

Press Release

For Immediate Distribution

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WorkSource Metro Atlanta Awarded High Demand Career Initiative Sector Partnership Grant *Aims to Meet Metro Atlanta's Current and Future Workforce Needs in Critical Sectors*

June 19, 2017 (ATLANTA) – \$400,000 has been awarded to the region's local workforce development boards by the Georgia Department of Economic Development for a new initiative, HDCI Metro Atlanta to build and support regional, employer-led workforce development collaboratives in three key sectors: healthcare, information technology and transportation, distribution and logistics (TDL).

HDCI Metro Atlanta is part of the High Demand Career Initiative launched by Governor Deal in 2014 to allow state partners involved in training Georgia's future workforce to hear directly from the private sector. Regional sector partnerships, a national best practice, work to understand and act on the needs of key regional industries, engage businesses and inform educational and workforce development efforts at the regional level.

"The goal of the Governor's High Demand Career Initiative (HDCI) is to develop an infrastructure of communication and collaboration between the public and private sectors. These efforts help to identify the in-demand talent needs of business and align education and training programs to meet those needs. These HDCI Sector Partnerships represent a significant investment in accomplishing that goal," said Jamie Jordan, HDCI Program Manager, Georgia Department of Economic Development. "The Metro Atlanta region has already begun the implementation of sector partnerships in healthcare and other HDCI sectors. This funding will help accelerate current efforts and support new regional sector partnerships."

HDCI Metro Atlanta will be led by WorkSource Metro Atlanta, a coalition of five local boards including WorkSource Atlanta, WorkSource Atlanta Regional, WorkSource Cobb, WorkSource DeKalb and WorkSource Fulton. Additional partners include MAX employers, academic institutions, community providers, government agencies, and local workforce development agencies. All area employers in the three sectors are invited to participate. "Since adopting the regional plan in fall 2016, the five WorkSource boards have been better able to provide strategic services and programs for both employers and those seeking employment and training," said Rob LeBeau, director of WorkSource Atlanta Region. "This coordinated approach allows program staff to streamline programs, reduce red tape and improve the consistency of the services we offer."

Atlanta CareerRise, a workforce funders collaborative managed by the United Way of Greater Atlanta, will facilitate the project under the direction of WorkSource Metro Atlanta. Atlanta CareerRise currently leads CHAMP, Careers in Healthcare Atlanta Mobility Project, in partnership with the Georgia Hospital Association. CHAMP is a regional, employer-led collaborative that will serve as a model for the additional sectors that will be supported in this initiative. "Atlanta CareerRise is proud to be a lead partner in this collaborative effort. Sector partnerships help us stay focused on job programs and services that meet employer needs for a skilled workforce today and in the future", said Cinda Herndon-King, Executive Director of Atlanta CareerRise. "Sector partnerships are demonstrated to provide improved outcomes for employers, individuals and communities".

According to the Georgia Department of Labor, healthcare, information technology and TDL are areas of high demand and job growth in Georgia, and will account for a sizeable portion of new jobs created in the state through 2020.

Healthcare. Employment in the Healthcare industry is expected to continue to grow, expanding employment by 25% or over 50,000 new jobs. Annually, the industry is expected to have 18,700 job openings in the region, due to both new demand and replacement demand. Unlike many industries, new demand (jobs created from employment growth) account for more than half of these openings. General and Medical Surgical Hospitals are projected to drive employment growth in the industry, adding over 4,000 jobs and 3,800 jobs, respectively.

Information Technology. The Information Technology industry is a major employer in the Metro Atlanta Region, accounting for over 96,000 jobs. It is composed of businesses ranging from data centers to software designers and consultants. The largest sectors are Wired Telecommunications Carriers, Custom Computer Programming Services, and Computer Systems Design Services. Each accounts for approximately 20,000 - 23,700 jobs. Growth in Information Technology is expected to continue over the next five years. The industry is expected to add over 14,500 jobs, expanding employment by 15%. Growth is primarily driven by the Custom Computer Programming Services, Computer Systems Design Services, and Software Publishers (Developers) sectors. Annually, the Information Technology industry is expected to have over 7,300 job openings. The employment demand will largely be driven by replacement demand which accounts for 61% of annual employment demand.

Transportation and Logistics. The Transportation and Logistics industry includes a range of sectors: truck freight, air transportation, and warehousing. In the Metro Atlanta Region, it represents nearly 132,000 jobs. Transportation and Logistics has expanded over the past five years, adding over 16,300 jobs, expanding employment by 14%. This growth has been spread over a variety of sectors, including air transportation, trucking, and warehousing. Long distance trucking and support activities have grown the most rapidly with the Other Support Activities for Road Transportation expanding by over 300%. Growth in the industry is projected to continue but at a lower rate over the next five years. Specifically, Transportation and Logistics in the Metro Atlanta Region is expected to add 5,700 jobs, expanding employment by 4%. The sectors that demonstrated strong growth over the past five years are expected to continue on the trajectory.



The Georgia Department of Economic Development's Workforce Division administers Workforce Innovation and Opportunity Act (WIOA) funds under the leadership of the State Workforce Development Board (SWDB). This office seeks to improve the quality of job training and the marketability of

Georgia's workforce. The Workforce Division administers WIOA funds and oversees the state's workforce development initiatives.



WorkSource Metro Atlanta, a coalition of WorkSource Atlanta, WorkSource Atlanta Regional, WorkSource Cobb, WorkSource DeKalb and WorkSource Fulton, the region's local workforce development boards, was established to create a more seamless, effective, and efficient experience for both employers and job seekers engaging with the workforce system by improving regional coordination and collaboration.



Atlanta CareerRise, a regional funders collaborative managed by the United Way of Greater Atlanta and supported by investments from the National Fund for Workforce Solutions and eight local funding partners, implements a nationally-recognized model of workforce development in the 13-county Greater Atlanta region. Atlanta CareerRise benefits the community, employers and the underemployed by creating employer-led workforce partnerships to train employees and applicants for middle-skill careers in high-growth industries. For more information visit AtlantaCareerRise.org.

To join HDCI Metro Atlanta or for more information please contact: Helen Slaven, PhD, HDCI Metro Atlanta Sector Partnerships Manager, Atlanta CareerRise, United Way of Greater Atlanta at 305-467-8374 or hslaven@lrnwrks.com.