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WorkSource Metro Atlanta Receives \$998,000 Grant to Expand Metro Atlanta Industry Partnerships To Help Meet Needs of Employers and Job Seekers in High-Demand Sectors

July 15, 2019 (ATLANTA) – WorkSource Metro Atlanta has received a two-year, \$998,000 grant from WorkSource Georgia, part of the Technical College System of Georgia, to expand Metro Atlanta Industry Partnerships, implementing a regional approach to workforce development in high-demand sectors.

“Metro Atlanta is fortunate to have a number of thriving job sectors that are moving the region’s economy forward,” said Rob LeBeau, Director of the Atlanta Regional Workforce Development Board and Manager of the Atlanta Regional Commission’s Workforce Solutions group. “This funding will help us continue to think and act as a region to prepare a workforce that meets the needs of high-demand industries and provides good jobs across the region.”

Established in 2017 with an initial investment from WorkSource Georgia, Metro Atlanta Industry Partnerships is led by Atlanta CareerRise under the direction of WorkSource Metro Atlanta, a collaboration of five area boards. Modeled after CHAMP (Careers in Healthcare Atlanta Mobility Project), a healthcare sector partnership initiated by Atlanta CareerRise in 2015, the initiative has continued its healthcare work and added industry partnerships in information technology and transportation, distribution and logistics. To date, more than 55 employers and 100 workforce partners have participated in determining industry top jobs, work-ready skills and workforce priorities. Pilot efforts and models are being tested, and promising practices found in the metro Atlanta area and elsewhere are being considered as potential strategies for a regional approach.

John Helton, Executive Director of Atlanta CareerRise, explains why a high-demand sector approach is effective: “This model is about listening to employers and job seekers and learning their needs. That

enables us to activate our workforce partners to collaborate and develop regional approaches to deliver on these needs”.

With the continuation of the grant and additional funding, current partnerships will be expanded, and two new industry partnerships in skilled trades and advanced manufacturing will be established. In addition, the initiative will focus on implementing regional workforce strategies in four key areas:

- **Career Awareness & Promotion** – Engaging students and underrepresented communities to promote opportunity and diverse and inclusive workplaces.
- **Increasing Employment Readiness** – Addressing job seeker barriers – such as housing, transit, and childcare – to ensure employment success, and addressing the unique needs of veterans and returning citizens.
- **Hiring, Candidate Sourcing & Planning** – Organizing community hiring events, candidate sourcing and planning for employers and industries.
- **Training & Registered Apprenticeships** – Leading pre-hire, incumbent upskilling and apprenticeship projects, programs and services to ensure competence.

The effort is built on the simple proposition that working as a region we can create a “virtuous cycle” – providing employers with skilled employees and job seekers with good jobs, while building strong communities that support metro Atlanta’s continued economic growth.

“Metro Atlanta Industry Partnerships is setting up a national model for effective sector partnership development,” said Jamie Jordan, Director of Programs & Business Services at TCSG’s Office of Workforce Development. “The foundation laid in round one, and the resulting accomplishments, strongly positions the region for continued success over the next two years.”

Participation is open to all interested metro Atlanta industry and workforce partners including: Employers, Academic Institutions (K-University), Chambers/Economic Development Groups, Community Service Providers, Funders, Government Agencies and Professional/Trade Organizations and Workforce Initiatives. More information about Metro Atlanta Industry Partnerships can be found at <http://www.atlantacareerrise.org/ipartnerships.asp>

Atlanta Regional Commission, which administers WorkSource Atlanta Regional, will continue to serve as the lead agency and fiscal agent for the grant.

WorkSource Metro Atlanta will continue to guide the effort. The five-member Worksource Metro Atlanta board is comprised of WorkSource Atlanta, WorkSource Cobb, WorkSource Dekalb, WorkSource Fulton, and WorkSource Atlanta Regional, which covers Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry and Rockdale counties.

Atlanta CareerRise, part of the National Fund for Workforce Solutions and the United Way of Greater Atlanta, will continue to lead the effort on behalf of WorkSource Metro Atlanta. Atlanta CareerRise is a regional funder collaborative, bringing together local funders around a shared strategic vision for workforce development in a 13-county region. The collaborative is a catalyst to create sectoral workforce partnerships, train workers, and improve workforce practices.

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The Atlanta Regional Commission (ARC) is the official planning agency for the 10-county Atlanta Region, including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties as well as the City of Atlanta and 73 other cities. The Atlanta Regional Commission serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues.