

Metro Atlanta



Connecting Talent with Opportunity

Max Minutes

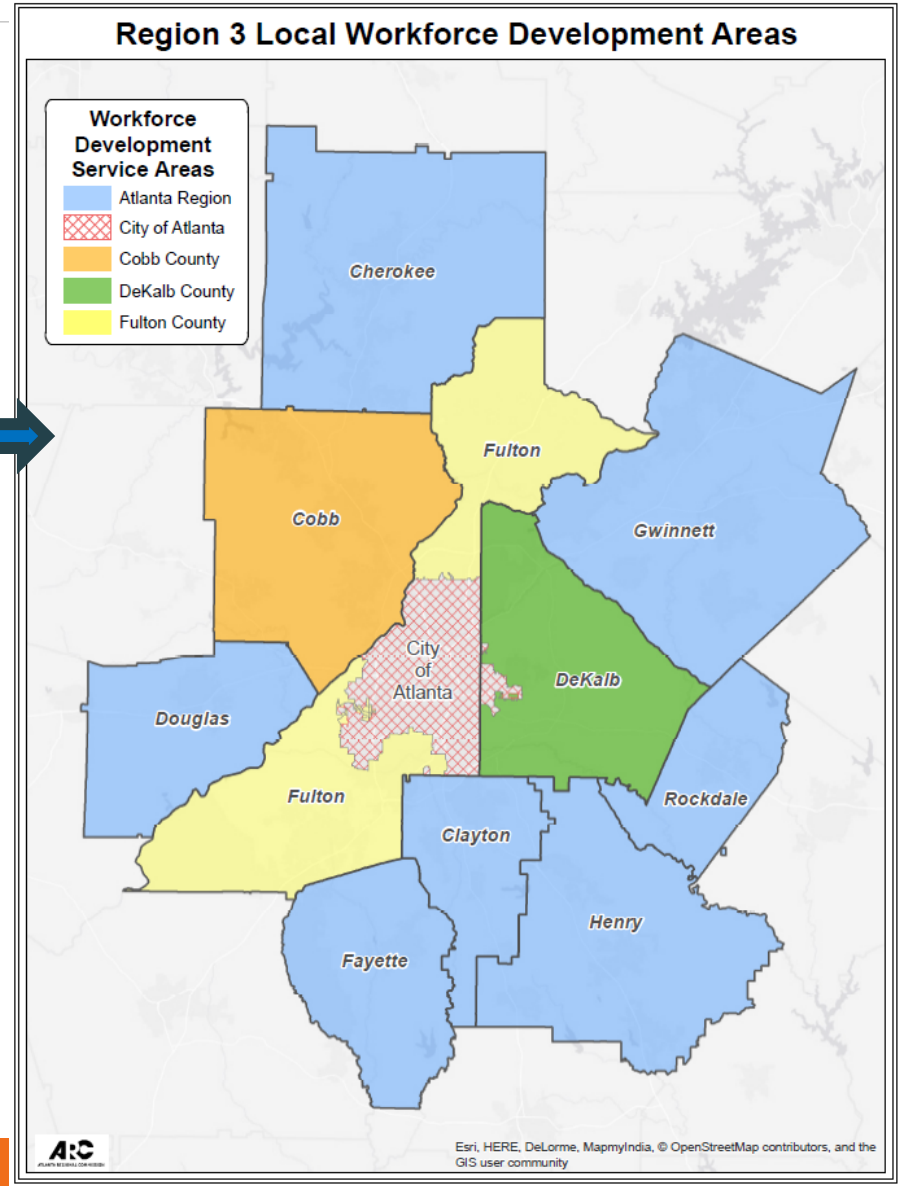
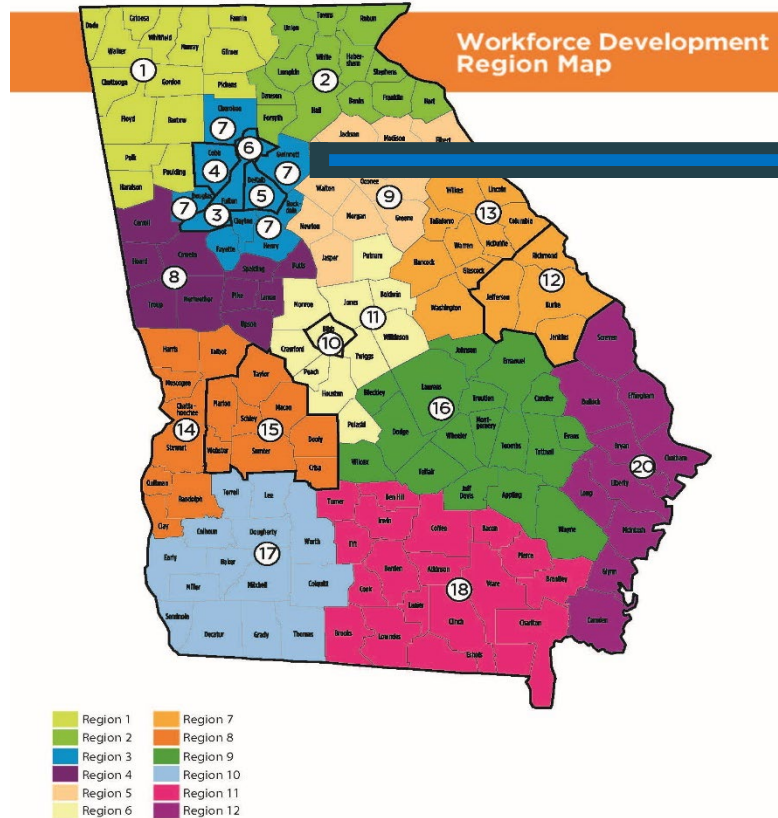
Effective Regional Alignment and Outreach

April 24, 2020

Workforce Ecosystem (pre- March 2020)

- *Complicated Workforce System* – disconnected and confusing to customers, but some alignment efforts underway
- Low Unemployment
- Hard to Reach Job Seekers
- Employers Struggle to Find Qualified Workers
- Program Funding Trending Lower
- *Customers Don't Know How to Access Services*

Local Workforce Development Areas



Workforce Ecosystem (post- March 2020)

- *Complicated Workforce System* – but alignment activities continue and expand
- Significant Layoffs and Skyrocketing Unemployment
- Some Employers Struggle to Find Qualified Workers
- Shift to Primarily Online Services
- Potential New Program Funding
- *Customers Don't Know How to Access Services*

UI Weekly Claims by Industry

Atlanta Regional Commission RC

INDUSTRY	3/7/2020	3/14/2020	3/21/2020	3/28/2020	4/4/2020	4/11/2020
Agriculture, Forestry, Fishing and Hunting	3		1	12	35	25
Mining, Quarrying, and Oil and Gas Extraction				2	7	5
Utilities		2	1		15	14
Construction	203	416	132	540	3,147	2,219
Manufacturing	98	89	215	1,516	5,406	4,757
Wholesale Trade	81	95	117	1,245	4,778	5,043
Retail Trade	146	124	238	2,966	21,693	18,542
Transportation and Warehousing	149	117	144	997	6,031	8,358
Information	89	118	535	1,600	5,295	6,705
Finance and Insurance	64	64	41	184	1,406	927
Real Estate and Rental and Leasing	49	32	90	552	3,080	1,574
Professional, Scientific, and Technical Services	145	147	271	1,523	5,689	3,553
Management of Companies and Enterprises	20	26	54	483	1,171	1,062
Administrative and Support Services	342	363	675	4,951	18,096	13,770
Educational Services	25	54	170	1,030	3,956	2,524
Health Care and Social Assistance	123	125	768	8,736	19,200	17,218
Arts, Entertainment, and Recreation	7	19	286	4,142	6,853	5,026
Accommodation and Food Services	104	144	2,510	35,579	56,993	39,797
Other Services (except Public Administration)	35	35	215	3,162	10,700	7,016
Public Administration	20	20	27	109	984	465
Unclassified	100	97	411	3,208	26,894	8,489
Total	1,803	2,087	6,901	72,537	201,429	147,089

Regional Alignment and Collaboration Activities

- Metro Atlanta Exchange for Workforce Solutions (MAX)
- Metro Atlanta Industry Partnerships (MAIP, formerly HDCI)
- Regional Workforce Initiative
- Systems Change for Economic Mobility
- Regional Targeted Outreach



Metro Atlanta eXchange for Workforce Solutions

[ABOUT MAX](#) • [PROVIDER PORTAL](#) • [WORKSOURCE METRO ATLANTA](#) • [RESOURCES](#) •

ABOUT MAX

Maximizing Opportunities

The Metro Atlanta eXchange for Workforce Solutions (MAX) serves as a convener and connector for the Atlanta region's workforce development community, and this is perhaps its most valuable service. No one else in the Atlanta region is being so intentional about pulling together all the players across the broad workforce system together in one place and on a regular basis. MAX connects with over 1,000 stakeholders representing service providers, educational entities, intermediaries, employers, and funders. MAX is a catalyst for empowering and aligning workforce development efforts to meet the needs that employers have for a ready workforce.

MAX was launched in December of 2014 by a team of regional leaders who recognized that increased collaboration across the Atlanta region's workforce development arena empowers all stakeholders to positively influence each other's efforts and realize greater collective impacts through stronger cohesiveness.

MAIP Roadmap 2019-2021



SERVICE LINES

SERVICE LINE GOALS

CAPACITY BUILDING GOALS



Hiring, Candidate Sourcing & Workforce Planning

Organize community hiring events, candidate sourcing and workforce planning efforts.

Conduct regional employer hiring fairs based on local needs and employers.
Define Regional Community Hiring Model and promote and use with existing and potential area employers.



Training & Registered Apprenticeships

Lead pre-hire, incumbent and apprenticeship projects, to ensure competence.

Convene the Metro Atlanta Apprenticeship Network to align regional efforts.
Map Top Jobs requirements and Work-Ready Skills to align, and scale programs across region.
Partner with TCSG and WorkSource to align program offerings with Metro Atlanta Top Jobs, Hope Career Grant and ETPL.
Increase the use of WIOA the ETPL process through partner education and mentoring.



Employment Success Supports

Address job seeker barriers to ensure employment success.

Conduct regional work-readiness fairs, with network partners, to eliminate job seeker barriers (i.e. housing, transit, childcare, veterans and returning citizens) to increase work readiness and employment success.
Disseminate employer best practices in working with individuals with barriers through network convenings, employer visits and recognition.



Quality Careers & Workplaces

Foster inclusive and equitable workplaces where employees, companies and communities thrive.

Create employer toolkit for career development pathways and workplace best practices.
Celebrate and disseminate employer best practices through network convenings, employer visits and recognition.



Career Awareness & Promotion

Engage students and underrepresented communities promoting opportunity and diverse and inclusive workplaces.

Align area school districts CTAE and WBL career paths with industry needs, Metro Atlanta Top Jobs and Work-Ready Skills.
Assess, promote and scale K-12 career exploration programs in Metro Atlanta schools that align with industry needs.
Leverage network partners and resources in support of 100k Initiative and other similar youth initiatives.

Industry Engagement & Leadership

- Increase and expand participation across all high-demand sectors through recruitment and use of CRM.
- Conduct quarterly regional employer forums across Metro Atlanta to strengthen "voice and influence of employers."
- Explore and launch 1-2 additional sectors (Advanced Manufacturing and Skilled Trades) based on LMI, alignment with current sectors, and industry interest.

WorkSource Capacity Building

- Implement CRM, across area WorkSource boards to improve knowledge sharing regarding employers' workforce needs and initiatives enabling a regional approach.
- Identify and explore a sustainable model for board collaboration across the region.
- Host learning, networking and team building series for local boards to strengthen awareness and alignment with regional efforts.

Sustainability

- Convene Bi-Annual Network Meetings to align regional efforts.
- Deploy Metro Atlanta Industry Partnerships website focused on regional efforts and learning.
- Sponsor events, webinars and workshops that strengthen existing workforce partners and encourage quality programs, collaboration and innovation.
- Share toolkits, successes and lessons learned through case studies and semi-annual reports.

For more information and to join, please email metroatlindustrypartnerships@unitedwayatlanta.org.

Systems Change for Economic Mobility

Impacting Metro Atlanta's Economic Mobility

<u>Objective 1</u> Regional Data Analysis January 2019 –December 2021
Baseline Data
Multivariate Analysis of Key Factors that impact Enrollment and Outcomes
Multivariate Analysis with Georgia Department of Labor Data

<u>Objective 2</u> Aligned WIOA Application Process Human Centered Design January 2019 – June 2020
Research
Synthesis
Ideation
Prototyping
Piloting

<u>Objective 3</u> Strengthen the Capacity of Community Based Providers May 2020 – August 2021
Increased participation in the Eligible Training Provider List
Aligned RFPs for WIOA training service providers
Equitable distribution of training opportunities
Regional accountability for economic mobility in the CATLyst initiative

Race, Equity and Inclusion

Regional Workforce Initiative

Regional Workforce Initiative goal statement

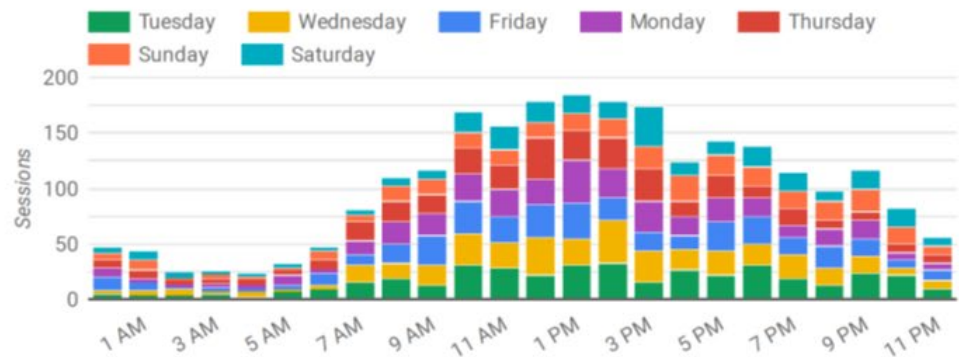
Advance economic mobility to promote a competitive Metro Atlanta economy by creating an accessible, holistic, and responsive regional workforce system

Targeted Outreach

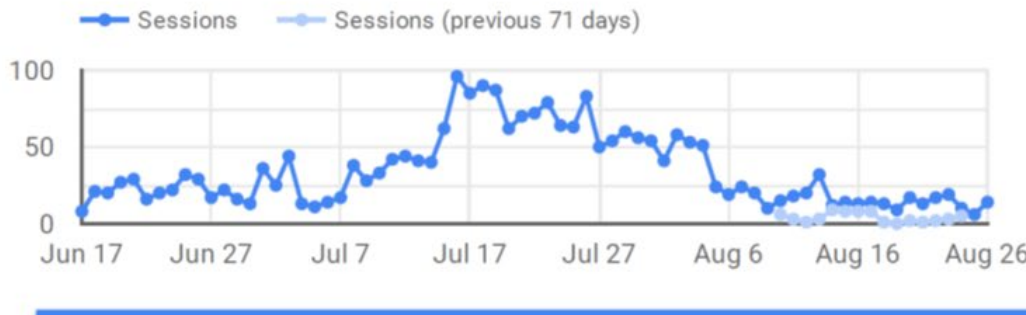
21% or 753 people completed online form requesting more information

Sessions
2,461
↑ 4,001.7%

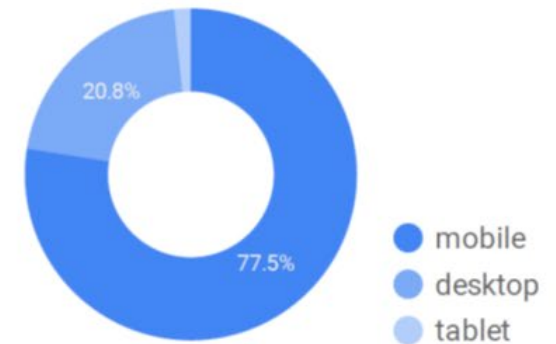
Pageviews
3,542
↑ 5,266.7%



Traffic Over Time



Device Breakdown by Category





WE'RE STILL HERE!

Welcome to WorkSource Metro Atlanta

WE'RE IMPROVING

Finding a fulfilling job can seem like a job in itself. But you're in a great place to start. WorkSource is designed to provide money and support to guide you through the process. We'll assess your skills, provide training, and help you find the job—or career—that's right for you.

[Help for Job Seekers](#)

THE WORKFORCE

No matter what business you're in, chances are recruiting a qualified workforce is not in your job description. That's where WorkSource comes in. We provide funds and support to make it easier to find and train workers, so that you can meet your business goals.

[Help for Employers](#)

THE HELP YOU NEED TO GET THE JOB YOU WANT

WorkSource is a **free, federally funded** program that helps put people to work.

Our program is designed to **help you find the right job** or career training at no cost to you.

At WorkSource, we make it our job to care about **your success.**

Rocket Camp and WorkSource

- Our focus is to help with the WorkSource outreach effort and to ensure that job seekers and employers who may benefit from the program understand what it is all about.
- Today we will share how we have responded to the changing landscape from COVID-19. We will review:
 - Guiding principles for communicating
 - Specific response to the COVID-19
 - Implications and next steps



Guiding principles

1. See the world through the eyes of those we need to reach.
2. Recognize that these are extraordinary times and business as usual will not suffice.
3. At the same time, don't lose site of the long game.
4. Use communications strategically.
5. Don't forget to breathe.



How we are responding

1. Promoting new resources on a new ATLWorks.org landing page
2. New digital ads to drive people from every county to that page
3. Better coordination of efforts across areas
4. Added emphasis to employer communications
5. Seeking out and finding stories that inspire job-seekers and employers.

How we are responding

From	To
Emphasis on the long-term	Focus on support right now
Highlighting training	Highlighting online resources
Targeted outreach	Micro-targeted outreach
General services	Calling-out specific resources

Targeted Outreach

COPY:

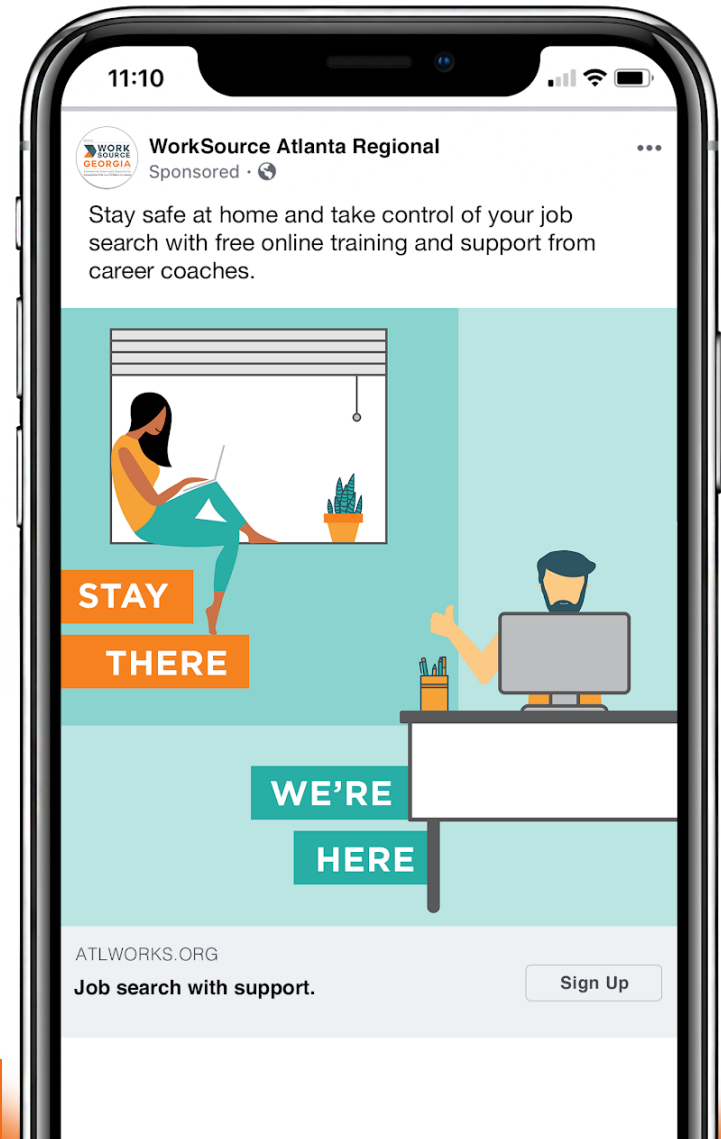
Stay safe at home and take control of your job search with free online training and support from career coaches.

HEADLINE:

Job search with support.

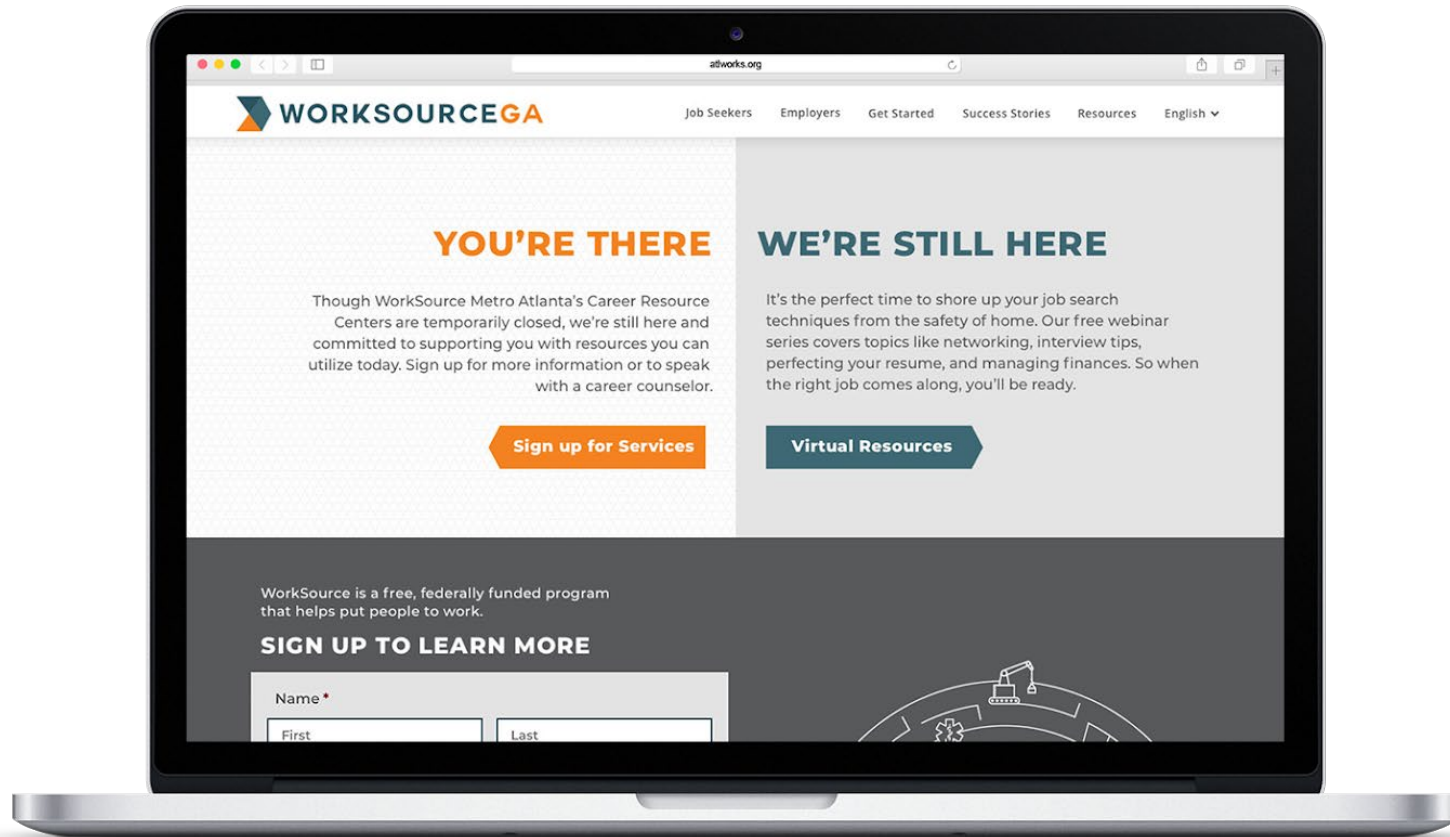
URL: ATLWorks.org

CTA: Sign Up



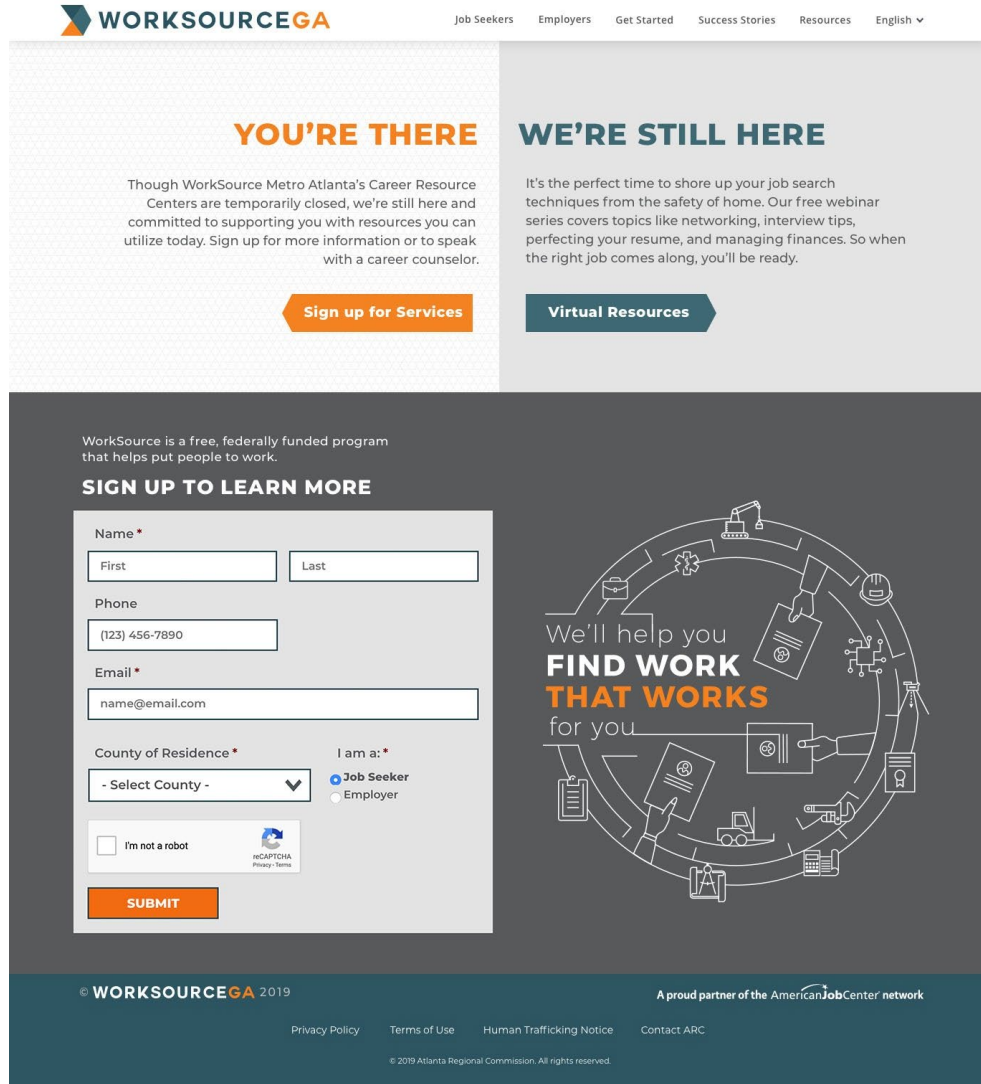


Landing page





Landing page Full page



WORKSOURCEGA Job Seekers Employers Get Started Success Stories Resources English ▾

YOU'RE THERE

Though WorkSource Metro Atlanta's Career Resource Centers are temporarily closed, we're still here and committed to supporting you with resources you can utilize today. Sign up for more information or to speak with a career counselor.

[Sign up for Services](#)

WE'RE STILL HERE

It's the perfect time to shore up your job search techniques from the safety of home. Our free webinar series covers topics like networking, interview tips, perfecting your resume, and managing finances. So when the right job comes along, you'll be ready.

[Virtual Resources](#)

WorkSource is a free, federally funded program that helps put people to work.

SIGN UP TO LEARN MORE

Name *

Phone

Email *

County of Residence *


- Select County - ▾

I am a: *

Job Seeker

Employer


I'm not a robot




reCAPTCHA
Privacy - Terms

[SUBMIT](#)

We'll help you
FIND WORK
THAT WORKS
for you



© **WORKSOURCEGA** 2019

A proud partner of the  American Job Center network

Privacy Policy

Terms of Use

Human Trafficking Notice

Contact ARC

© 2019 Atlanta Regional Commission. All rights reserved.

Resource Page

Modular webinar menu

Filter by topic

Watch previously recorded content

Register for upcoming (live) sessions

Categories:

Featured

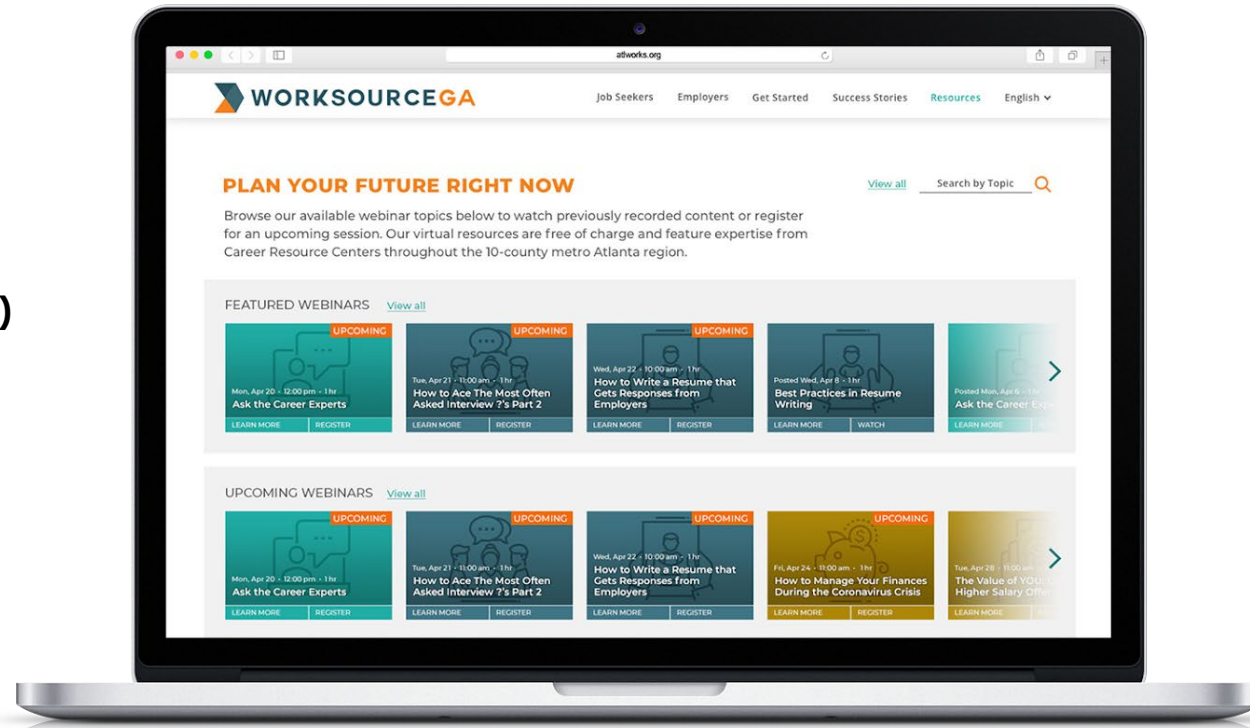
Upcoming

Ask the Career Expert

Interview Advice

Resume Advice

Financial Advice





Job Search Resources

JOB SEARCH RESOURCES

Ready to start applying? WorkSource can point you in the right direction. Check the links to the resources below regularly for updates and new information.

AVAILABLE JOBS

EmployGA

CURRENT OPPORTUNITIES

Companies hiring during COVID-19

JOB SEARCH SITES

Comprehensive list

FOLLOW US TO STAY INFORMED

WorkSource is committed to providing up-to-date information on jobs and resources available in the metro area. Follow our Facebook pages for the most current information, updates, and job openings as they become available.

 WORKSOURCE ATL REGIONAL

 WORKSOURCE COBB

 WORKSOURCE CITY OF ATLANTA

Want to speak with a Counselor?

[SIGN UP NOW](#)

© WORKSOURCEGA 2019

A proud partner of the AmericanJobCenter network

[Privacy Policy](#)

[Terms of Use](#)

[Human Trafficking Notice](#)

[Contact ARC](#)

© 2019 Atlanta Regional Commission. All rights reserved.

What happens next?

1. How will we accommodate all the new job seekers?
2. Can we reinforce our role as their go-to resource for their job search?
3. What message will help employers as they ramp back up?



Thank you

**Rob Cherof
President
Rocket Camp**

Rob@rocketcamp.com

Metro Atlanta



Connecting Talent with Opportunity