

CCMA

Priority Male Institute

PMI Workshop

"Helping others to live better lives"



Community Council of Metropolitan Atlanta, Inc.

80 Walnut Street, Suite 103

Atlanta, Georgia 30314

Phone: (404) 221-1222

Fax: (404) 935-5859o

www.communitycouncilma.org

info@communitycouncilma.org

A Message from our Founder



Norma Joy Barnes

Greetings,

“Helping others to live better lives” is the motto of the Community Council of Metropolitan Atlanta, Inc. (CCMA). These words are more than an ambitious motto, they represent a mandate to serve the underserved, the disadvantaged, and the disenfranchised, with particular focus on at-risk youth and young Black males.

For years, I have been concerned about the welfare of at-risk youth and disadvantaged individuals. This concern led me to volunteer service and a career in human service, starting in young adulthood. However, it was during my volunteer work with Joint Action in Community Service, Inc. and my thirty-plus year career with the United States Equal Employment Opportunity Commission that I became acutely aware of the plight of young Black males, who seemed to be facing insurmountable odds.

Bleak statistics and personal experiences consistently disclosed that these young males were disproportionately excluded from college and the thriving workforce, while being overly-represented in the criminal justice system and even the cemeteries. My heart ached with sadness and dismay as I witnessed their struggles, and I felt compelled to do more than commiserate with those who shared my sentiments. This realization refueled my desire to make a positive difference in the lives of at-risk youth and young Black males, and planted a burning vision in my heart to put my desire into action.

In 2008, this vision was actualized with the incorporation of the Community Council of Metropolitan Atlanta as a 501(c)(3) non-profit organization, and the creation of the *Priority Male Program*. Along with the actualization of this vision, God sent provisions to implement needed programs, including a dynamic Board of Directors who shared the vision to serve; and partners who provided in-kind assistance to conduct these viable programs. We have also been blessed with a staff of dedicated volunteers who work without pay; a team of professionals who provide pro bono services; and financial contributions from those who responded to invitations to support our efforts.

Although this commitment involved personal sacrifices of funds to provide needed services and resources, the results of our labors have made it worth much more than the monetary “investment” in young people. Although the CCMA is not currently funded by grants, we have coordinated thirty-six free programs, with over 1,000 persons being served. We have truly done much with little. “To God be the glory!”

As we continue our mandate to help others live better lives, the CCMA is even more vigilant in its effort to positively impact the lives of young people. We invite you to partner with us by becoming a sponsor; making a financial gift; serving as a mentor; or working as a volunteer. Together we can give hope to the discouraged; illuminate a path for those who have lost their way; and empower hundreds of youth and young adults to live better lives!

Sincerely,

Norma Joy Barnes



CCMA MISSION:

To advocate, formulate, mandate and coordinate resources that empower and improve the quality of life for individuals and communities.

CCMA Purpose:

“Helping others to live better lives” is the motto of the Community Council of Metropolitan Atlanta. The CCMA is committed to achieving its mission through self-help and outreach programs.

WHAT’S INSIDE . . .

10 Facts About the CCMA3

CCMA Programs.....4

Priority Male Program Overview.....5

PMI Curriculum.....5

Contributors & Partners.....6

You Can Make a Difference.....6



COMMUNITY COUNCIL OF METROPOLITAN ATLANTA, INC.
“Helping others to live better lives”

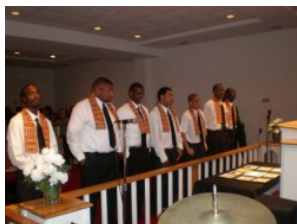
10 FACTS ABOUT THE CCMA

1. The Community Council of Metropolitan Atlanta, Inc. (CCMA), a 501(c)(3) non-profit organization was founded in April 2008 by Norma Joy Barnes, a community activist and retired federal servant.
2. The mission of the CCMA is **to advocate, formulate, mandate and coordinate resources that empower and improve the quality of life for individuals and communities.**
3. The CCMA provides **free** self-help programs to help improve the standards of living for **at risk youth and young black males** in the multi-county Atlanta metropolitan area.
4. The CCMA sponsors **free** public forums on human service issues affecting young people and the community at large, including the “*Live B4U Die Summit*” for youth, and the **PROPEL** conference for males.
5. The CCMA’s signature program is the **Priority Male Initiative**, which provides “Overcoming the Odds” workshops, the Priority Male Institute (PMI), and the *Man-2-Man* Mentoring Program, to empower young black males 18-28 years of age to succeed.
6. Special needs of the Priority Male Program include MARTA cards, lunch, books, educational supplies, employment opportunities, and other resources for PMI students.
7. The CCMA has not been funded by public or private grants, and receives no stipends or ongoing funding from outside resources.
8. Monetary contributions for operations and services have been provided by the founder, Board members, churches, local businesses, organizations, and individual donors.
9. With this limited funding and in-kind assistance, the CCMA has coordinated and sponsored thirty-five (36) free programs, serving over one thousand (**1,000**) persons.
10. The CCMA needs additional community partners, volunteers, mentors, life skill coaches, and individual donors to continue its mandate to help others live better lives.

CCMA PROGRAMS



- ***Overcoming the Odds: Success Strategies for Young Black Men***
Free life-skill lessons and job readiness workshops are provided to young males, 18-28 years of age. Each session includes an interactive workshop, lunch, an open forum, and a keynote address by a black male who has overcome the odds. The attendees are also provided a success manual developed by CCMA, which focuses on self assessment, goal setting, resource identification, successful plan development, and implementation.



- ***Priority Male Institute***
The Priority Male Institute is a free 16-week life skills and job readiness program for young Black males 18-28 years of age. Components include personal assessments, classes, workshops, field trips, internships, mentoring and other activities. PMI students are provided either a certificate of graduation or a certificate of participation, at conclusion of the 16-week program.



- ***Man-2-Man Mentoring Program***
Young black males often have no positive black male role models to emulate in their homes or schools. CCMA trains, assigns, and supervises male mentors who work one-on-one with young black males participating in the Priority Male Initiative to motivate, inspire, and guide them to make positive choices, and enhance their futures, truly *"Manifesting leadership and compassion in action."*



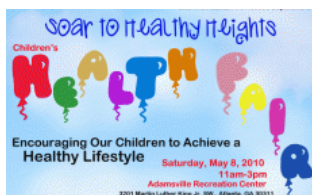
- ***The Black Male Crisis: A Call to Action***
A public symposium presented by the CCMA on August 21, 2008 at the Auburn Avenue Research Library focused on challenges faced by black males. Representatives from fourteen (14) agencies participated as keynote speakers or panelists, with over 100 persons attending this timely symposium. *"The Black Male Crisis: A Call to Action"* served as the impetus for other programs sponsored by the CCMA, as well as other organizations.



- ***Live B4U Die Summit***
A life-saving program for teenagers and youth who are prematurely losing their lives due to homicide, poor choices, drug abuse, risky sexual behavior, and suicide was developed by CCMA because of the high number of teenage deaths occurring in the metropolitan area. The first Live B4U Die Summit was held on June 13, 2009, with approximately 335 persons in attendance.



- ***PROPEL Conference***
A full-day conference for men was presented on November 5, 2009 at the Hickman Student Center of Morris Brown College. This free conference provided workshops, forums, vendor exhibits, a provocative drama, lunch and other resources. Morris Brown College co-sponsored the 2009 PROPEL Conference. Other partners included local businesses and public and private organizations. Approximately 340 persons attended the conference.



- ***"Soar To Healthy Heights" Children's Health Fair***
A free children's health fair, co-sponsored by Atlanta City Councilman C.T. Martin and the Atlanta Fire Rescue Department, was held by CCMA on May 8, 2010 in response to the alarming statistics regarding the declining health of children in the 21st century.



THE PRIORITY MALE INITIATIVE “Empowering Young Black Males to Succeed”

“From the school house to the court house, the odds seem to be pervasively stacked against the black male. Unemployment rates, school drop-out rates, income levels and incarceration rates of black males, as compared with white males and black females, are clear indicators of the challenges they face. Too many young men in this age bracket are caught in the gap between youth and full manhood, with no hands-on support to help them succeed in life. The good news is that these odds can be overcome by putting constructive strategies to work.”

- Norma J. Barnes, Priority Male Initiative Founder

PROGRAM OVERVIEW

The *Priority Male Initiative* was founded by Norma Joy Barnes, Executive Director of the Community Council of Metropolitan Atlanta (CCMA), a 501(c)(3) non-profit organization, whose mission is to help others live better lives. The goal of the *Priority Male Initiative* is to provide resources that will help young black men, between the ages of 18-28, reach their full potential, academically, vocationally, economically, and personally. The Priority Male Initiative focuses on *Prevention, Intervention, and Redemption*.

Focus has been placed on black males in the targeted age group because they are underserved by traditional programs. Too many young males in this age group are caught in the gap between youth and full manhood, with no hands-on support to help them succeed in life. A disproportionate number of these young black males are poor, uneducated, unskilled, unemployed or underemployed, and are faced with seemingly insurmountable odds.

The *Priority Male Initiative* provides hands-on support and structured resources to help young black males in the targeted age group maximize their potential and overcome these odds. This is accomplished by providing training and resources that aid in improving the quality of life, through free workshops conducted in economically marginalized communities; a free 16-week structured job readiness program; a mentoring program; and a counseling and referral center, all of which are based on the core principles of the Priority Male Initiative: “*Respect, Responsibility and Resourcefulness.*”

PMI Curriculum

The *Priority Male Institute* is a free 16-week life skills and job readiness program for young Black males 18-28 years of age. Components include personal assessments, daily classes/workshops, field trips, internships, mentoring, community service and other activities.

Week 1: *Personal Dynamics*

Week 2: *Heritage Lessons*

Week 3: *Interpersonal Relationships*

Week 4: *Communication Skills*

Week 5: *The Legal System*

Week 6: *Social Skills, Etiquette & Dress*

Week 7: *Economic Empowerment*

Week 8: *Cultural Literacy*

Week 9: *Higher Education*

Week 10: *Entrepreneurship*

Week 11: *Vocational Exploration*

Week 12: *Finding a Job*

Week 13: *Success on the Job*

Week 14: *Dynamics of Success*

Week 15: *Computer Literacy*

Week 16: *Wrap Up*



BOARD OF DIRECTORS

Norma Joy Barnes, President
William Ligon, Vice President
Marisa Pitts, Secretary
Dr. James Paschal, Treasurer
Reginald E. Arnold, CAO
Rev. Paul Easley
Rev. Emile Ennis, Sr.
Emily Morrow
Deon Quinn

CONTRIBUTORS & PARTNERS

The organization, businesses, churches, and individuals listed below have provided significant financial gifts or in-kind assistance to the CCMA, Inc. and the Priority Male Program.*

Sponsoring Partners

AARP
Gammon Theological Seminary
Georgia Works, Department of Labor
Morris Brown College

Major Financial Contributors

Norma Joy Barnes
Daniel L. Bell
Geraldine Hill Bell
James D. Brown
Central United Methodist Church
Churches Home Foundation
Rev. Paul Easley
Rev. Emile Ennis, Sr.
Georgia Black United Fund
Emily Morrow
Dr. James Paschal
Denise C. Pope
Clayton Watson

Major In-Kind Contributors

Reginald E. Arnold
Kermit Bates
Ben Hill United Methodist Church
Shirley W. Cooper
Darryl Allen Fine Printing
Gammon Theological Seminary
Phyllis Jones
Morris Brown College
Nature's Table Bistro
Betty Peters
Q-Time Restaurant
Simon Signs Systems
Brittany Slaughter
Turner Theological Seminary
Swain Watters
Nia Welch

*See complete donor listing at www.communitycouncilma.org

You Can Make a Difference . . .

VOLUNTEER

Mentors, life skill coaches, workshop leaders and other volunteers are needed to work with at-risk youth and young adult males.

PARTNER

Businesses, churches, organizations, and individuals are invited to partner with the Community Council of Metropolitan Atlanta, Inc. by providing financial and in-kind support for programs.

CONTRIBUTE

You are invited to support the ***B.U.C.K. Starts Here*** campaign: (***B.U.C.K.*** **Believe, Understand, Conceive & Know** that you can make a difference). Your tax-deductible contributions will help young people live better lives. *Donations may be made online at www.communitycouncilma.org or mailed to: Community Council of Metropolitan Atlanta, Inc., 80 Walnut St., Suite 103, Atlanta, GA 30314.*

