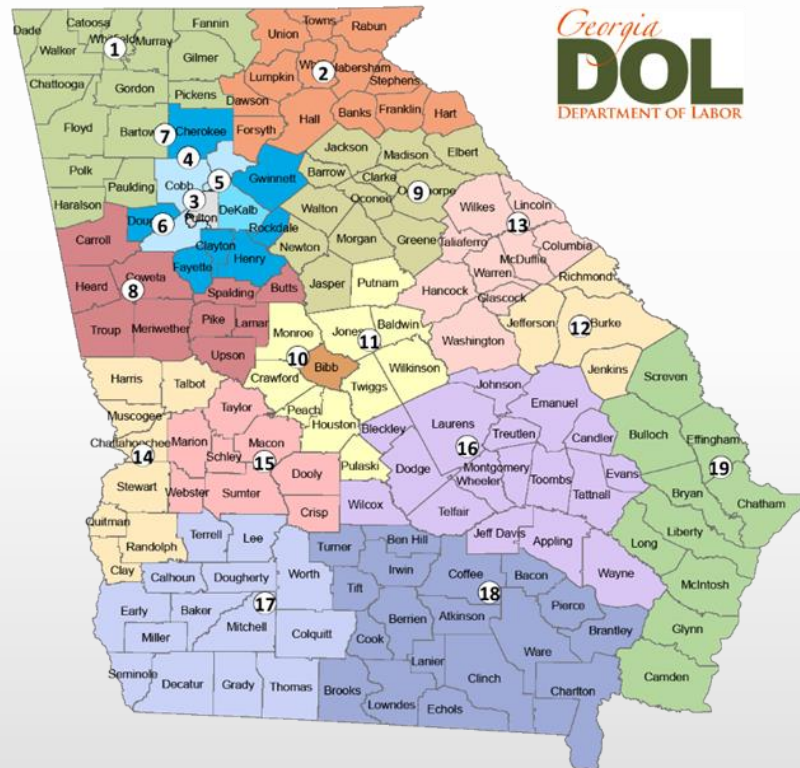




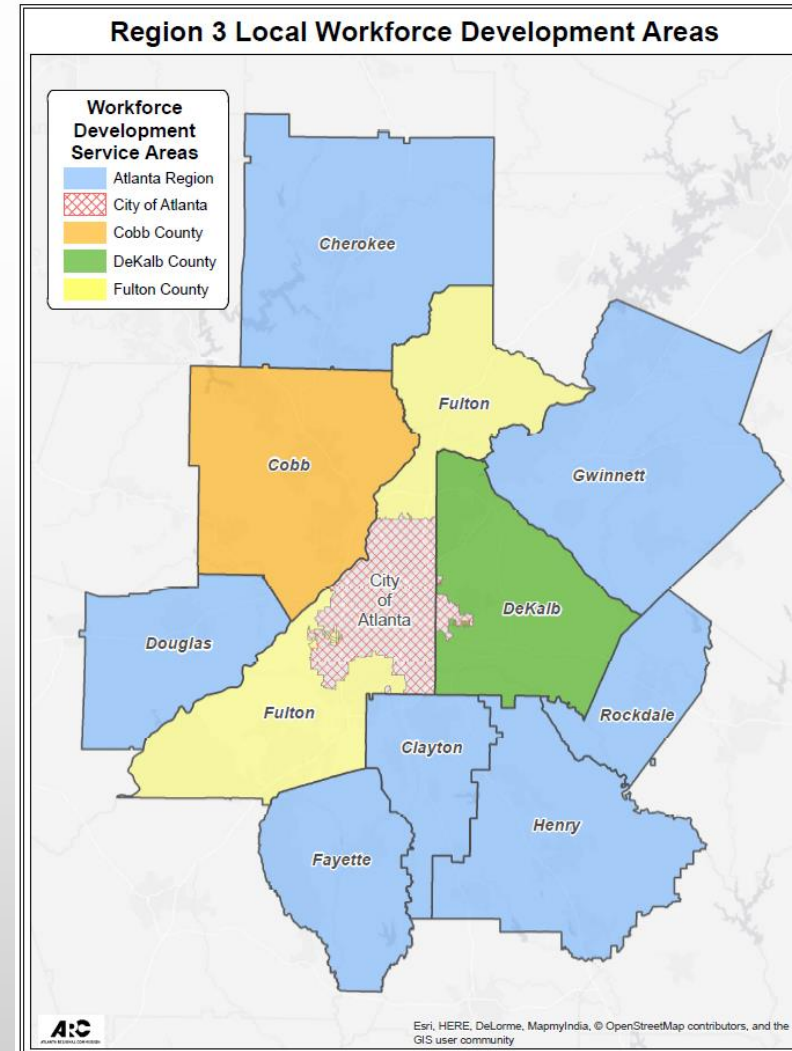
WorkSource Metro Atlanta

March 10, 2021

Local Workforce Development Areas



- | | | |
|-----------------------------|---------------------------------------|-------------------------------|
| LWDA 01 - Northwest GA | LWDA 08 - Three Rivers | LWDA 14 - Lower Chattahoochee |
| LWDA 02 - Georgia Mountains | LWDA 09 - Northeast GA | LWDA 15 - Middle Flint |
| LWDA 03 - City of Atlanta | LWDA 10 - Macon-Bibb | LWDA 16 - Heart of GA |
| LWDA 04 - Cobb County | LWDA 11 - Middle GA | LWDA 17 - Southwest GA |
| LWDA 05 - DeKalb County | LWDA 12 - Central Savannah River Area | LWDA 18 - Southern GA |
| LWDA 06 - Fulton County | LWDA 13 - East Central GA | LWDA 19 - Coastal GA |
| LWDA 07 - Atlanta Regional | | |



Metro Atlanta

Regional Coordination



- Regional Workforce Plan
- Metro Atlanta Industry Partnerships
- Systems Change for Economic Mobility
- Metro Atlanta Exchange for Workforce Solutions
- Equity@Work
- Monthly Directors Meetings
- Regional Outreach Campaign
- ATLworks.org

Targeted Outreach – ATLworks.org

- Targeted outreach to job seekers and employers
- Uses a common message across metro Atlanta
- Platforms include social media, billboards, transit, “grassroots” handouts
- Directs customers to a common landing page at **ATLworks.org**

49,799
SESSIONS
+317%

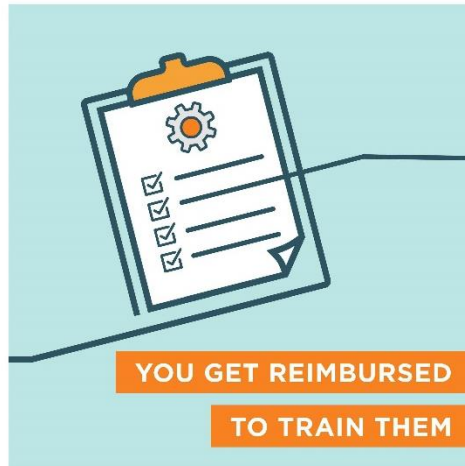
76,917
PAGE VIEWS
+236%

1,682
SIGN UPS
+204%

WE MATCH YOU WITH
A QUALIFIED CANDIDATE



YOU GET REIMBURSED
TO TRAIN THEM



THEY START
A NEW CAREER



IT'S A
WIN-WIN-WIN



MAIN COPY: Your local Business Services team is ready to help you find qualified applicants for your business.

Systems Change for Economic Mobility

Objective 1

Regional Data Analysis
January 2019 –December 2021

Baseline Data

Multivariate Analysis of Key
Factors that impact Enrollment
and Outcomes

Multivariate Analysis with Georgia
Department of Labor Data

Objective 2

Aligned WIOA Application
Process
Human Centered Design
January 2019 – June 2020

Research

Synthesis

Ideation

Prototyping

Piloting

Objective 3

Strengthen the Capacity of
Community Based Providers
May 2020 – August 2021

Increased participation in the
Eligible Training Provider List

Aligned RFPs for WIOA training
service providers

Equitable distribution of training
opportunities

Regional accountability for
economic mobility in the
CATLyst initiative

Race, Equity and Inclusion

Metro Atlanta Industry Partnerships



Metro Atlanta Industry Partnerships

A collaboration of Atlanta CareerRise and WorkSource Metro Atlanta

Capacity building for employer-led industry partnerships



Hiring, Candidate Sourcing & Planning

Organize community hiring events, candidate sourcing and workforce planning efforts.

Related Projects:

Regional Career and Resource Fair



Employment Success Supports

Address job seeker barriers to ensure employment success.

Related Projects:

Regional Career and Resource Fair



Training & Registered Apprenticeships

Lead pre-hire, incumbent and apprenticeship projects to ensure competence.

Related Projects:

Coming Soon! Top Jobs
Apprenticeship Bootcamp



Quality Careers & Workplaces

Foster inclusive and equitable workplaces where employees, companies and communities thrive.

Related Projects:

Coming Soon! When Workforce Works



Career Awareness & Promotion

Engage students and underrepresented communities to promote opportunity and diverse and inclusive workplaces.

Related Projects:

Career Compass Academy
CTAE Pathway Mapping

Metro Atlanta



Connecting Talent with Opportunity

Equity@Work

Mission: Advance economic mobility to promote a competitive Metro Atlanta economy by creating an accessible, holistic, and responsive regional workforce system

GOAL 1: Policy & Practice

Develop workforce policy and practice solutions that advance racial equity outcomes at the agenda, local, state and federal levels.

GOAL 2: Data & Metrics

Develop a regional outcomes metrics platform that leverages multiple data sources and promotes quality improvement through consistent evaluation and reporting of workforce development provider programs.

GOAL 3: Quality Jobs

Increase availability, access, and scalability of quality training programs leading to sustainable living wage jobs with career pathways that support improved worker economic mobility and resilience.

GOAL 4: Youth Careers

Develop strategies and resources to increase the number of secondary students transitioning to sustainable living wage career pathways in quality jobs.

GOAL 5: Employer Engagement

Increase coordination across workforce entities to strengthen engagement and responsiveness to employer needs while maximizing performance outcomes.

Summary

- Workforce Development is a regional proposition powered by local relationships
- Collaboration is critical to successfully serve workforce customers and support the regional economy
- Look for upcoming opportunities to support these efforts and ongoing implementation activities among the public agencies and community-based organizations
- Encourage your Local Workforce Development Board Directors to remain engaged in these collaborative efforts
 - WorkSource Atlanta (Area 3) – Katerina Taylor, kataylor@atlantaga.gov
 - WorkSource Cobb (Area 4) – Sonya Grant, sgrant@cobbworks.org
 - WorkSource DeKalb (Area 5) – Theresa Austin-Gibbons, TDAustin-Gibbons@dekalbcountyga.gov
 - WorkSource Fulton (Area 6) – Brett Lacy, Brett.Lacy@fultoncountyga.gov
 - WorkSource Atlanta Regional (Area 7) – Rob LeBeau, rlebeau@atlantaregional.org



Thank You

Converting your business from Good to Great.

Metro Atlanta



Connecting Talent with Opportunity