



INNOVATING GEORGIA'S
WORKFORCE PIPELINE
CONFERENCE 2023



Youth Workforce Development: Programs that Prepare the Next Generation

November 15, 2023



Who We Are

- We are *convenors, connectors and collaborators*
- We are *advocates and believers*
- We are *nurturers and providers*
- We are *activators and accelerators*
- We are *future-focused builders*
- We are *impact*

What We Believe

- Do what's right
- Be boundlessly curious
- Have fun
- Believe in better
- Be of service
- Learn by doing
- Progress over perfection
- Invite others to the table
- Best team, ever
- Champion the mission
- Process creates outcomes
- Offense vs. Defense
- Empower and entrust
- Design the path



What We Do

- We help businesses connect, build, influence and lead
- We advocate for a better region
- We connect, inform and fight for business growth and Albany's success
- We invest in Albany, and in programs and initiatives that help the region prosper
- We champion prosperity
- We take on the biggest challenges so members can focus on growing their businesses
- We design the path of Albany's future. Our north star: Remarkability.



WINNING STRATEGY

ECONOMY | COMMUNITY | TALENT






The **Albany Area Chamber
Foundation** leads talent,
economic, entrepreneurial
and innovation initiatives
that provide impact beyond
the business community's
normal reach.





ALBANY-DOUGHERTY WORKS! TALENT DEVELOPMENT STRATEGY 2.0 2023-2024 ACTION PLAN

	6 MONTH JULY 2023-DECEMBER 2023	12 MONTH JULY 2023-JUNE 2024	18 MONTH JULY 2023-DECEMBER 2024
 PRIORITY 1 Community Connection and Coordination	<ul style="list-style-type: none"> ✓ Begin implementation of the Albany-Dougherty Works! Talent Development Strategy 2.0 with committees for each priority. ✓ Establish a work force development network for shared information. ✓ Develop an accountability and progress report structure for the Albany-Dougherty Works! Talent Development Strategy 2.0. 	<ul style="list-style-type: none"> ✓ Enhance marketing and outreach of existing work force resources and programs in the community. ✓ Collect and analyze additional data to inform work force planning efforts. 	<ul style="list-style-type: none"> ✓ Launch a campaign focused on career path stories. ✓ Develop an informative and interactive jobs and work force development platform.
 PRIORITY 2 Youth Pipeline Development	<ul style="list-style-type: none"> ✓ Expand Albany-Dougherty Works! Learning Tours for educators, administrators and counselors. ✓ Continue efforts of the Go See! Tour to connect businesses and schools. 	<ul style="list-style-type: none"> ✓ Expand career exposure and awareness for Dougherty County students ✓ Develop and expand opportunities for mentoring and connection. 	<ul style="list-style-type: none"> ✓ Expand FLEX ABY to expose more students to entrepreneurial thinking and develop employability skills
 PRIORITY 3 Continued Adult Preparation	<ul style="list-style-type: none"> ✓ Conduct a job needs market assessment to build a business-aligned work force. ✓ Conduct a wage survey to inform employers. 	<ul style="list-style-type: none"> ✓ Analyze additional data to inform market needs, industry collaboratives, training programs and certifications. ✓ Promote and connect work force and employment programs and resources to opportunity populations. ✓ Promote upskilling opportunities for Dougherty County adults. 	<ul style="list-style-type: none"> ✓ Coordinate with area employers to codevelop industry pipeline training programs and certifications.



ALBANY-DOUGHERTY WORKS! TALENT DEVELOPMENT STRATEGY 2.0

Join a
COMMITTEE!

Priority 1
**COMMUNITY CONNECTION
AND COORDINATION**
with
**JESSICA CASTLE
&
CHRIS HATCHER**

Priority 2
**YOUTH PIPELINE
DEVELOPMENT**
with
**JODI COLLINS
&
ANGIE GARDNER**

Priority 3
**CONTINUED ADULT
PREPARATION**
with
**NATHANIEL COOPER
&
GABE LORD**

PROPEL+

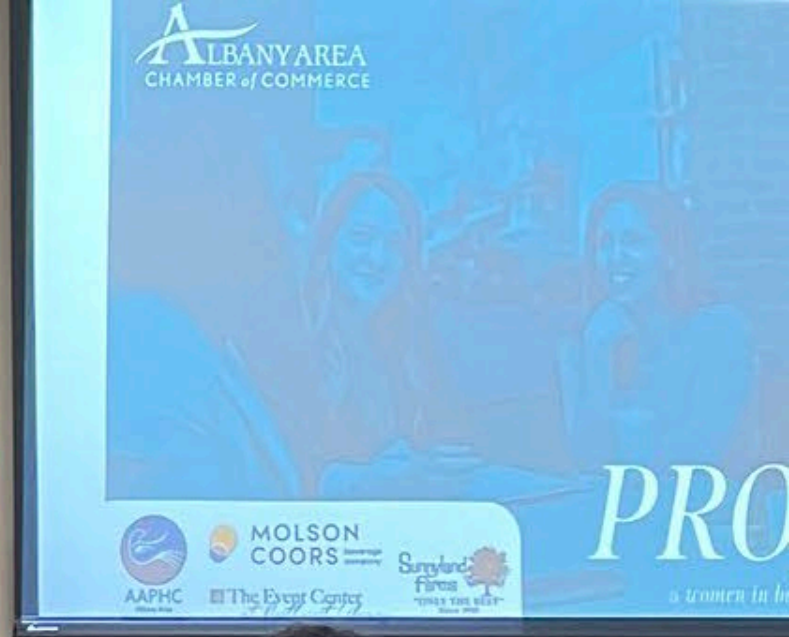
Connection. Empowerment. Mentorship.



PROPEL+

Aims to ***build a web that through connection nurtures, provides and empowers*** Albany's female youth to design their paths. That, ultimately, propels the future of Albany's work force.





Majority of Dougherty County is female.

Majority of students are female.

Majority of the work force is female.

Ensuring this population of the community and work force is an imperative.





TOP STUDENT NEEDS

01

SCHOOL-LIFE BALANCE

02

MONEY MANAGEMENT

03

BUILDING RESUMÉ

04

EMPOWERMENT & BOUNDARIES

05

CONNECTION & MENTORSHIP

06

INTERVIEW PRACTICE

07

DRESS FOR SUCCESS







A

PROPEL +
career closet

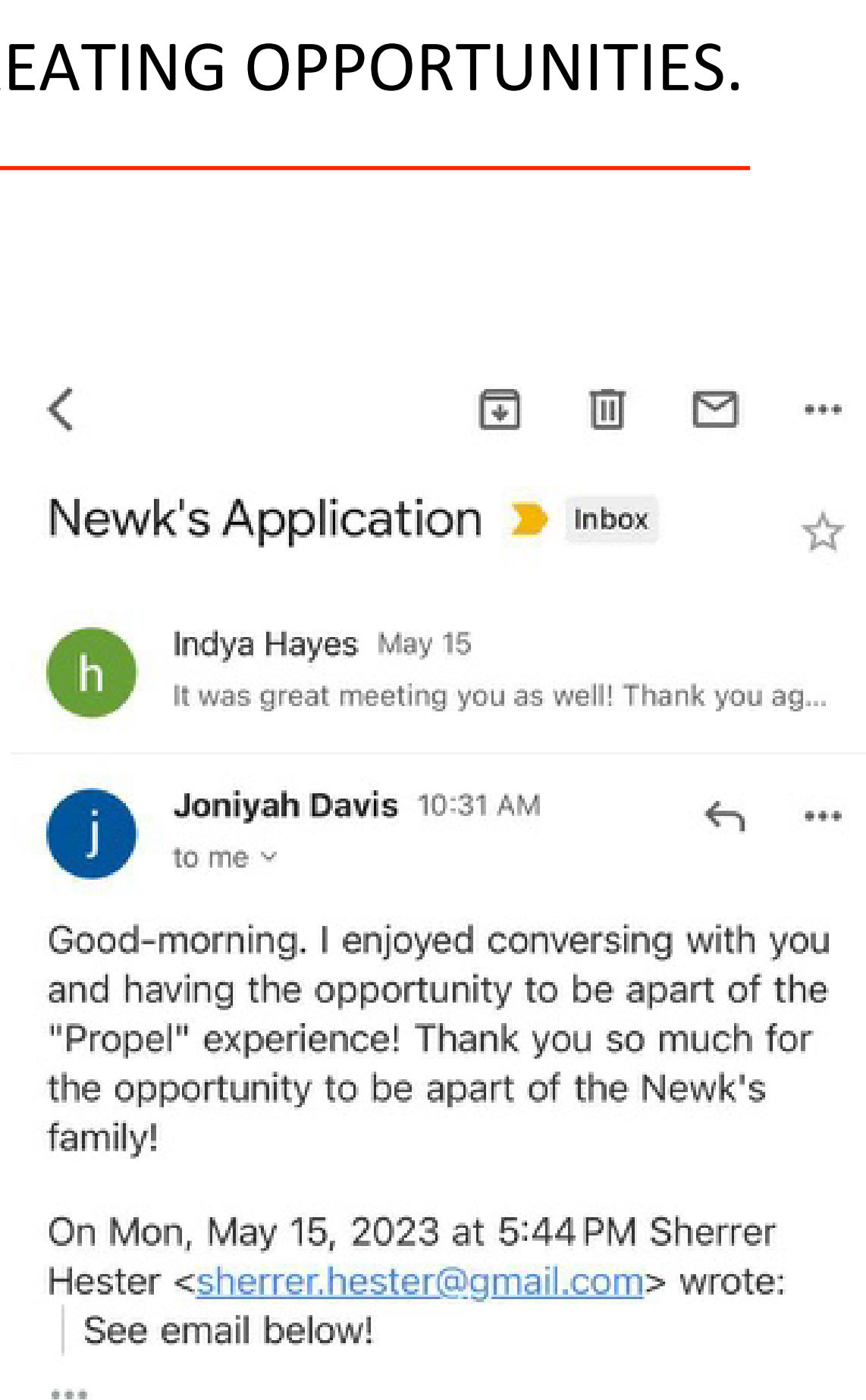




BUILDING CONNECTIONS. CREATING OPPORTUNITIES.

I enjoyed yesterday so much! I was chatting about the **opportunities** we might have at Newk's; look at the replies I got back!

-- Sherrer Hester,
Newk's, Propel+ adult
participant



100%

>> students reported feeling positioned for the future after Propel+

>> adult participants said they were more likely to hire someone who has participated in the program compared to someone who has not



In one word, how do you feel?





**READY TO
PROPEL?**

WE'RE READY TO HELP!



CONTACT US

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Laura Russ, Strategic Initiatives Coordinator, lruss@albanyga.com



November 15, 2023





Unleashing Potential

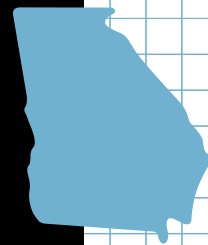




Unleashing Potential



OUR MISSION



The goal of the Foundational Leadership and Entrepreneurship Experience, known as FLEX, is to create prosperity and revitalize rural communities through the creation of entrepreneurial ecosystems.

COMPETITION OVERVIEW

Round 1

Submit a
Business Plan

Student entrepreneurs form teams, referred to as companies, and submit a business plan application to be judged by a panel of local business leaders.

Round 2

Start Your
Business

The selected 10 companies will receive a small loan for seed money to get their business off the ground. They will then operate for 8 to 12 weeks, while participating in workshops and completing assignments that will provide tools to increase the success of their venture. At the end of this round, companies give a Shark Tank style business pitch to a panel of judges.

Round 3

Make Your
Pitch!

The top 3 companies continue operating their businesses and implementing feedback from the Round 2 judges for 5 weeks. They participate in extensive presentation training and then give their final pitch to a panel of judges and in front of friends, family, and peers.

AWARDS



First Place Student Owned Company
\$2,500 to \$5,000 in cash + awards and prizes



Second Place Student Owned Company
\$1,250 to \$3,000 in cash + awards and prizes



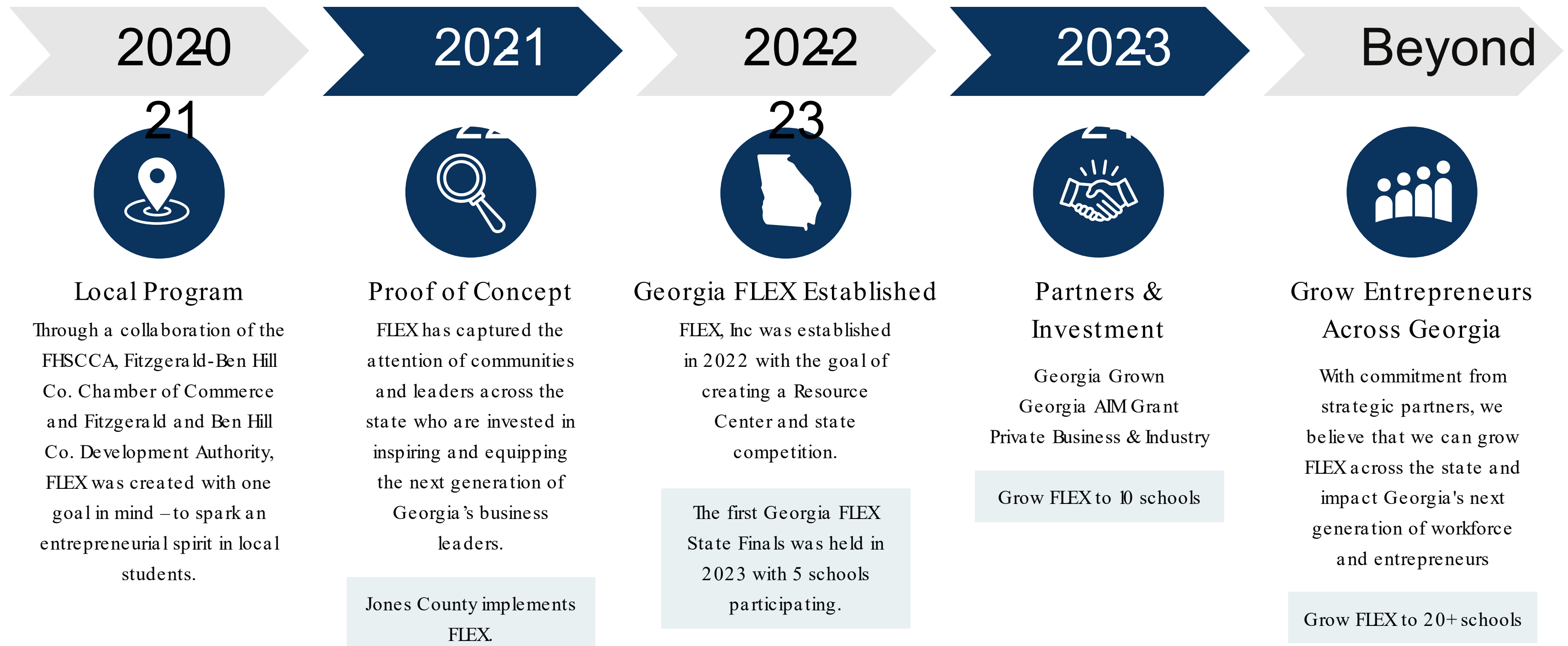
Third Place Student Owned Company
\$750 to \$1,500 in cash + awards and prizes

One of the distinctives of the FLEX Competition is the prize money for winning companies. This is a great motivator for students to enter the competition and work hard on their business. Prizes are awarded as cash.



DEVELOPMENT OF FLEX

A local competition that has grown to be a resource center for student entrepreneurship across the state.





STATEFINALS

FITZGERALD, GEORGIA



thank you to our partners!



Georgia Department of Education, Georgia Association of Chamber of Commerce Executives, Georgia Economic Development Association

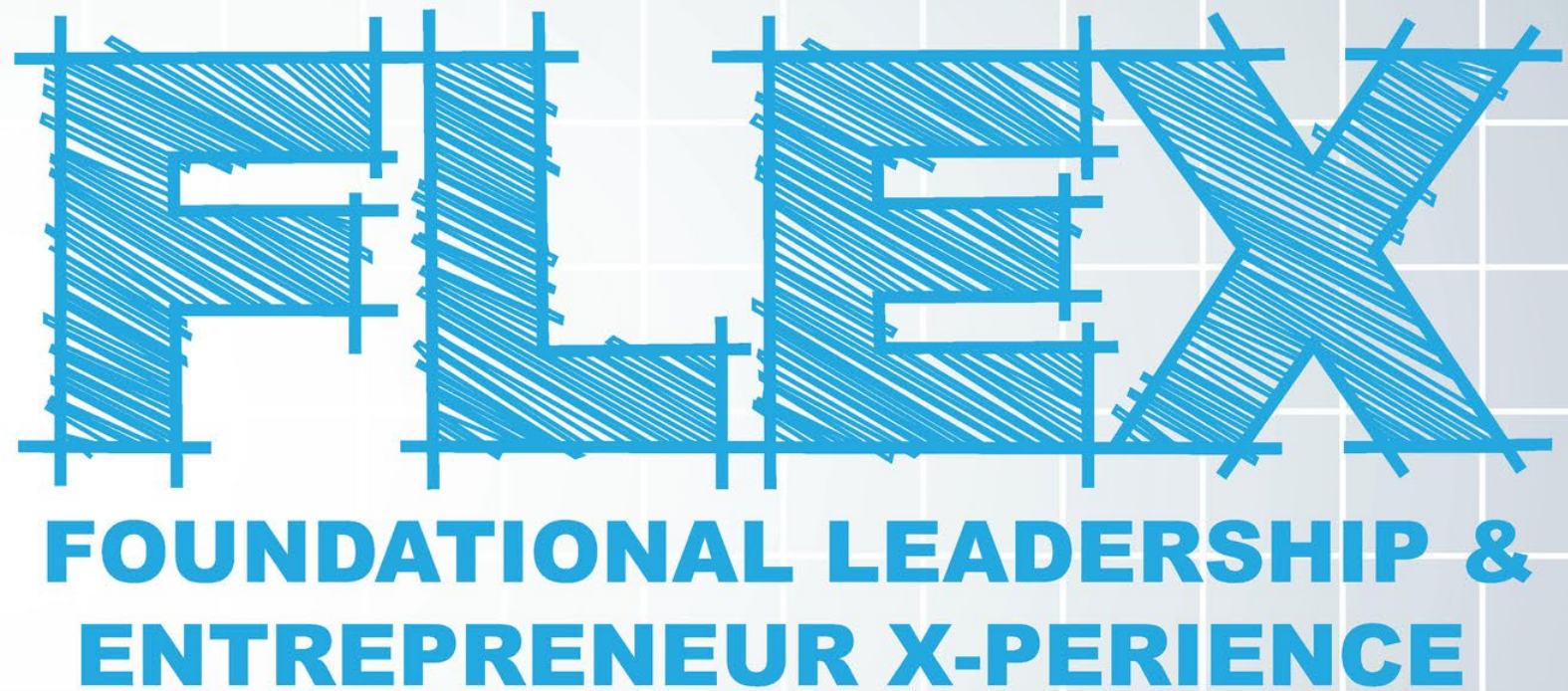
“Georgia needs more students to start their own businesses, to innovate, create, make and build the jobs of the future. Community leaders around the state are helping the next generation by supporting entrepreneurial programs like FLEX. I encourage you to engage and help us train the future business leaders of your community.”

Chris Clark, President & CEO Georgia Chamber of Commerce





+



The Georgia Grown Entrepreneur Program

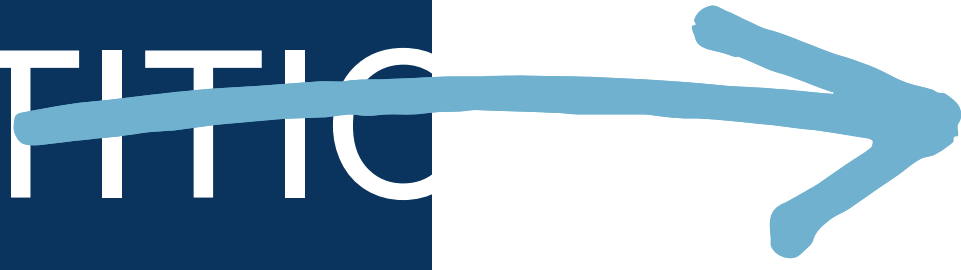
2023-2024 HEXCOMMUNITIES

Ben Hill County
Bibb County
Candler County
Coffee County
Dougherty County

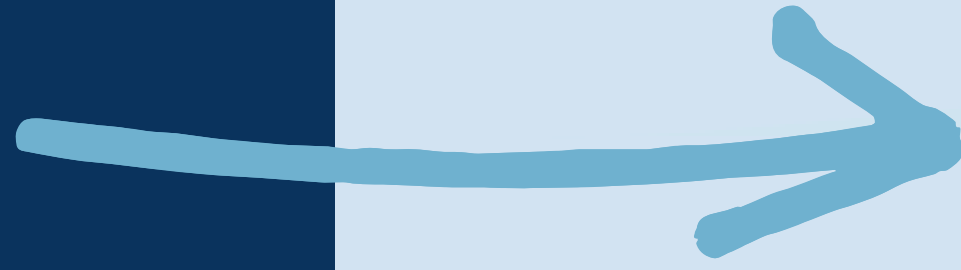
Evans County
Jones County
Lowndes County
Sumter County
Thomas County



COMPETITIVE



Magic



FLEX
FOUNDATIONAL LEADERSHIP &
ENTREPRENEUR X-PERIENCE



FLEX provides solutions to Georgia's most critical workforce issues.

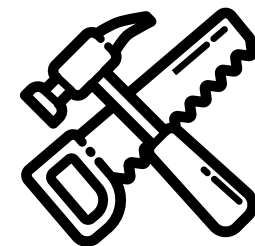


*Georgia Chamber Foundation Data



Participation

4 jobs available for every one person



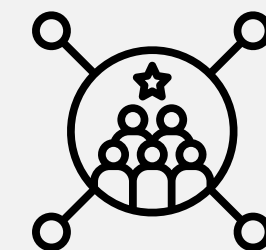
Skilled Professionals Demand

Increased demand for mechanics, construction workers, technicians, etc.



Preparedness

40% of students graduate with no work experience



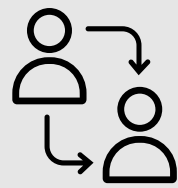
Talent Pipeline

Rural areas continue to lose their best and brightest students to metro areas



Workshops

Invite local business leaders to teach students about finances, customer service, marketing, etc



Mentors

Each company is paired with a local business who can share their experience and knowledge of business ownership



Networking

Student entrepreneurs join their local Chamber and begin to expand their networks

WHAT MAKES FLE

Students start REAL business that sell REAL products & services for REAL money.

During the FLEX competition, students are invited into professional environments and exposed to the stories of relatable entrepreneurs, creating an "on-ramp" for their own entrepreneurial path.

Community partnerships can start and grow through FLEX as businesses are invited into the education system and the community rallies around student entrepreneurs.

LOCAL PROGRAM SUPPORT

- FLEX Implementation Workshop for teachers and team
- FLEX Handbook with complete FLEX Program
 - Application, Materials, etc
- Coaching calls & visits to equip school and community team
- Access to www.georgiaFLEX.org with resources and files for facilitators
- Assistance in planning workshops and securing judges
- Invitation for winner to participate in Georgia FLEX Finals



Georgia FLEX Finals

FLEX Schools host their own local competition and are then invited to compete at State Finals for the title of State FLEX Champion.



“FLEX has been a powerful experience for students to grow entrepreneurially, develop critical employability skills and learn about business from local business leaders, who served as mentors, investors, judges and workshop leaders. In Albany, FLEX ABY has sparked enthusiasm for business with our youth, fostered relationships and connections and provided a new level of relatability between the classroom and the business world. We’re encouraged about the long-term impact of FLEX on student and community success, and are proud to be a participating community.”

Bárbara Rivera Holmes, President & CEO
Albany Area Chamber of Commerce and
Albany Area Chamber Foundation



BROADER IMPACTS OF P

Students

- Exposure and permission
- Impressive for resume
- Creates "stickiness"
- Builds confidence & pushes limits

Economic Development

- Homegrown businesses
- Increased overall entrepreneurship
- Workforce development



Community

- Increased optimism for future
- Action gives sense of control
- Teamwork makes the dream work!
- Feel good stories

Local Businesses

- Increased involvement in school
- Workforce pipeline
- Chamber opportunities
- Sponsorship Opportunities



STUDENT IN STORI

A+ Marketing
No Limit Outdoors
H&L Marketing
Cake it with Chloe
Brittnique Be
Unique

Student entrepreneurs apply what they learn in class with their own gifts, talents, and interests.



H&L MARKET



“FLEX has undoubtedly been the best experience I could have had. I’ve spent months being pushed to think creatively and network with others to grow this business, but the best part is that this is just the beginning. \$5,000 to help this vision of mine come to life, and I. Can’t. Wait. THANK YOU, FLEX!”

Chloe Paulk, Owner of Cake it with Chloe
and 2022 FLEX Champion

CAKE IT WIT



“I am so thankful for FLEX and how it has impacted my life. It helped me realize what path I wanted to take after high school. If I didn’t do it, I don’t know where I’d be right now.”

MyKayla Whitehead, Owner of Brittinique
be Unique 2023 FLEX State Runner Up

BRITTINIQU
UNIQUE



IMPACT STATEMENT

The workforce crisis continues to grow and is felt most acutely in rural areas. FLEX has proven to be the most effective tool to create the next generation of Georgia's entrepreneurs and business leaders.



thank you



Follow us on social media



www.georgiaFLEX.org

LOCAL PROJECT FUNDRAISING

It requires an investment of approximately \$ 10,000 to \$ 15,000 investment to implement FLEX.

Prize Money \$5,000 - \$10,000

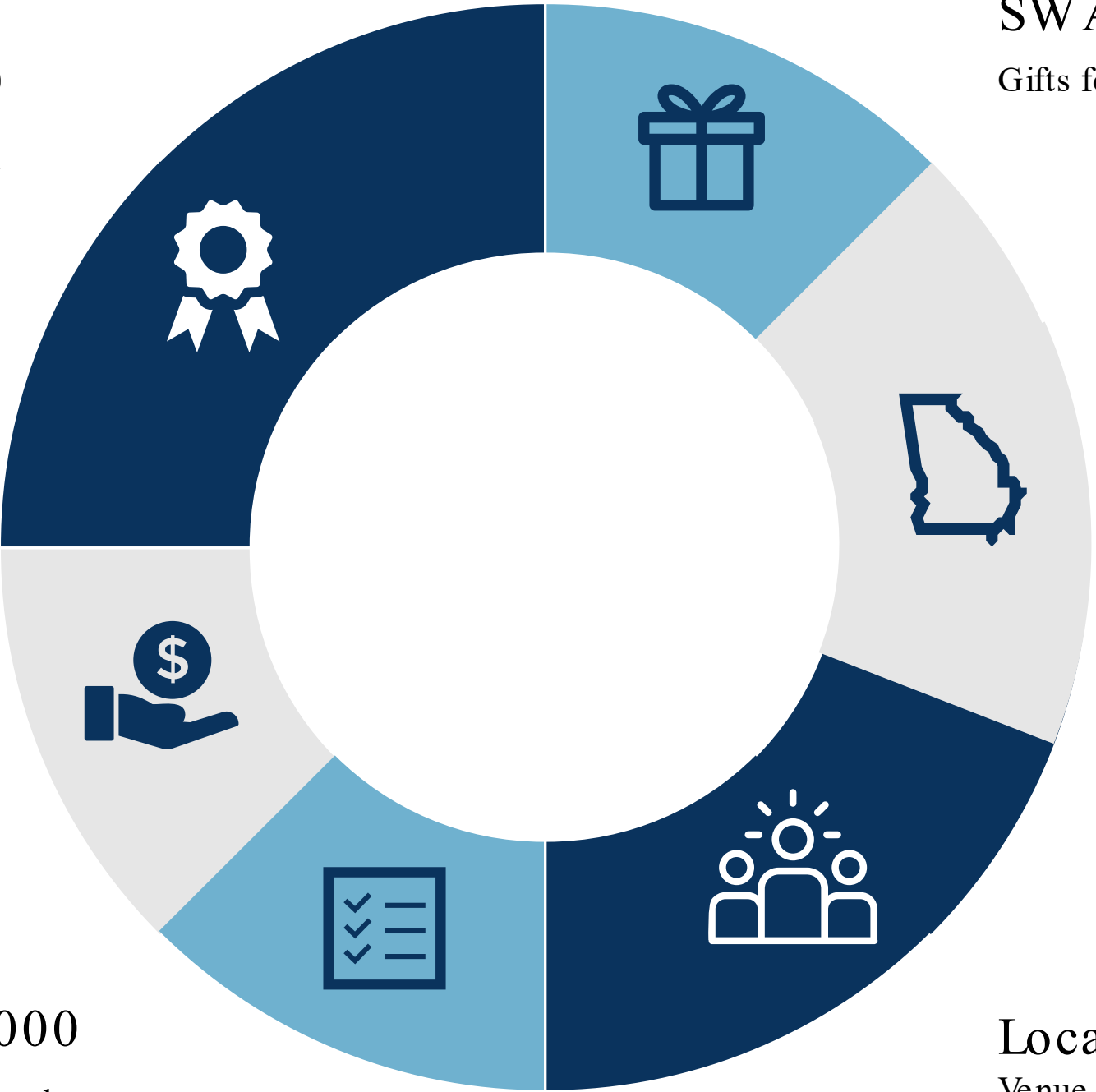
The bulk of funds required for FLEX will be distributed as prize money to students and teachers. First prize fall within the range of \$2500 to \$5000 but must be awarded as cash.

Seed Loans

Each student owned company will receive a \$200 see loan to start their business. These should be paid back by Round 2, but of course some money could be lost.

Supplies, & Food \$500 - \$1,000

Printed materials, meeting space, food for students and judges, any travel expenses, etc.



SWAG & Gifts \$250 - \$1000

Gifts for students and judges at various stages of the competition

Georgia FLEX Fee

~~\$2,000~~ The FLEX fee covers your entry into the state competition, materials and program curriculum, website login, unlimited support from the FLEX resource center in the form of calls and visits, fundraising assistance, publicity from the FLEX brand, team implementation workshop, videos and promotional materials, FLEX logo package and branding kit. The FLEX fee also contributes to the prize money that will be given to the winning entrepreneurs.

Local Finals Production \$500 - \$5,000

Venue rental, sound and video production, etc