



MAX

Metro Atlanta eXchange for Workforce Solutions

MAX MINUTES

DECEMBER 18, 2020

SPECIAL THANKS TO OUR ANCHORS!



AGENDA

- **WELCOME:** Amy Lancaster-King, Chair, MAX Board
- **MAX PROVIDER COUNCIL UPDATE:** Dana Inman, Chair
- **MAX DATA COUNCIL UPDATE:** Mike Carnathan, Chair
- **MAX YEAR IN REVIEW:** Joy Wilkins, Facilitator
- **WHAT'S ON DECK FOR 2021:** Amy Lancaster-King
- **Q&A**
- **ADJOURNMENT:** Amy Lancaster-King

MAX PROVIDER COUNCIL UPDATE

DANA INMAN

About the MAX Provider Council

- MAX Provider Council was initially chartered in September 2015.
- The Provider Council is a MAX advisory council that helps align MAX strategies and actions with the needs and operations of workforce service providers, especially nonprofits and community-based organizations.
- The Provider Council is comprised of stakeholders who assist individuals with job training, job search and placement, and related work supports.
- The Provider Council serves as the advisory board for the MAX Provider Portal, MAX Academy, and other MAX programs.

Atlanta CareerRise
Atlanta Center for Self Sufficiency
Bobby Dodd Institute
City of Refuge
Crossroads Community Ministries
First Step Staffing
Gateway Center
Generation Atlanta
Goodwill of North Georgia
Integrity CDC
Jewish Family & Career Services
Juma Atlanta
Latin American Association
United Way of Greater Atlanta
Urban League of Greater Atlanta
Year Up Greater Atlanta

MAX Provider Council: The Year Ahead

- Provider Council will continue to inform and advise on plans for the MAX Academy, the Provider Portal, as well as other programs.
- Provider Council will meet every other month to keep each other updated on the latest developments with respect to serving the workforce and meeting employer needs.
- Provider Council will help inform the development of the next MAX Annual Survey.
- Provider Council will work to continually inform and support other MAX developments under way.
- Provider Council will continue to help build awareness among providers about MAX and the value of engaging in MAX.

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MAX DATA COUNCIL UPDATE

MIKE CARNATHAN

About the MAX Data Council

- MAX Data Council began in August 2018.
- The Data Council is a MAX advisory council that works to inform local and state policy makers and practitioners about data on the region with the intention of leading to better outcomes for job seekers and employers.
- The Data Council is comprised of representatives from the following entities who have formed a peer network for empowering and enhancing the research capabilities within each entity.
- The Data Council has meet regularly since its inception: each meeting is an energizing time spent doing a deep dive into the latest data and data tools.

Accenture
Atlanta Regional Commission
Federal Reserve Bank of Atlanta
Georgia Power
Governor's Office of Student
Achievement
Metro Atlanta Chamber
TechBridge
Technical College System of Georgia
UGA Carl Vinson Institute of Government
University System of Georgia
WorkSource Atlanta Regional

Key Learnings

Macro-Level Analysis of Regional Workforce Ecosystem: Key Findings

- The occupations that have an over-representation of workers-of-color tend to have the lowest wages.
- Lowest-wage workers have fared the worst in the pandemic economy, with employment rates declining some 19 percent since January for workers making less than \$27K annually.
- Black workers are almost twice as likely to have lost a job during the pandemic than White workers.
- Growth in middle-wage occupations has stagnated; while many common low-wage occupations are paying less today, in real terms, than they did five years ago.
- Occupations in high demand clusters have held up well compared to the job market overall.

Macro-Level Analysis of Regional Workforce Ecosystem: Potential Implications

- The high demand clusters identified seem more appropriate than ever given how they are enduring through the latest economic downturn.
- Given that common low-wage occupations are paying less today than they were five years ago, a focus on re-skilling these workers into one of the high demand clusters is imperative.
- With middle-wage jobs stagnating, it also is prudent to begin upskilling those near the top of the middle-wage strata into those high-wage occupations.
- There are a lot of career transitions possible among the high demand clusters (between Skilled Trades and Advanced Manufacturing, or between Information Technology and Healthcare) that should be cultivated.

Participant-Level Analysis of WIOA Training Through Local Boards: Key Points

- Need for greater focus at take-up; Neediest individuals appear to be least likely to enroll.
- Equity outcomes appear most prominent in MAIP's high demand industry clusters, though extent varies widely by occupation; suggests raising awareness among potential training applicants of career paths in HD cluster industries that pay higher wages.
- Utilization of support services through WIOA appears to be low, though evidence suggests service receipt is important for some customers (e.g., childcare and receipt of education credential); may require crafting partnerships with human services agencies to provide support.
- Need for stackable credentials; Q1 median wages in all but a few industries are well below livable wage, which MIT's economists estimate at about \$25/hour for a family with two children; most participants have relatively low levels of education and will need additional credentials to advance economically.

MAX Data Council: The Year Ahead

- **Data Council will be led by a new Council Chair (!!!)...MARION PHILLIPS with Georgia Power.**
- Data Council will continue to be a “sounding board” for research and data insights, as it has been for the two projects highlighted today.
- Data Council members will continue to meet every other month to review the latest data, share insights, and identify opportunities for collaborating in the efficient use of data.
- Data Council will revisit its charter and explore how it can be most helpful in understanding labor market conditions in a covid and post-covid world.

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MAX 2020 YEAR IN REVIEW

JOY WILKINS

Program of Work: Key Highlights

- **MAX Leadership Network** met every other month and focused on: Regional Workforce Initiative, Promoting Racial Equity and Shared Prosperity, AUCC, USDOL Dislocated Worker Grant, and Exploring Child Care Solutions (Part I and II).
- First-ever **MAX Annual Survey** with 150+ respondents in February 2020 benchmarked views about preparing people for work and job placement and retention, gauged current engagement with MAX, and collected insights on how MAX can best serve in the future.
- **MAX Academy** workshop held in February 2020: 80 workforce developers came together to hear from leaders with TCSG Office of Workforce Development, Georgia Department of Labor, and Georgia Department of Human Services.
- **MAX Mondays** expanded to include information on employers hiring today, supportive services, insights for workforce developers, COVID-19 recovery resources, etc. and converted to a web-based format.
- **MAX Provider Portal** hit 500+ mark for provider offices with 20+ new providers joining the portal.

Program of Work: Key Highlights

VIRTUAL REACH OF MAX

- **MAX Minutes** launched on March 27, 2020. Held every other week, MAX hosted 18 virtual sessions through December 18th. Attendance has ranged from 40+ to 90+ (70+ to 165 registrations). Board member Daniela Perry began leading our efforts in the 4th quarter and will continue in 2021.
- Re-launched **MAX Talks**, our lunch-n-learns with employers through a virtual event with Amazon with 55+ attendees (139 registrations) through the help of board member Matt Colvin.
- Held our first virtual **MAX Academy** workshop with 55+ attendees (135 registrations), focused on improving employer engagement with Adam Forrand and Howard Arden and with the help of Provider Council Chair Dana Inman. Board Vice Chair John Helton will lead our efforts in 2021.
- **MAX LinkedIn Profile** created with 140+ connections.
- **MAX YouTube Channel** created to house recordings from virtual events.
- **Our MAX weekly “reach” grew by nearly 400 in 2020...from about 1,100 at the start of the year to about 1,500 today! Our website has more than 10,000 users.**

WHAT'S ON DECK FOR 2021

AMY LANCASTER-KING

2021 BOARD OF DIRECTORS

- Chair: Amy Lancaster-King, Metro Atlanta Chamber
- Vice Chair: John Helton, Atlanta Career Rise
- Treasurer: Jenny Taylor, Goodwill of North Georgia
- Secretary: Gerlda Hines, Dept. of Human Services
- Immediate Past Chair: Wendell Dallas, Southern Company
- Data Council Chair: **Marion Phillips, Georgia Power**
- Provider Council Chair: Dana Inman, Atlanta Center for Self Sufficiency
- Amelia Nickerson, First Step Staffing
- Barbara Wall, Georgia Department of Education, CTAE
- Daniela Perry, Georgia Chamber
- David Dietrichs, Miller & Martin
- Karen Leone De Nie, Federal Reserve Bank of Atlanta
- Kevin Shea, Georgia Economic Developers Association
- **Kristin Laarhoven, WorkSource Georgia**
- Matt Colvin, University System of Georgia
- Rob LeBeau, WorkSource Atlanta Regional (WSMA)
- Todd Greene, Atlanta University Center Consortium

MAX MEMBER BENEFITS

BUILDING AWARENESS THROUGH INFORMATION BROKERAGE	Member Price	Non-Member Price
<p>MAX Mondays: weekly email updates on workforce happenings for 1,500+ list members</p>	Free	Free
<p>MAX Website: access to WorkSource Metro Atlanta; a centralized calendar of events; reports, data tools, and other resources; a job board and RFP board, and more.</p>	Free	Free
<p>MAX Website: posting jobs and RFPs to MAX website.</p>	Free	Not open to non-members
<p>MAX Provider Portal 2.0: one place to learn about the services of workforce providers, intermediaries, and other partners serving in the Atlanta region.</p>	Free	Free

MAX MEMBER BENEFITS

LEADERSHIP NETWORK & COUNCILS	<i>Member Price</i>	<i>Non-Member Price</i>
MAX Leadership Network: workforce system leaders who meet every other month to discuss key issues and opportunities of significant and mutual interest and work through best practices.	Free	Not open to non-members
MAX Provider Council: advisory council to inform the work of MAX and provide a platform for information sharing and collaboration among workforce development providers	Free	Not open to non-members
MAX Data Council: advisory council to inform the work of MAX and provide a platform for information sharing and collaboration among workforce data experts and researchers	Free	Not open to non-members

MAX MEMBER BENEFITS

SUPPORTING WORKFORCE DEVELOPERS WITH PROFESSIONAL DEVELOPMENT	<i>Member Price</i>	<i>Non-Member Price</i>
<p>MAX Academy: workshops to build knowledge and skills among workforce developers and connect them to helpful resources for serving job seekers and employers</p> <p>4 per year (estimated member savings would be approximately \$200/year)</p>	1/2 Price	No Discount
<p>MAX Minutes: webinars to provide timely insights from key experts on workforce trends, opportunities, and hot topics</p> <p>22 per year</p>	Free	\$25.00
<p>MAX Talks: lunch-n-learns to hear from business and other employers about their perspectives on workforce needs and industry trends</p> <p>4 per year</p>	\$25.00 (Virtual \$0)	\$60.00 (Virtual \$35)

MAX MEMBER DUES & SAVINGS

Organizational Budget	Dues Amount	Member Savings
\$1 - \$999,999	\$150	\$740
\$1M to <\$10M	\$275	\$615
\$10M+	\$495	\$395

MAX MEMBERSHIP KICK-OFF DISCOUNT

21% through the end of January, 2021

Organizational Budget	Dues Amount	Dues with Discount	One-Time Savings
\$1 - \$999,999	\$150	\$118.50	\$31.50
\$1M to <\$10M	\$275	\$217.25	\$57.75
\$10M+	\$495	\$391.05	\$103.95

Memberships will run the calendar year and not be prorated.

Q&A

ADJOURNMENT

AMY LANCASTER-KING

SPECIAL THANKS TO OUR ANCHORS!

