

THE MAX INFORMER

The Metro Atlanta eXchange (MAX) for Workforce Solutions exists to strengthen connections and promote information sharing among workforce development (WFD) stakeholders of Metro Atlanta. MAX's purpose is to be a catalyst to improve the competitiveness of the Metro Atlanta workforce, while sustaining and growing a robust economy throughout the region.

In this issue:

- MAX Academy
- MAX Year in Review
- Workforce Showcase Overview
- Upcoming Workforce Summit
- Thank you to Steering Committee

The Metro Atlanta eXchange Launches The MAX Academy

In 2016, MAX will host a series of professional development opportunities through The MAX Academy. MAX is partnering with local and national training providers such as the Chicago Jobs Council's Frontline Focus Training Institute and Emory University's Workforce Development Continuing Education Department to deliver a series of training through The MAX Academy.

MAX plans to deliver trainings and resources to help frontline workforce professionals build their capacity to better meet the employment needs of disadvantaged job seekers, low-income workers and employers. Through the delivery of interactive trainings and workshops, the MAX Academy will aim to:

- ◆ Create more professional development opportunities for frontline workforce professionals.
- ◆ Develop and enhance the skills, key competencies and knowledge of workforce professionals in order to increase job effectiveness.
- ◆ Decrease burnout and increase innovation within the workforce development field.
- ◆ Create an environment that fosters collaboration and networking among career counselors and job developers.

The MAX Academy's first training will be held on January 28, 2016, 8:30am—12:30pm at the Loudermilk Center. The training is geared toward workforce professionals and will focus on innovative approaches to providing work readiness training to job seekers in the social media era. In the Spring, The MAX Academy will feature training opportunities provided by the Chicago Jobs Council Training Institute with a focus on Job Development.

Metro Atlanta Chamber & MAX Workforce Showcase

On November 4, 2015, the Metro Atlanta Chamber and Metro Atlanta eXchange for Workforce Solutions (MAX) hosted the Workforce Showcase event at the Metro Atlanta Chamber. 95 workforce stakeholders and employers attended. The event featured panel discussions on Workforce Systems & Employer Partnerships. The Workforce Systems panelist included: DOL Commissioner Mark Butler, Deputy Commissioner, Ben Hames with GA Dept. of Economic Development, Mark Lytle, Vice Chancellor for Economic Development for the University System of Georgia, and Barbara Wall, Director of CTAE. During the first panel, panelists discussed the importance of the customized recruitment programs and also addressed the current skills gap present in the workforce community today and the programs that exist to rectify the situation here in Georgia. The second panel featured employers Scott Burton, President of Whitaker-Taylor who shared his experience working with a service provider's OJT Program; Jane Reid, CEO, Square 1 Art who shared her experience working with Great Promise Partners to identify at risk youth who they trained for seasonal employment; Phillip Tran, Vice President, I-Tech e-Services who works with several service providers to identify a skilled workforce; and Nate Boaz, Managing Director - Talent Strategy with Accenture, who shared information on company-led industry specific training to fill critical skills gap positions. After the panel, a provider showcase/reception was held on the terrace featuring 10 local workforce service providers.



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MAX 2015 Highlights

In 2015, the Metro Atlanta eXchange for Workforce Solutions (MAX) had a very successful and eventful year. By hosting various workforce development related forums and participating in partner events throughout the city; MAX definitely made an impact on the Metro Atlanta area workforce development community. See what MAX has been up to this year!

MAX completed its initial strategic plan which encompasses three objectives:

- ◆ **Objectives 1:** Improve alignment between workforce development service providers to better meet employer needs
- ◆ **Objective 2:** Improve awareness and visibility of workforce development system assets and opportunities
- ◆ **Objective 3:** Provide opportunities to increase quality, capacity and effectiveness of Atlanta's workforce system

MAX Partnered to Host 5 Workforce Development focused Events:

- ◆ **April 16th Moving Metro Atlanta Forward – A Discussion with Employers and National Experts Discussion** hosted by the Federal Reserve. **75 attendees** and featuring employers from ATT, SunTrust and Home Depot and national experts.
- ◆ **April 24th Opportunity Youth Forum** with speakers from CVS, Year Up and UW as well as Kate o'Sullivan who did a presentation on: Setting the Stage: New Opportunities for Working with "Opportunity Youth". **35 attendees**
- ◆ **Sept. 16th WIOA One Year Later** event to share updates on WIOA with speakers from National Skills Coalition and Georgia Department of Economic Development. **60 attendees**
- ◆ **Sept. 26th Neighborhood Summit Workshop: Workforce Solutions for Your Community** which provided an overview of MAX and the Portal, WIOA, and GA DOL's Employ Georgia site. **45 attendees**
- ◆ **November 4th Workforce Showcase** in partnership with Metro Atlanta Chamber featuring two panels focusing on Workforce Systems & Employer Partnerships and a Workforce Service Provider Showcase Reception. **95 attendees**

Other Highlights include:

- ◆ **Launched "The MAX Informer" Newsletter** which features highlights from MAX events, upcoming opportunities, policy highlights, and legislation and workforce development updates.
- ◆ **MAX Service Provider Committee formed** to provide input on service provider professional development training needs and feedback on MAX efforts
- ◆ **MAX was awarded the 2014 Create AWARD** for Regional Prosperity and Economic Development from the ARC. MAX was recognized in the category for exceptional contributions to regional prosperity and economic development through innovative city and county efforts in business retention, expansion, and recruitment.
- ◆ **MAX raised up as a best practice model in the Annie Casey Foundation Report: Changing the Odds, the race for results in Atlanta.** Report quote: MAX "...can help employment and training programs align their services with employers' needs. It also can facilitate stronger links between employers, trade associations, chambers of commerce and state and local economic development entities to foster more coordinated, forward-looking strategies for regional growth".

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Coming Soon – Statewide Workforce Summit in July 2016

The Workforce Division of the Georgia Department of Economic Development is planning a statewide workforce summit in July 2016. MAX will be working to organize a community-based organizations program track. Have ideas or suggestions on content? Email cherndon-king@unitedwayatlanta.org with your thoughts.

THANK YOU TO THE MAX STEERING COMMITTEE FOR YOUR SERVICE!

The Metro Atlanta eXchange (MAX) for Workforce Solutions exists to strengthen connections and promote information sharing among workforce development (WFD) stakeholders of Metro Atlanta. None of this would be possible without our team!

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