
MINUTES
STATE PERSONNEL BOARD MEETING
VIA HYBRID
March 25, 2025 – 10:00 a.m.

On Tuesday, March 25, 2025, a quorum was established, and Chair Jewelle Johnson called the State Personnel Board (SPB) meeting to order.

Board members present:

Jewelle Johnson, Chair
 Matthew Almand, Member
 Glianny Fagundo, Member
 Amy Auffant, Vice Chair
 Robert Joseph, Member

Board members absent:

N/A

Additional attendees: Rebecca N. Sullivan, Executive Secretary, DOAS Commissioner; Al Howell, Deputy Commissioner, DOAS-HRA; Autumn Cole, Assistant Commissioner and General Counsel, DOAS-HRA; Kori Woodward-Dickens, Attorney, DOAS-HRA; Latatia West, Policy Manager, DOAS-HRA and Kristy McClendon, Recruitment and Retention Manager, DOAS-HRA.

Approval of Minutes:

Rebecca N. Sullivan, Executive Secretary, presented the minutes from the November 12, 2024, State Personnel Board meeting for the board's approval. Since no corrections or changes were requested by the members present, Ms. Johnson called for a motion to approve the minutes. Mr. Almand moved the motion, Ms. Auffant seconded it, and it carried unanimously.

Presentation on the FY 2025 HR Assessment:

Latatia West, Policy Manager, DOAS-HRA, provided the board with an update on the FY 2025 HR Assessment. Ms. West informed the board that the HR Assessment is an important project that helps to provide the board with periodic updates regarding compliance and adoption of best practices in five (5) human resources disciplines, which are Classification and Compensation Management, Leave Management, Performance Management, Policy, and Recruitment and Selection. Ms. West informed the board that the assessment is an online tool accessible through a link provided to the agencies. Ms. West informed the board that Georgia Code § 45-20-1, Section (c), Paragraph 6 directs the Department of Administrative Services, DOAS, to annually assess the state's human resources (HR) processes. Ms. West notified the board that positive benefits were discovered while performing the assessment. Ms. West stated that the assessment helps understand the agencies' HR experiences, challenges, and areas where more support and information from Policy is needed. Ms. West informed the board that the assessment also benefits the agencies by providing them with information about their HR strengths and weaknesses, where to focus their resources, and it gives them an idea of where their HR program is compared to other agencies. Ms. West informed the board that the selection process for participating in the assessment is to allow the agencies to self-identify by sending communication well before the launch date, allowing them to register. Ms. West reviewed the HR Assessment Results Over the Years charts provided to the board before the meeting. Ms. West informed the board that thirteen (13) participating

¹ Pending approval by the Board at the next regularly scheduled State Personnel Board meeting.

agencies were rated at Tier 1 level, which is the highest level, indicating that the agencies had model results. Ms. West informed the board that according to the results, 31 percent of the participating agencies were aware of the Applicant Verification Portal (AVP), which is very important in the post-offer process because it allows designated HR professionals to verify whether the candidate tested positive to drugs in the past two(2) years and whether they have a disqualification from employment with the state of Georgia. Ms. West informed the board that communication was sent out to agencies, notifying them of the portal and where to go to receive training about its use. Ms. West informed the board that a document was created to inform the agencies about policy updates on the website.

Presentation on the Work Related to Enterprise Branding:

Kristy McClendon, Recruiting and Retention Manager, DOAS-HRA, provided the board with an update on work related to Enterprise Branding. Ms. McClendon informed the board that a Recruitment and Retention study with Deloitte was conducted in June 2023, and one of the top priorities that emerged from this was the Enterprise Branding project, for which the agencies' participants had a request to have branding and advertisement on a statewide circuit. Ms. McClendon informed the board that one of the recommendations was to develop a design and employer brand strategy. Ms. McClendon informed the board that due to the recommendation; attention had been directed to creating an enterprise branding message for recruiting purposes. Ms. McClendon informed the board that the Odonnell Company was the selected marketing firm from the statewide contracts to develop an Employer Value Proposition (EVP), and the goal was developed to establish a statewide recruiting messaging, marketing content, and statewide delivery plan(s) which will, in turn, improve recruiting efforts for the state employers. Ms. McClendon informed the board of the selected EVP, which was presented to the board before the meeting. Ms. McClendon informed the board that now that the EVP has been chosen, a creative theme called Rooted in Community has been created. Ms. McClendon informed the board of the project updates, which included samples of the creative assets that were developed for the social media campaign that will launch in the Spring of 2025 for six (6) months. Ms. McClendon informed the board that the selected marketing firm will provide Research and analysis, Media strategy and plan development, Campaign management, engagement and oversight, and Measurement and reporting. Ms. McClendon reviewed the creatives developed for the media campaign provided to the board before the meeting. Ms. McClendon informed the board that the Recruiting and Retention unit collaborated with the Carl Vinson Institute of Government to create promotional career videos for each Workforce Strategy Initiative (WSI) workgroup. Ms. McClendon informed the board that the first video developed was for Accounting, which was implemented in October 2023. Ms. McClendon informed the board that the last three videos for Information Technology, Law Enforcement, and Social Services have been finalized and can be accessed on the DOAS/HRA/Workforce Strategies Initiative website.

Other Business:

Al Howell, Deputy Commissioner, DOAS-HRA, provided the board with an update on the NextGen project. Mr. Howell explained the NextGen project timeline to the board, emphasizing that the HCM, Finance, and Procurement Implementation is set for rollout on October 1, 2025, with training beginning in July 2025.

Adjournment:

With no further business, board Chair Jewelle Johnson called for a motion to adjourn the March 25, 2025, meeting of the State Personnel Board. Mr. Joseph made the motion, seconded by Ms. Fagundo, and it carried unanimously.

READ AND APPROVED ON 10th of June 2025 by:

E. Jewelle Johnson

Jewelle Johnson, Chair

Amy Auffant

Amy Auffant, Vice Chair

(Absent)

Glianny Fagundo, Member

Robert Joseph

Robert Joseph, Member

Matt Almand

Matthew Almand, Member