



MAX

Metro Atlanta eXchange for Workforce Solutions

MAX BOARD ORIENTATION

STRENGTHENING CONNECTIONS, COLLABORATIONS, AND PRACTICES

DECEMBER 13, 2023

SPECIAL THANKS TO OUR ANCHORS!



AGENDA

- **WELCOME FROM JENNY TAYLOR**
- **INTRODUCTIONS**
 - **Name**
 - **Affiliation**
 - **Why MAX?**
 - **Favorite Thing About Georgia**
- **ABOUT MAX**
- **ROLE OF BOARD MEMBERS**
- **QUESTIONS?**

ABOUT MAX

2024-2025 BOARD OF DIRECTORS

- CHAIR: **Jenny Taylor**, Goodwill of North Georgia
- VICE CHAIR: **Dana Inman**, Atlanta Center for Self Sufficiency
- TREASURER: **Tim Cairl**, Metro Atlanta Chamber
- SECRETARY: **Daniela Perry**, Georgia Chamber
- PAST CHAIR: **John Helton**, CareerRise
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- PROVIDER COUNCIL CHAIR: **Jeannie Ross**, City of Refuge
- BOARD MEMBER EMERITUS: **Wendell Dallas**, Southern Company
- **David Dietrichs**, Utility, Inc.
- **Sonya Grant**, WorkSource Cobb + WorkSource Metro Atlanta
- **John Hallman**, Georgia Department of Human Services
- **Chris Kidd**, University System of Georgia
- **Kristin Laarhoven**, WorkSource Georgia
- **Amy Lancaster-King**, Long Game Solutions LLC
- **Karen Leone de Nie**, Federal Reserve Bank of Atlanta
- **Amelia Nickerson**, First Step Staffing
- **Joe Paolini**, Bobby Dodd Institute
- **Dr. Ray Perren**, Technical College System of Georgia
- **Dr. Victoria Seals**, Atlanta Technical College
- **Dr. Barbara Wall**, Georgia Department of Education

MAX MISSION

Since 2014, MAX has worked to...

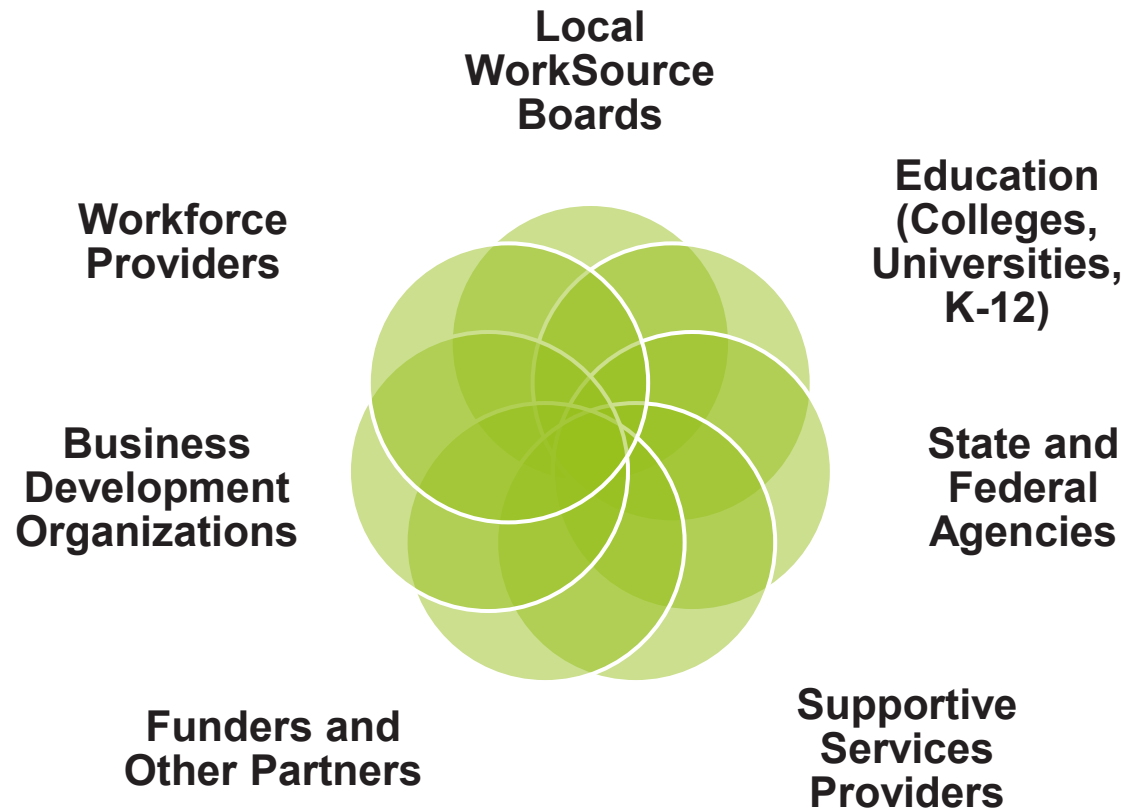
Advance economic competitiveness in the Atlanta region by strengthening **connections, collaborations, and practices** among workforce developers and organizations engaged in workforce development.



Metro Atlanta eXchange for Workforce Solutions

CONNECTING THE DOTS

Through the Metro Atlanta eXchange



Metro Atlanta has a robust workforce ecosystem for serving employers and jobseekers

BUILDING COMMUNITY

“True community can be created among those who work in businesses and other institutions.”

Larry Spears

BUILDING CAPACITY

“The process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world.”

United Nations



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MAX GOALS

1. **Improve alignment within the workforce ecosystem to better meet the needs of providers, employers and jobseekers.**
2. **Increase awareness and visibility of workforce development system assets.**
3. **Provide opportunities to increase quality, capacity, and effectiveness of Atlanta's workforce system.**
4. **Serve as a sustainable, neutral, third-party convenor for workforce developers, employers and organizations engaged in workforce development.**

MAX = CURATED RESOURCES

Building visibility and knowledge through information brokerage

- **MAX Mondays:** weekly email updates on workforce happenings for 2,000+ list members
- **MAX Website:** access to WorkSource Metro Atlanta, a centralized calendar of events, etc.
- **MAX Job Board + RFP Board:** career and project opportunities
- **MAX Resource Library:** central clearinghouse for reports, studies, data tools, etc.

MAX RESOURCE LIBRARY



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I AM:

[MEMBERSHIP](#) • [ABOUT MAX](#) • [PROVIDER PORTAL](#) • [WORKSOURCE METRO ATLANTA](#) • [RESOURCES](#) • [NEWS](#) • [JOBS](#) • [EVENTS](#)

MAX RESOURCE LIBRARY

Maximizing Access

Count on MAX to help connect you with reports and studies, data tools, websites and online portals, and other sources of information related to workforce development. Be sure to check back often for new resources.

FILTER RESOURCES: SEARCH:

TITLE	DESCRIPTION	TOPIC	TYPE
A Current Snapshot of Those Unemployed During the COVID 19 Pandemic	This report by the U.S. Chamber of Commerce summarize the results of a poll taken in 2021 regarding the behaviors, expectations, attitudes, and motivation (or lack thereof) of workers who lost jobs or were furloughed during the pandemic and have not returned to work.	COVID-19, Workforce Trends	Report or Study
A Quick-Start Toolkit for Building Registered Apprenticeship Programs	This toolkit provides helpful steps and resources to start and register an apprenticeship program, from exploring the apprenticeship model as a workforce strategy to launching a new program. Whether you're a business or labor organization, an industry association or another kind of workforce intermediary, a community college or the public workforce system, or a community-based or service organization, the U.S. Department of Labor invites you to use this toolkit.	Apprenticeships	Report or Study



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MAX = PROFESSIONAL DEVELOPMENT

Increasing quality, capacity, and effectiveness in the profession

- **MAX Academy:** workshops to build connections with people, knowledge, and resources
- **MAX Minutes:** webinars with timely insights on hot topics
- **MAX Talks:** lunch-n-learns with employers



CERTIFICATE

OF COMPLETION

is hereby granted to:

Your Name

to certify successful completion of
**MAX Academy: Best Practices in Workforce
Attraction, Retention & Outcomes**

**Powered by the
Technical College System of Georgia**

(3 Hours)

August 24, 2023



MAX = CONNECTIONS

Fostering alignment and partnerships as a neutral convener

- **MAX Leadership Network:** workforce leaders discuss key issues and work through best practices
- **MAX Provider Council:** nonprofit execs share information, build collaborations, and inform the work of MAX
- **MAX Data Council:** research experts share information, build collaborations, and inform the work of MAX
- **MAX Member Engagement Council:** MAX members explore how to improve the MAX member experience
- **MAX Annual Meeting:** signature event that brings MAX members together

MAX = AWARENESS

Raising understanding about who is doing what, where, and for whom

- **MAX Member Portal:** one place to find and share information with fellow MAX members
- **MAX Provider Portal:** one place to learn about the services of workforce providers
- **MAX Member Spotlight:** insights, impact, and trends from fellow members
- **MAX Blog:** articles posted to website and socialized through MAX Mondays

MAX PROVIDER PORTAL



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I AM: Make a selection ▾

[MEMBERSHIP](#) • [ABOUT MAX](#) • [PROVIDER PORTAL](#) • [WORKSOURCE METRO ATLANTA](#) • [RESOURCES](#) • [NEWS](#) • [JOBS](#) • [EVENTS](#)

Filter results by:

ORGANIZATION TYPES ▾	ADULT POPULATIONS SERVED ▾
SERVICES PROVIDED ▾	YOUTH POPULATIONS SERVED ▾
OCCUPATIONS SUPPORTED ▾	GEOGRAPHY SERVED ▾
INDUSTRIES SUPPORTED ▾	SPECIAL REGIONS ▾

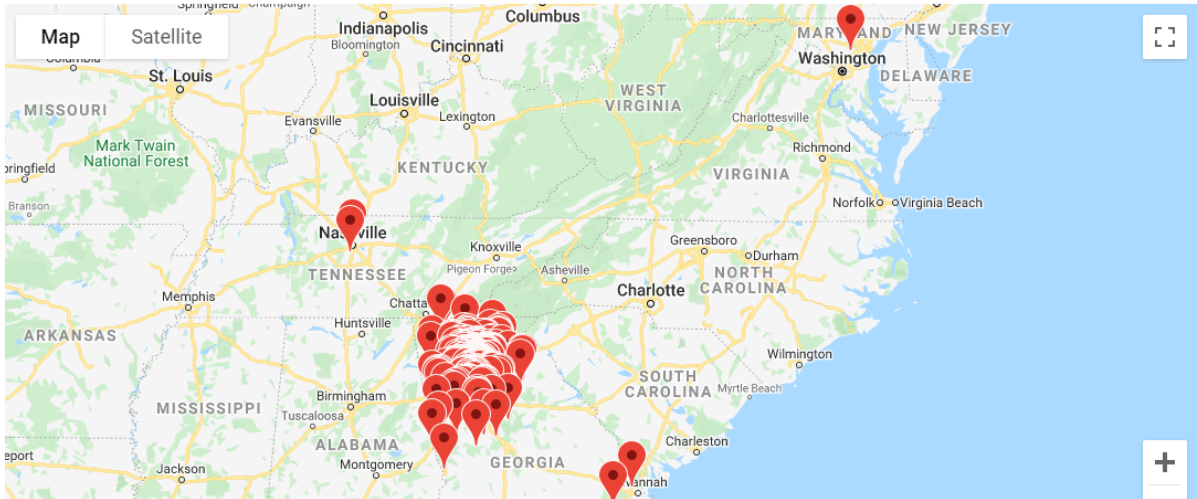
Search by keyword:

Show WIOA state eligible training provider list

MAP VIEW

LIST VIEW

516 RECORDS



Metro Atlanta eXchange for Workforce Solutions

7 KEYS TO SUCCESS

1. **MAX pulls all the fragmented pieces of the complicated workforce development landscape together in one place (no one else is doing this for everyone).**
2. **MAX connects the dots in metro Atlanta to ensure that we have a workforce system that is working well together and leveraging all the available resources**
3. **MAX offers a forum for individual organizations to think more broadly about the landscape and consider how to address the problems more broadly than what's in the purview of any one organization.**

7 KEYS TO SUCCESS

4. **MAX serves as the liaison organization, working to connect all influencers involved in workforce development, each with distinct missions, roles, and responsibilities, and unique doors**
5. **MAX offers an open forum, with a non-biased agenda, for workforce development stakeholders.**
6. **MAX provides a platform for sharing best practices and learning how can we leverage each other and work toward the same goals**
7. **MAX assists workforce development professionals in improving their services to the region.**

BIG PICTURE...

- MAX is an umbrella that enables connections
- Representing “all of us” as a neutral
- Operating at the “speed of trust”
- Credibility of MAX with national organizations
- New entrants connect via MAX to everyone
- Lack of conflict among workforce partners
- Work toward a better overall system
- MAX sets up Atlanta as an innovation and pilot site

MAX is all about strengthening connections, practices, and collaborations among workforce developers and organizations engaged in workforce development.

Other states and regions want what we have in the ATL area through MAX...MAX is a national best practice model!



Metro Atlanta eXchange for Workforce Solutions

“MAX has been a collaborative effort from the very start and that is its continuing power. An aim to help equip the individuals that make up the workforce development ecosystem to collectively create sustainable career pathways for ALL jobseekers, to meet business needs for talent, and to foster a healthy, resilient, and equitable economy for the Atlanta metro takes us all.”

Karen Leone de Nie

**Vice President, Community & Economic Development
Federal Reserve Bank of Atlanta**

2023 Wendell Dallas Excellence in Leadership Award Recipient

“I have learned a great deal from mentors in this community and I have developed several important employer relationships. MAX has been an important part of my learning journey into the workforce development world.”

Jeannie Ross

Director of Job Training and Employment Services

City of Refuge

Incoming MAX Provider Council Chair



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“MAX has been an instrumental resource for our agency. We have employees who participate in various MAX events, like the MAX Academy or MAX Minutes. For example, members of our Division of Child Support find these meetings beneficial for learning how to best connect our non-custodial parents who are underemployed or unemployed with helpful workforce development resources. MAX is also valuable due to the fact that as one of the largest state agencies, we continue to look for qualified employees through the MAX network.”

Gerlda Hines
Past Commissioner
Georgia Department of Human Services
Former Executive Officer

ROLE OF BOARD MEMBERS

A WORKING BOARD...

KEY RESPONSIBILITIES

- **Governance:** Establish policies and advise on agenda setting for MAX.
- **Community Champion:** Build support for MAX's missions and goals within personal networks.
- **Program Development:** Lead or co-lead a programmatic area for MAX.
- **Membership Development:** Help expand MAX's reach through new members.
- **Resource Development:** Aide with identifying and pursuing new resources to support/advance the work of MAX.

GOVERNANCE

- **MAX Board Meetings**
 - Board meetings every other month (February, April, June, August, October, December)
- **Strategic Input**
 - MAX Annual Board Retreat (June)
 - MAX Annual Survey
- **Advisory Councils**
 - MAX Provider Council
 - MAX Data Council
 - MAX Member Engagement Council

COMMUNITY CHAMPION

- **MAX Representation**
 - MAX Leadership Network (every other month)
 - MAX Annual Meeting of the membership (December)
 - MAX Events (monthly options)
 - Meetings / events with MAX partners (occasional)
- **Everyday Ambassador**
 - Your agency / organization
 - Your network / associations
 - Events hosted by others

PROGRAM DEVELOPMENT

- **Key Programs**

- MAX Academy
- MAX Leadership Network
- MAX Minutes
- MAX Talks

- **Future Programs**

- New ideas for programs and services that are a value-add for members and partners



MEMBERSHIP DEVELOPMENT

KEY QUESTIONS

1. How can I best connect with current members of MAX?
2. What colleagues within/outside my organization would find connecting to MAX members and resources helpful?
3. Are there organizations that play a key or supportive role in workforce development not already represented in MAX?

RESOURCE DEVELOPMENT

- **Anchor Investor Liaison**

- Help maintain strong relationships with existing and new anchors.

- **Sponsorships**

- Identify and help secure sponsorships for MAX programs and events.

- **Partnership Development**

- Help MAX foster new partnerships with strategic partners.



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2024 BOARD LEADS

PROGRAM / SERVICE / ACTIVITY	BOARD LEAD
MAX BOARD OF DIRECTORS	JENNY TAYLOR
MAX LEADERSHIP NETWORK	DANA INMAN
MAX FINANCES	TIM CAIRL
MAX RECORDS	DANIELA PERRY
MAX ORGANIZATIONAL DEVELOPMENT	JOHN HELTON
MAX DATA COUNCIL	MARION PHILLIPS
MAX MEMBER ENGAGEMENT COUNCIL	BREEZY STRATON
MAX PROVIDER COUNCIL	JEANNIE ROSS
WORKSOURCE METRO ATLANTA LIAISON	SONYA GRANT
MAX ACADEMY	DR. RAY PERREN
MAX MINUTES	DANIELA PERRY
MAX TALKS	JOE PAOLINI
MAX ANCHOR INVESTORS	TBD
MAX SPONSORSHIPS	TBD
MAX PARTNERSHIP DEVELOPMENT	TBD

QUESTIONS?

MAX COMMUNICATIONS

- MAX Website: www.metroatlantaexchange.org
- MAX YouTube: <https://www.youtube.com/@metroatlantaexchange>
- MAX LinkedIn Profile: <https://www.linkedin.com/in/metro-atlanta-exchange-for-workforce-solutions/>
- MAX LinkedIn Page: <https://www.linkedin.com/company/metroatlantaexchange>

SPECIAL THANKS TO OUR ANCHORS!

