UNDERSTANDING IN THE AMOUNT OF TWENTY FIVE THOUSAND DOLLARS (\$25,000.00) WITH RUDER FINN INC., FOR THE PURPOSE OF IMPLEMENTING THE PURSUIT OF EXCELLENCE INSTITUTE, IN CONJUNCTION WITH THE ATLANTA WORKFORCE DEVELOPMENT AGENCY; AND FOR OTHER PURPOSES.

**Council Meeting Date:** March 2, 2009

**Requesting Dept.:** Atlanta Workforce Development

**B. To be completed by the department:**

**1. Please provide a summary of the purpose of this legislation (Justification Statement).**

The purpose of this legislation is to enter into a MOU with Ruder Finn Inc., to provide training to ten (10) African-American males who are unemployed or underemployed.

**2. Please provide background information regarding this legislation.**

This grant provides training to African American males.

**3. If Applicable/Known:**

(a) **Contract Type (e.g. Professional Services, Construction Agreement, etc):**

(b) **Source Selection:**

(c) **Bids/Proposals Due:**

(d) **Invitations Issued:**

(e) **Number of Bids:**

(f) **Proposals Received:**

(g) **Bidders/Proponents:**

(h) **Term of Contract:**

4. **Fund Account Center:**

5. **Source of Funds:** Ruder Finn, Inc.

6. **Fiscal Impact:** This legislation will result in an increase of \$25,000.00 to Fund Account Center Number \_\_\_\_\_.

7. **Method of Cost Recovery:** Grant awarded by Ruder Finn Inc.

**This Legislative Request Form Was Prepared By:** Marilyn Sims

**Part II: Legislative White Paper:** (This portion of the Legislative Request Form will be shared with City Council members and staff)

**A. To be completed by Legislative Counsel:**

**Committee of Purview: Community Development/ Human Resources Committee**

**Caption: A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE, ON BEHALF OF THE CITY TO ENTER INTO A MEMORANDUM OF UNDERSTANDING IN THE AMOUNT OF TWENTY FIVE THOUSAND DOLLARS (\$25,000.00) WITH RUDER FINN INC., TO PROVIDE TRAINING TO TEN (10) AFRICAN-AMERICAN MALES WHO ARE UNEMPLOYED OR UNDEREMPLOYED; AND FOR OTHER PURPOSES.**

**Council Meeting Date:** March 2, 2009

**Requesting Dept.:** Atlanta Workforce Development

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**This Legislative Request Form Was Prepared By:** Marilyn Sims

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TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: GREG PRIDGEON

Dept.'s Legislative Liaison: Marilyn Sims

Contact Number: (404) 526-9297

Originating Department: Atlanta Workforce Development Agency

Committee(s) of Purview: Finance/ Executive Committee

Chief of Staff Deadline: February 10, 2009

Anticipated Committee Meeting Date(s): February 24, 2009

Anticipated Full Council Date: March 2, 2009

Legislative Counsel's Signature: Bill Castings

Commissioner Signature: \_\_\_\_\_

Chief Procurement Officer Signature: \_\_\_\_\_

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE, ON BEHALF OF THE CITY TO ENTER INTO A MEMORANDUM OF UNDERSTANDING IN THE AMOUNT OF TWENTY FIVE THOUSAND DOLLARS (\$25,000.00) WITH RUDER FINN INC., FOR THE PURPOSE OF IMPLEMENTING THE PURSUIT OF EXCELLENCE INSTITUTE, IN CONJUNCTION WITH THE ATLANTA WORKFORCE DEVELOPMENT AGENCY; AND FOR OTHER PURPOSES.

Mayor's Staff Only  
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Received by CPO: \_\_\_\_\_ Received by LC from CPO: \_\_\_\_\_  
(date) (date)

Received by Mayor's Office: \_\_\_\_\_ Reviewed by: \_\_\_\_\_  
(date) (date)

Submitted to Council: \_\_\_\_\_

RCS# 2818  
3/02/09  
3:17 PM

Atlanta City Council

REGULAR SESSION

09-R-0365

AUTH MAYOR TO ENTER A MEMORANDUM OF  
UNDERSTANDING W/RUDER FINN INC  
REFER CDHR

YEAS: 12  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 4  
EXCUSED: 0  
ABSENT 0

Y Smith	NV Archibong	Y Moore	Y Mitchell
Y Hall	Y Fauver	Y Martin	Y Norwood
Y Young	Y Shook	Y Maddox	NV Willis
NV Winslow	Y Muller	Y Sheperd	NV Borders

09-R-0365