



MAX

Metro Atlanta eXchange for Workforce Solutions

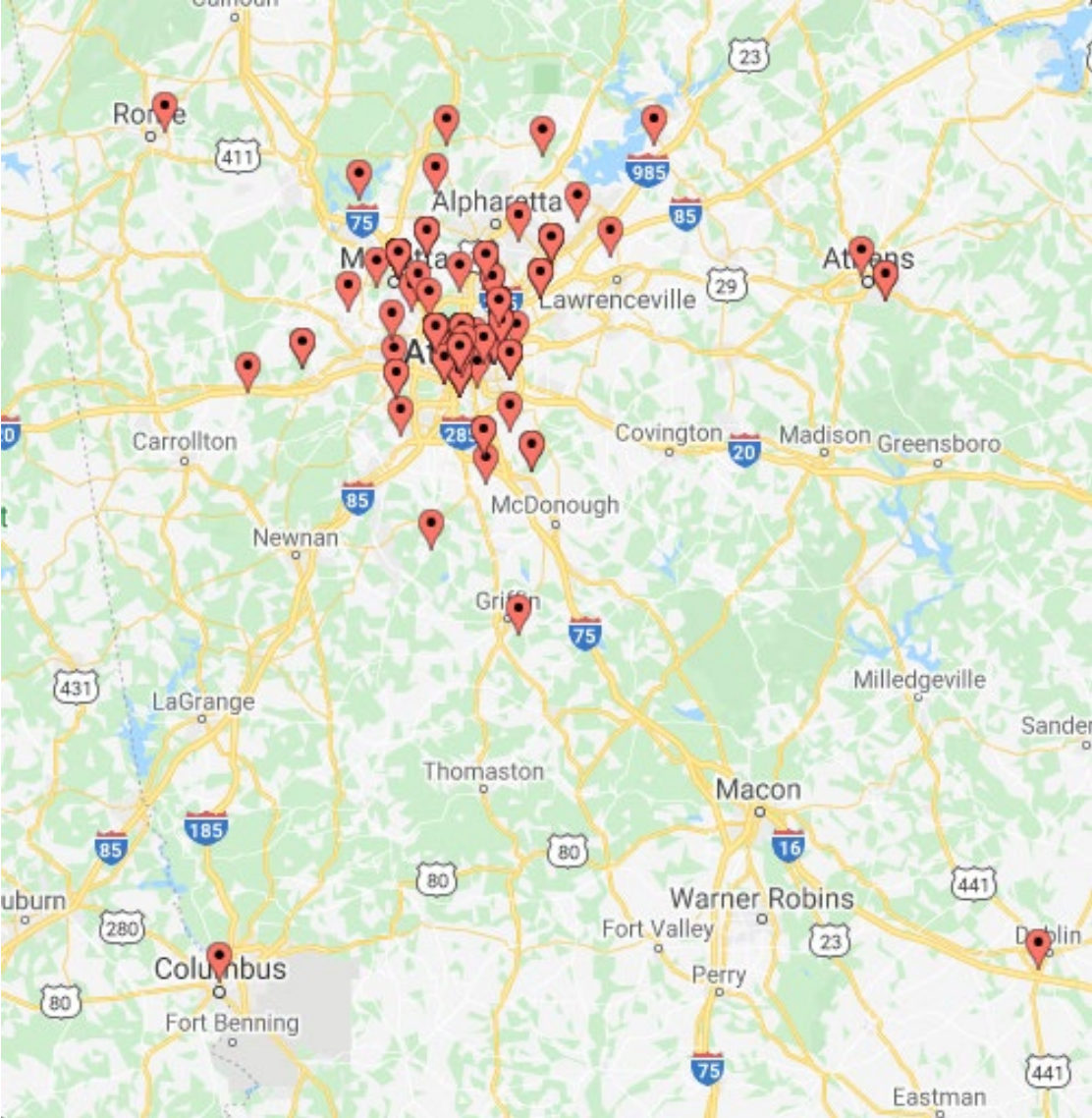
MAX 2021 ANNUAL SURVEY
Summary of Findings

ABOUT THE MAX ANNUAL SURVEY

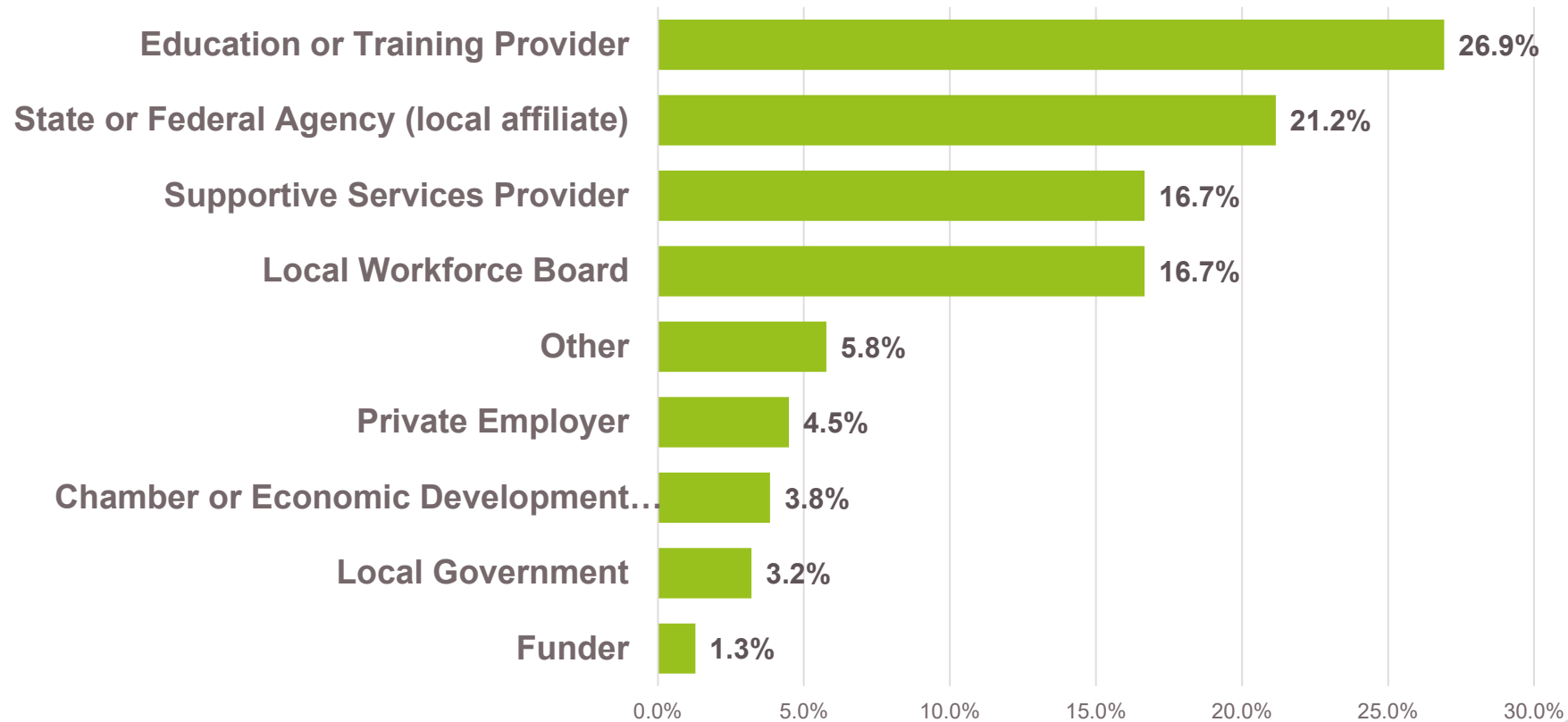
- **Purpose**
 - Collect insights about some key workforce matters
 - Provide benchmarking data on engagement with MAX
 - Inform the future work of MAX to serve the workforce community
- **A 5-minute survey with 15 questions**
 - Experiences in Past Year
 - Involvement with MAX
 - Looking Ahead with MAX
- **Implementation**
 - 1st Annual Survey launched in February 2020
 - 2nd Annual Survey launched in October 2021
 - 156 respondents (compared to 152 in 2020)

ABOUT THE RESPONDENTS

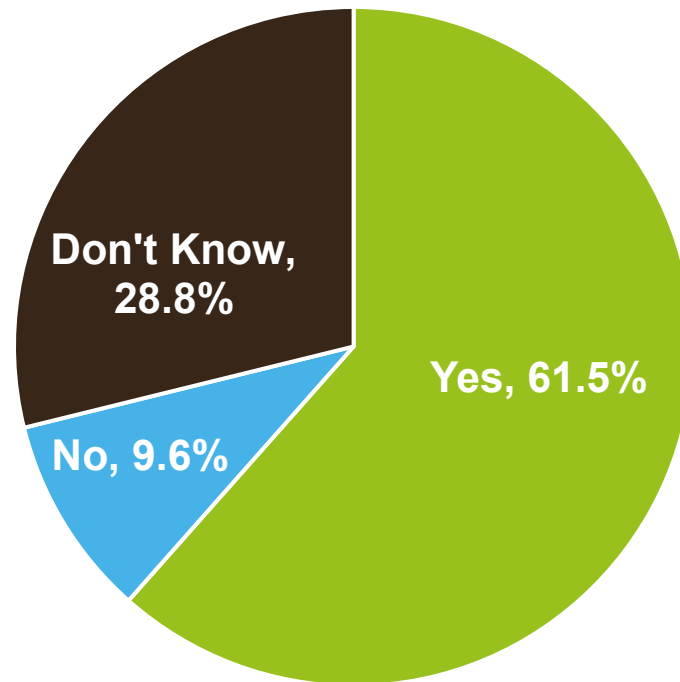
PRIMARY OFFICE OF RESPONDENTS



Which of the following best describes your type of organization?

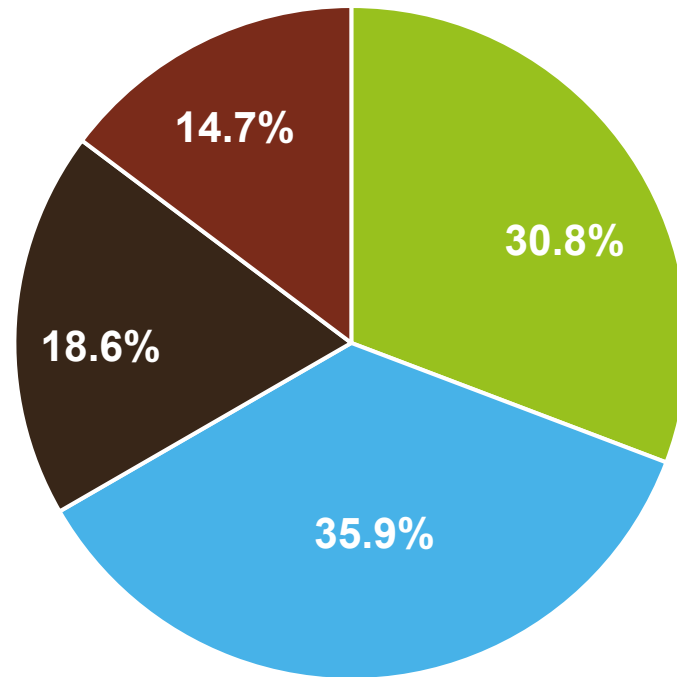


Is your organization registered in the MAX Provider Portal?



Compared to 47%
indicating "Yes" in the
2020 Annual Survey

In January 2021, MAX launched our Membership Association. Are you a member of the MAX Membership Association?

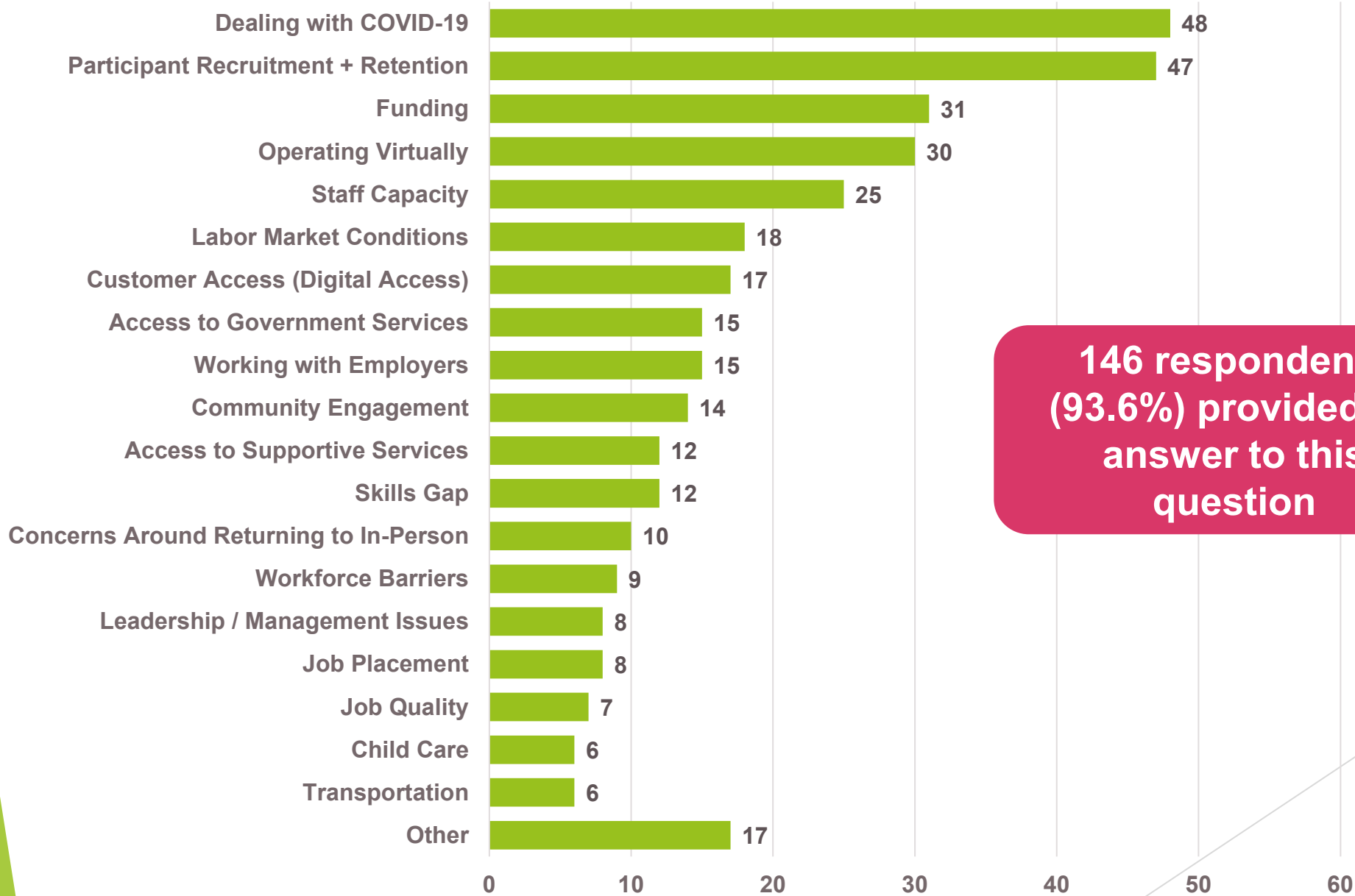


66.7% are members of MAX

- Yes, I am a MAX member through my organization, an Anchor Investor for MAX
- Yes, I registered to become a MAX member
- No, I am not yet a MAX member
- I don't know

EXPERIENCES IN 2021

Top Challenges in 2021



**146 respondents
(93.6%) provided an
answer to this
question**

Top Workforce Development Opportunities

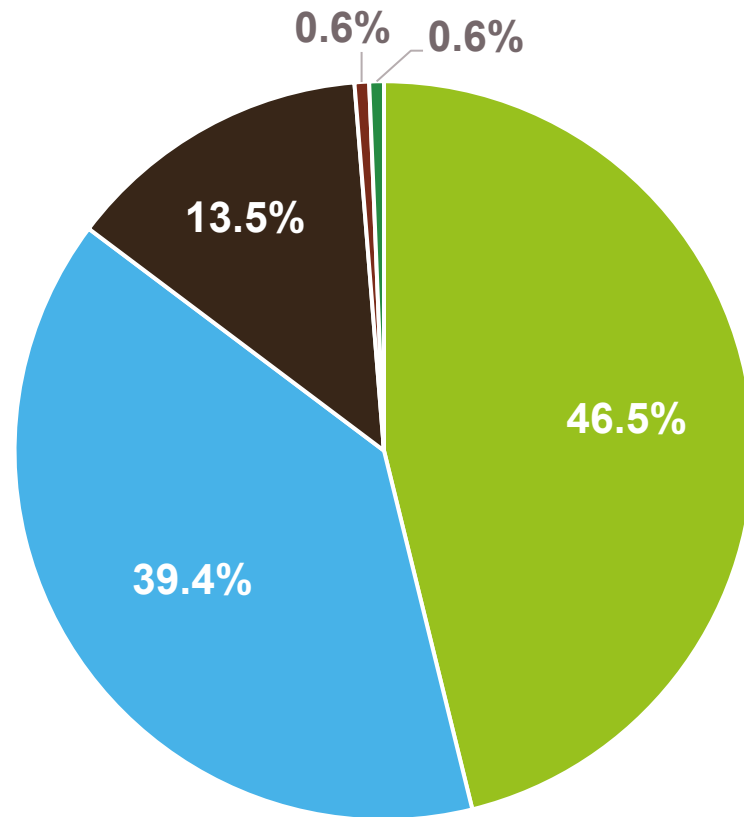


**136 respondents
(87.2%) provided an
answer to this
question**

INVOLVEMENT WITH MAX

Please rate your level of agreement with this statement:

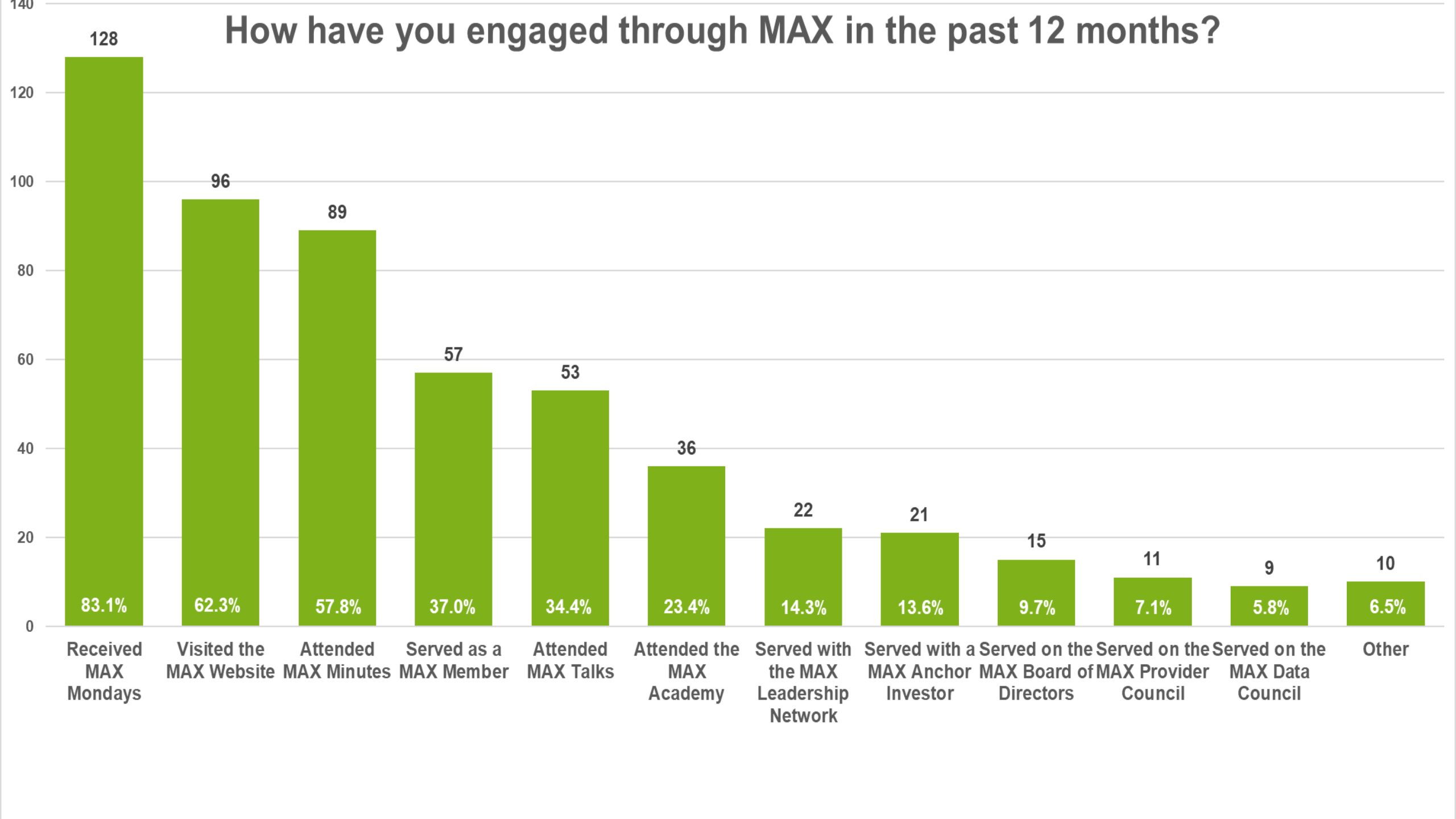
MAX has been instrumental in strengthening connections, fostering collaborations, and sharing best practices across organizations engaged in workforce development.



85.9% strongly agree or agree with this statement (compared to 80% in the 2020 Annual Survey)

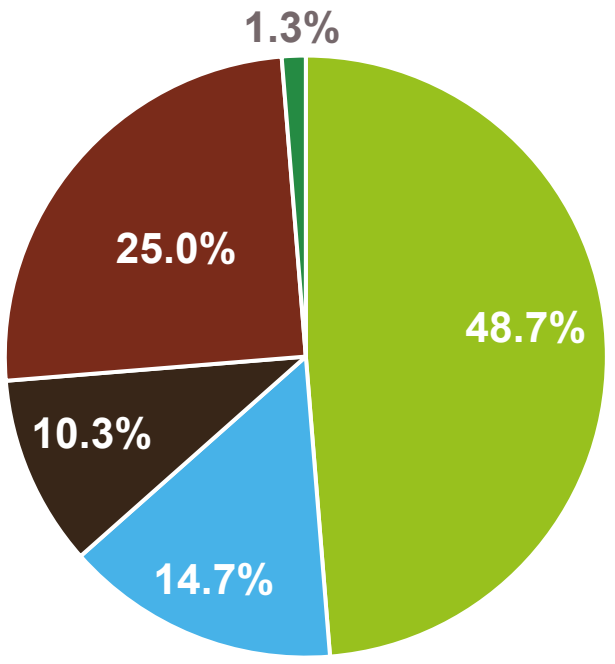
■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ No Answer

How have you engaged through MAX in the past 12 months?



How recently have you attended a MAX-hosted gathering or event (virtual or in-person)?

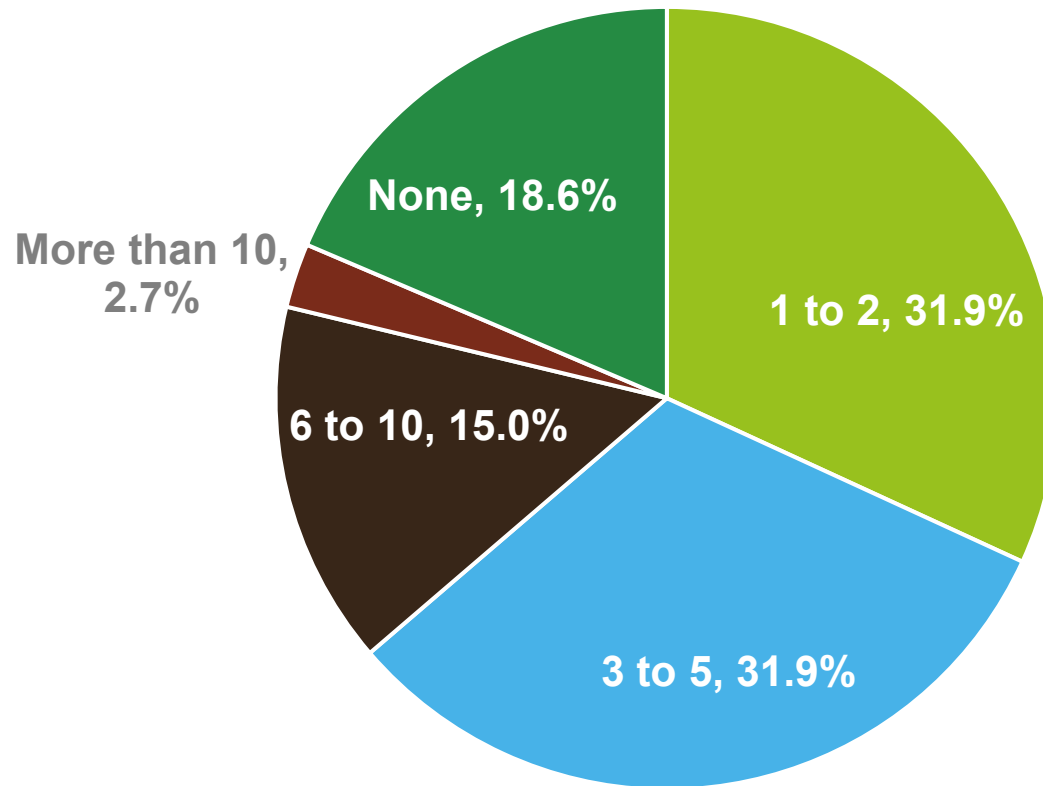
91.4% of those who attended a MAX event in the past 12 months agreed or strongly agreed that MAX is meeting its mission (compared to 69.2% of those who had not attended an event)



73.7% have attended a MAX event in the past 12 months (compared to 59% in the 2020 Annual Survey)

- Past 3 months
- Past 6 months
- Past 12 months
- Not in the Past 12 Months
- Not Answered

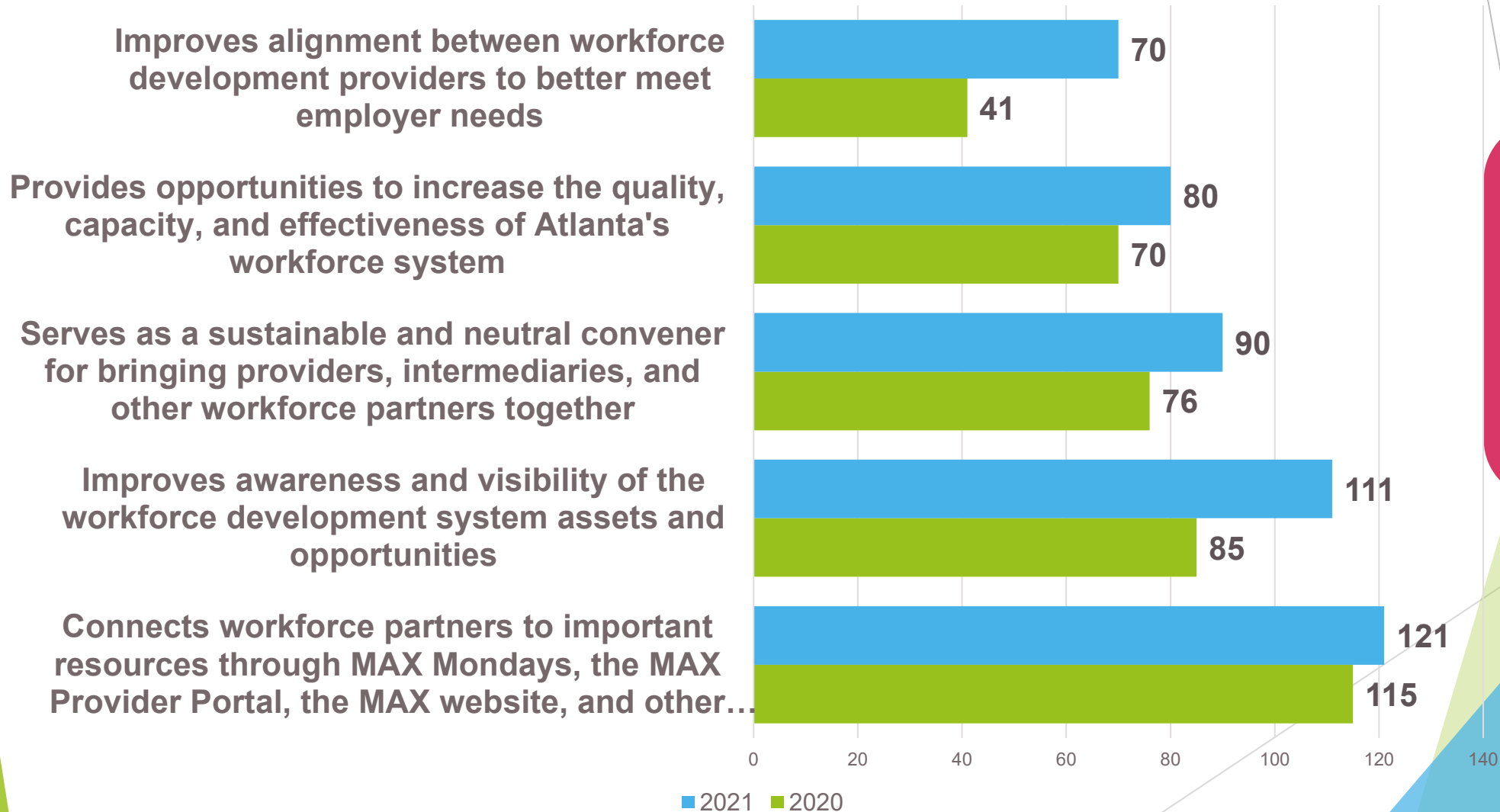
If you have attended an event in the past year, how many new contacts did you meet through your participation in MAX?



81.4% of those who attended a MAX event in the past 12 months met at least 1 new contact (compared to 60% in the 2020 Annual Survey)

MAX 2021 ANNUAL SURVEY

What are the most important things that MAX does for you?



MAX saw an increase in the attainment of each goal in 2021

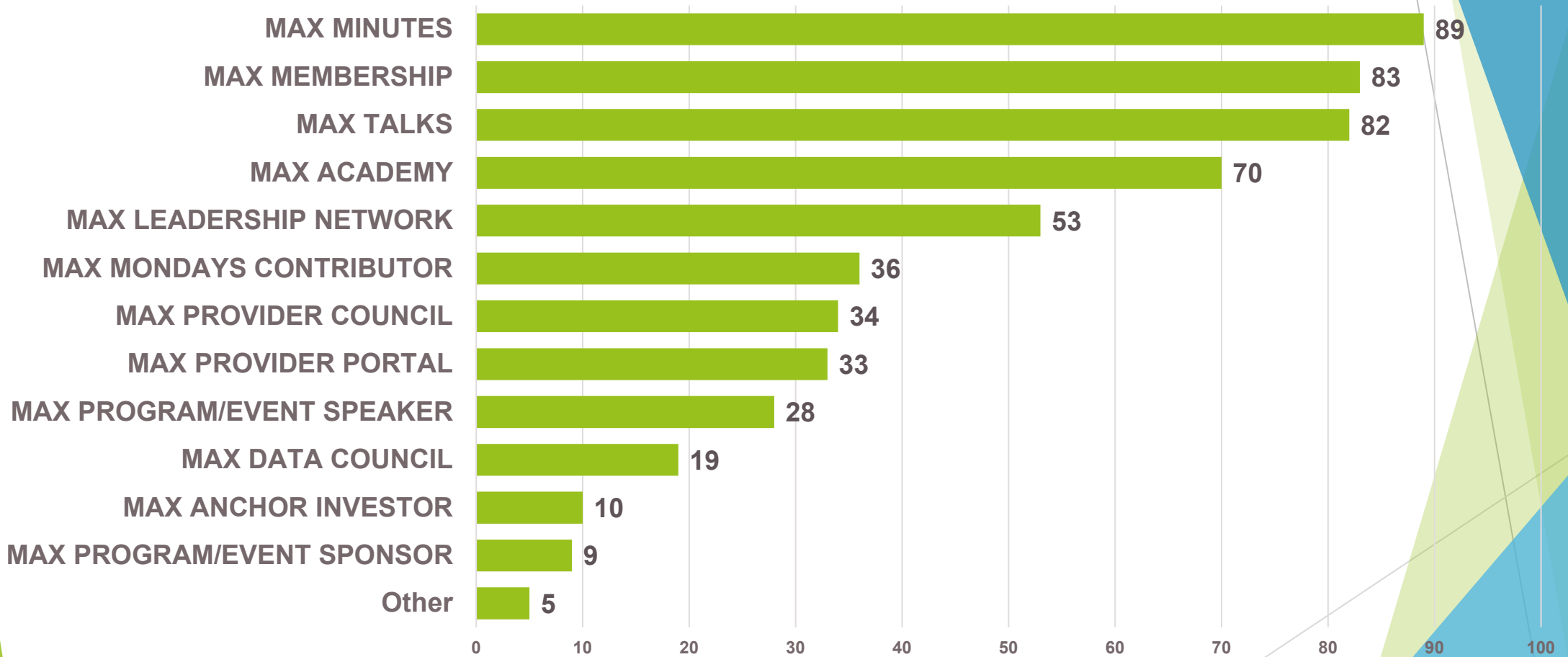
EXAMPLES OF COLLABORATIONS RESULTING FROM MAX ENGAGEMENT

- Atlanta CareerRise + Center for Employment Opportunities partnership
- Collaboration with WorkSource/WIOA
- Collaborative software purchase
- JF&CS Career Services + Per Scholas partnership
- Partnerships with City of Refuge + ACSS
- Partnership with Goodwill for returning citizens
- Partnership with TAG on Converge 2021
- Partnership with Wellstar and Piedmont for Medical Billing and Coding trainees
- Second Step Program at First Step with CEFGA (and other partners)

“Many meaningful relationships have been initiated through interactions associated with MAX events and the Provider Portal.”

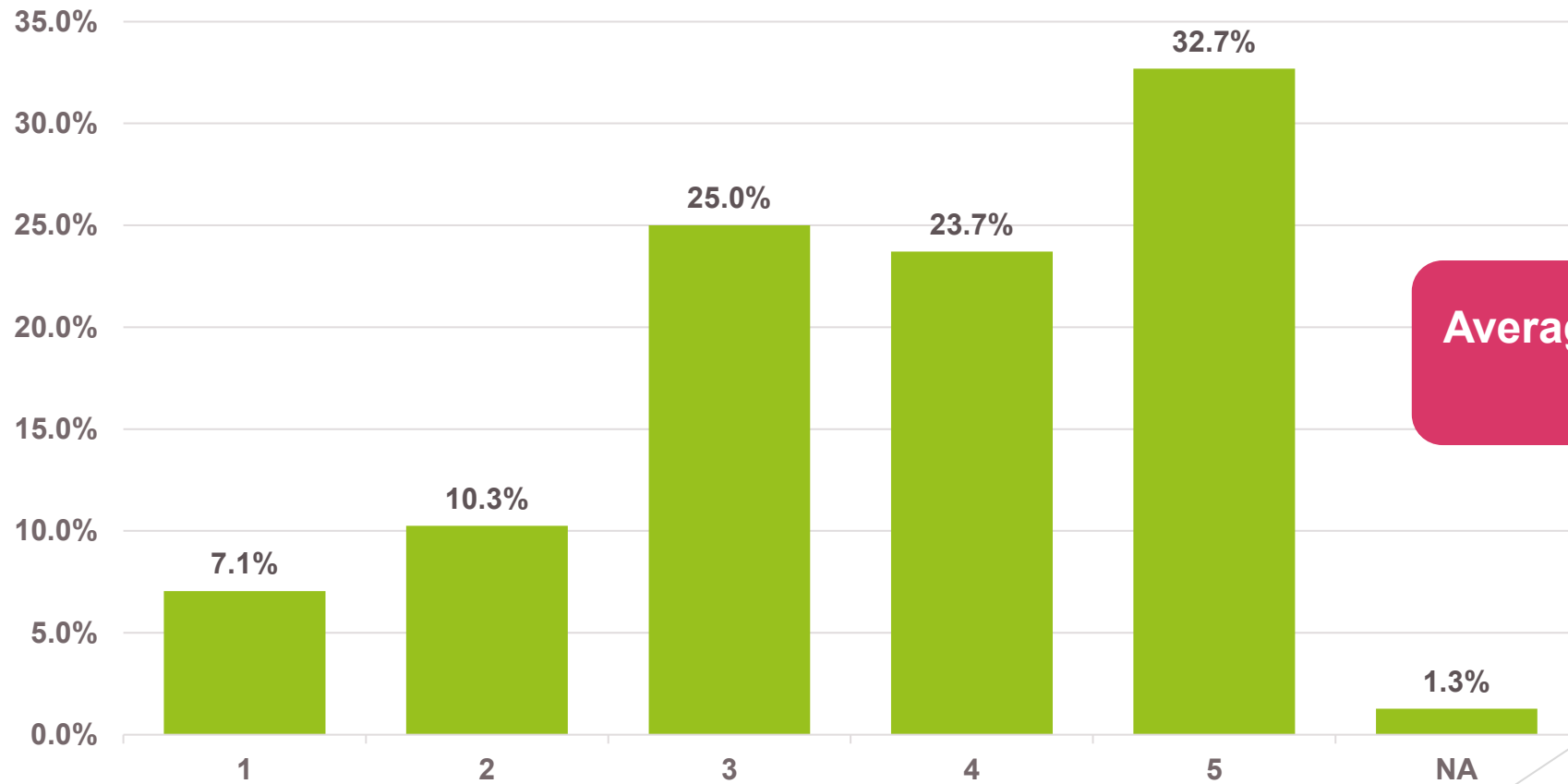
LOOKING AHEAD WITH MAX

In what way(s) would you like to engage with MAX going forward?



How comfortable are you with returning to joining MAX for in-person events?

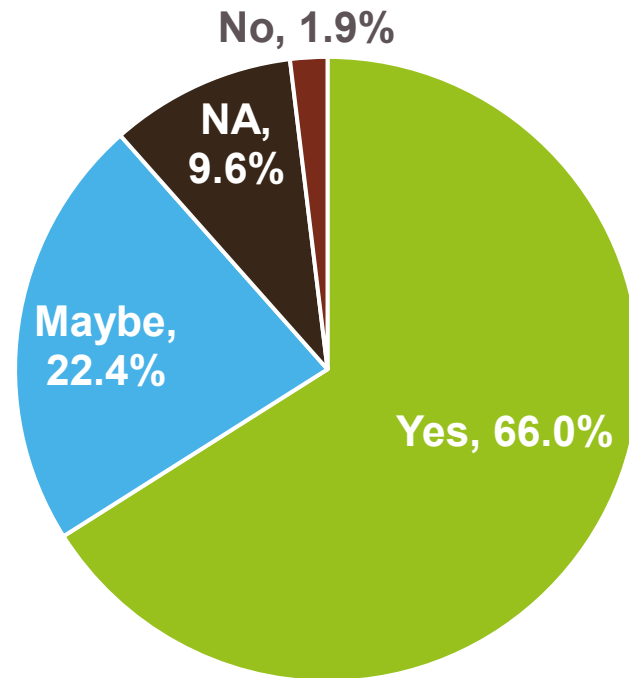
(On a Scale of 1 to 5 Where 1 is Not At All Comfortable and 5 is Very Comfortable)



**Average Score:
3.7**

If you are a MAX member, are you planning to renew your MAX membership for 2022?

Or, if you are not yet a MAX member, are you planning to join the MAX membership in 2022?



9.6% (10) Members and 48% (25) Non-Members Say Maybe

84.6% (88) Members and 28.8% (15) Non-Members Say Yes

HOW CAN MAX BE HELPFUL? (SELECT IDEAS)

- Continue what we are doing (20+)
- Keep community informed with data and best practices
- Help connect with employers
- Facilitate partnerships
- Expand professional development offerings
- Explore initiatives for serving targeted populations
- Specific Ideas for Member Value: new member orientation, government work group, advisory councils with providers of externships and industry credential support, portal expansion, team rate for membership/events

60
Respondents
Provided
Feedback

Questions to Consider

SOME PRELIMINARY QUESTIONS...

- **How to follow up on the interest in the MAX Leadership Network, MAX Provider Council, and MAX Data Council? (if self-identified)**
- **How to follow up with the “Membership Maybes”? (if self-identified)**
- **How to follow up on the interest in program and event sponsorship? (if self-identified)**
- **How to follow up on the ideas raised?**
- **Should we develop a plan for a return to in-person events?**