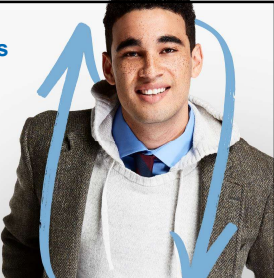


Innovating Georgia's Workforce Pipeline 2022

Economic, workforce, and social impact at the Speed of Trust




Panelists

Brett Lacy
Workforce Division Manager, WorkSource Fulton / Select Fulton

Pooja Tripathi
Director of Workforce Initiatives, The Manufacturing Institute

Joy Wilkins
Facilitator, Metro Atlanta eXchange for Workforce Solutions (MAX)

Jenny Taylor
Vice President, Career Services, Chief Mission Officer, Goodwill of North Georgia



Strategies and practical tips on how to tap into unique populations of potential workers




Building public-private partnerships for upskilling workers



What does it take to start an effective collaboration for collective impact in WFD?



Getting results. What does social impact look like?



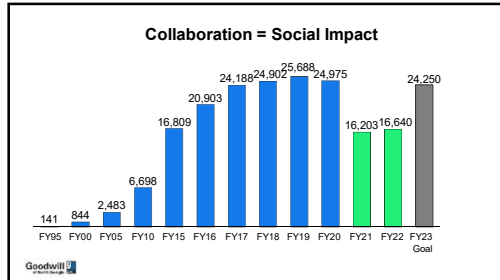
#1 for Places of Color Employer

We Put 108,000

People to Work in the last Five Years

#1 for Veterans Employer

Goodwill logo



Job Training in High Demand Industry Career Pathways

- Maintenance Technician
- Highway Construction
- Logistics Technician
- Transportation Specialist
- Technology Careers
- Welding
- General Construction

Goodwill logo

Job Training with Industry-Recognized Credentials

Advanced Manufacturing **Retail Customer Service** **GoodBIZ! Microenterprise** **Customer Service Contact Center**

Phlebotomy **Medical Billing and Coding Technician** **Healthcare Environmental Services** **Floor Tech/Custodial** **Forklift Training**

Goodwill logo

We Work Better Together
Network and Community Partnerships

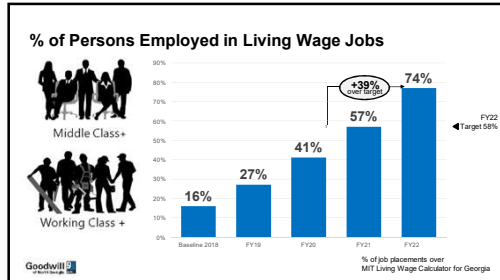
- 12 college co-enrollment partnerships
- 26 high school co-enrollment partnerships
- 39 public sector partnerships
- 65 non-profit and community-based partnerships
- 93 private foundation partnerships
- 5,000+ employer partnerships

Goodwill logo

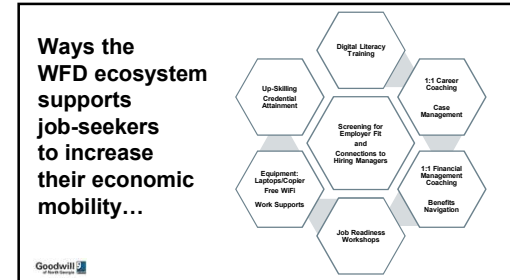
Increased Focus on Quality to Move People Out of Poverty

A first job
a Better job
a Career.

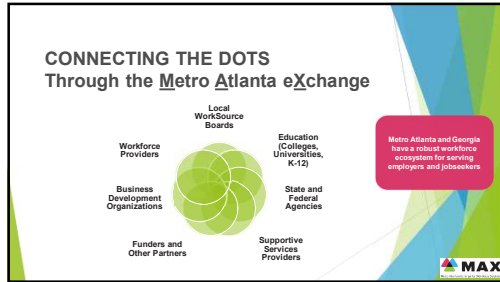
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MAX MISSION

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.

MAX

THE GOALS OF MAX

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 **convener** for workforce developers, employers, and organizations engaged in workforce development.




Success Stories




WHAT HAS WORKED WELL

- "Speed of trust"
- Coordination with 5 boards
- Venue for conversations that enable alignment and coordination (e.g., alignment of WIOA and SNAP at state level)
- New entrants connect via MAX to everyone
- Many ways to engage
- MAX as a referral source
- Consistency of communications and information sharing




WHAT HAS WORKED WELL

- Georgia has retained more federal dollars because of MAX
- Partnerships and collaborations have helped increase capacity and reduce duplication
- Professional development for workforce developers
- Professionals move within the ecosystem
- MAX sets up Atlanta as an innovation and pilot site



WHAT HAS WORKED WELL

- Credibility of MAX with national organizations
- MAX as an umbrella that enables connections
- Representing "all of us" as a neutral
- Expertise that is trusted
- Lack of conflict among workforce partners
- Work toward a better overall system





11/14/2022

THANK YOU

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