



MAX PROSPECTUS

www.metroatlantaexchange.org

ABOUT MAX

The Metro Atlanta eXchange for Workforce Solutions (MAX) was launched in December 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. MAX has since served as a convener and connector for the Atlanta region’s workforce development community, pulling together all the players across the broad workforce system together in one place and on a regular basis. Indeed, MAX has developed into a dynamic network to serve and connect workforce developers.

The MAX network includes more than 2,000 workforce developers 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. In January 2021, MAX began an exciting transformation to become metro Atlanta’s premiere professional membership association for workforce developers. Today, MAX is nearly 400 members strong.

MISSION

The mission of MAX is to advance economic competitiveness in the Atlanta region by strengthening connections, collaborations, and practices among workforce developers and organizations engaged in workforce development.

GOALS

ONE

Improve alignment within the workforce ecosystem to better meet the needs of providers, employers, and jobseekers.

TWO

Increase awareness and visibility of workforce development system assets and opportunities.

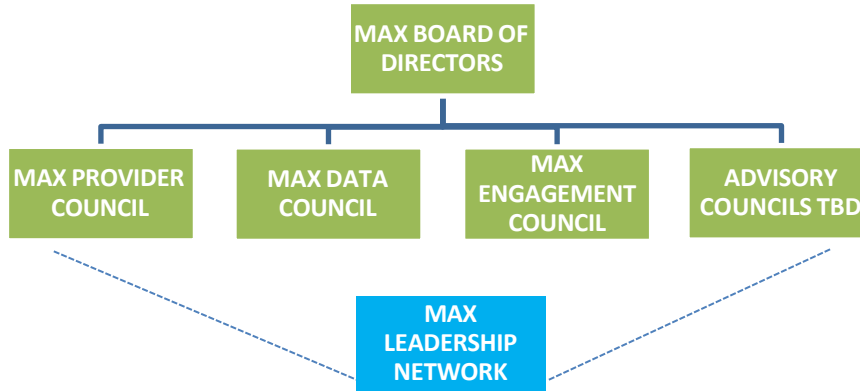
THREE

Provide opportunities to increase quality, capacity, and effectiveness of Atlanta’s workforce system.

FOUR

Serve as a sustainable, neutral, third-party convener for workforce developers, employers and organizations engaged in workforce development.

MAX ORGANIZATIONAL FRAMEWORK



MAX LEADERSHIP NETWORK

The MAX Leadership Network is comprised of senior workforce leaders who convene regularly to strengthen our collective capacity as workforce developers to meet the needs that employers have for a ready workforce. The Leadership Network works to help network members: learn more about who is doing what, where, and for whom; explore common issues and opportunities, share ideas and best practices for building solutions; make new connections and catalyze partnerships; and keep each other updated and informed on ways we can help each other.

MAX PROVIDER COUNCIL

The MAX Provider Council is an advisory council – comprised of nonprofit and community-based organization workforce leaders – that works to help align MAX strategies and actions with the needs and operations of workforce service providers. The Provider Council’s work is essential in helping MAX achieve its mission of strengthening connections, collaborations, and practices among workforce developers. The council also provides a platform for information sharing and collaboration.

MAX DATA COUNCIL

The MAX Data Council is an advisory council – comprised of workforce data experts and researchers – that works to better inform local and state policy makers and practitioners through MAX. The Data Council works to: amalgamate various data sources into a more comprehensive picture of the region with the intention of leading to better outcomes for job seekers and employers; create a peer learning network to empower and enhance the skill sets of research/data staff within entities; and identify opportunities for the more efficient use of data among providers. The council also provides a platform for information sharing and collaboration.

MAX MEMBER ENGAGEMENT COUNCIL

The MAX Member Engagement Council is an advisory council – comprised of MAX members – that works to provide thought leadership regarding how MAX can best serve and engage our members. The Engagement Council’s work is critical for enabling MAX to meet its mission of strengthening



connections, collaborations, and practices among our members and other workforce development organizations – and fuels the ongoing retention and recruitment of MAX members. The Engagement Council advises, reviews, and advocates for strategies and actions that contribute positively to the MAX member experience.

MAX BOARD OF DIRECTORS

MAX is governed by a board of directors comprised of leaders in the public workforce system, voices for business, nonprofit workforce training and human services providers, funders, intermediaries, and employers.

Jenny Taylor (Chair)

Vice President of Career Services Goodwill of North Georgia

Dana Inman (Vice Chair)

President & CEO
Atlanta Center for Self Sufficiency

Tim Cairl (Treasurer)

Senior Director, Educated Workforce Metro Atlanta Chamber

Daniela Perry (Secretary, MAX Minutes Lead)

Vice President, Georgia Chamber Foundation
Georgia Chamber of Commerce

John Helton (Past Chair)

Executive Director CareerRise

Wendell Dallas (Board Member Emeritus)

Executive Vice President
Southern Company Gas

David Dietrichs

Attorney
Utility, Inc.

Sonya Grant (WorkSource Metro Atlanta Liaison)

Executive Director
WorkSource Cobb

John Hallman

Deputy Commissioner
Georgia Department of Human Services

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University System of Georgia

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Executive Director, Office of Workforce Development
Technical College System of Georgia

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WorkSource Atlanta

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Dr. Ray Perren (MAX Academy Lead)

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Technical College System of Georgia

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Vice President
Elevate Douglas

Dr. Barbara Wall

Deputy Superintendent
Georgia Department of Education