



Invest Atlanta and WorkSource Atlanta Integration

October 13, 2020

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Overview: IA & WSA Integration

- Metro Atlanta has seen tremendous growth over the past decade, but it still trails many of its knowledge capital peers on competitiveness and productivity measures. There are also high levels of inequality with large and persistent disparities in outcomes between black and white residents.
- In June 2019, Mayor Bottoms announced plans to integrate WSA into IA. The merger is expected to align economic and workforce development strategy, programming, implementation, reporting, and accountability under an umbrella organization.
- The City, IA, WSA have adopted the One Atlanta: Economic Mobility, Recovery & Resiliency Plan, which establishes clear objectives to achieve better economic and social outcomes for Atlanta residents.



The Case for Economic and Workforce Development Alignment

- Economic development systems are designed to encourage business and job growth, while workforce development systems support individuals to ensure they have the education, skills, and training needed to obtain jobs.
- When aligned, job seekers receive training and skill development that employers demand - resulting in higher wages and career advancement - and employers have access to a skilled workforce that encourages growth and increased productivity.
- An integrated system is also supported by the Federal Reserve System and Stanford Social Innovation Review:
 - *“Nearly all stakeholders recognized that better alignment between economic development and workforce development systems is critical to the future of the areas they serve...bringing together these systems will be beneficial to individuals, businesses, and the local economy. Alignment does happen, and if done well, it can work for everyone.” **
 - *“Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations.” ***

**Understanding the Disconnect between Economic Development and Workforce Development Systems, Federal Reserve System, 2019.*

***Collective Impact, Stanford Social Innovation Review, 2011.*

Case Studies of Integrated Systems

- Examples of cities with integrated systems are highlighted in the white paper and include: City of Los Angeles, City of New Orleans, City of Philadelphia, City of Seattle, and City of San Francisco.
- In January 2020, City of Atlanta officials spent two days with the staff and leadership of San Francisco's Office of Economic and Workforce Development (OEWD) to learn about their integration, structure, programs, and benefits that a combined agency contributes to the regional workforce system. During that trip, the below five key lessons were identified:
 - Aligned economic and workforce teams allows for truly aligned sector strategies
 - Braided funding is critical to the development of impactful programming
 - Integrated leadership is critical to prioritization and weighing costs and benefits
 - True integration requires shared systems and metrics
 - Branding and tools should help align economic and workforce interests

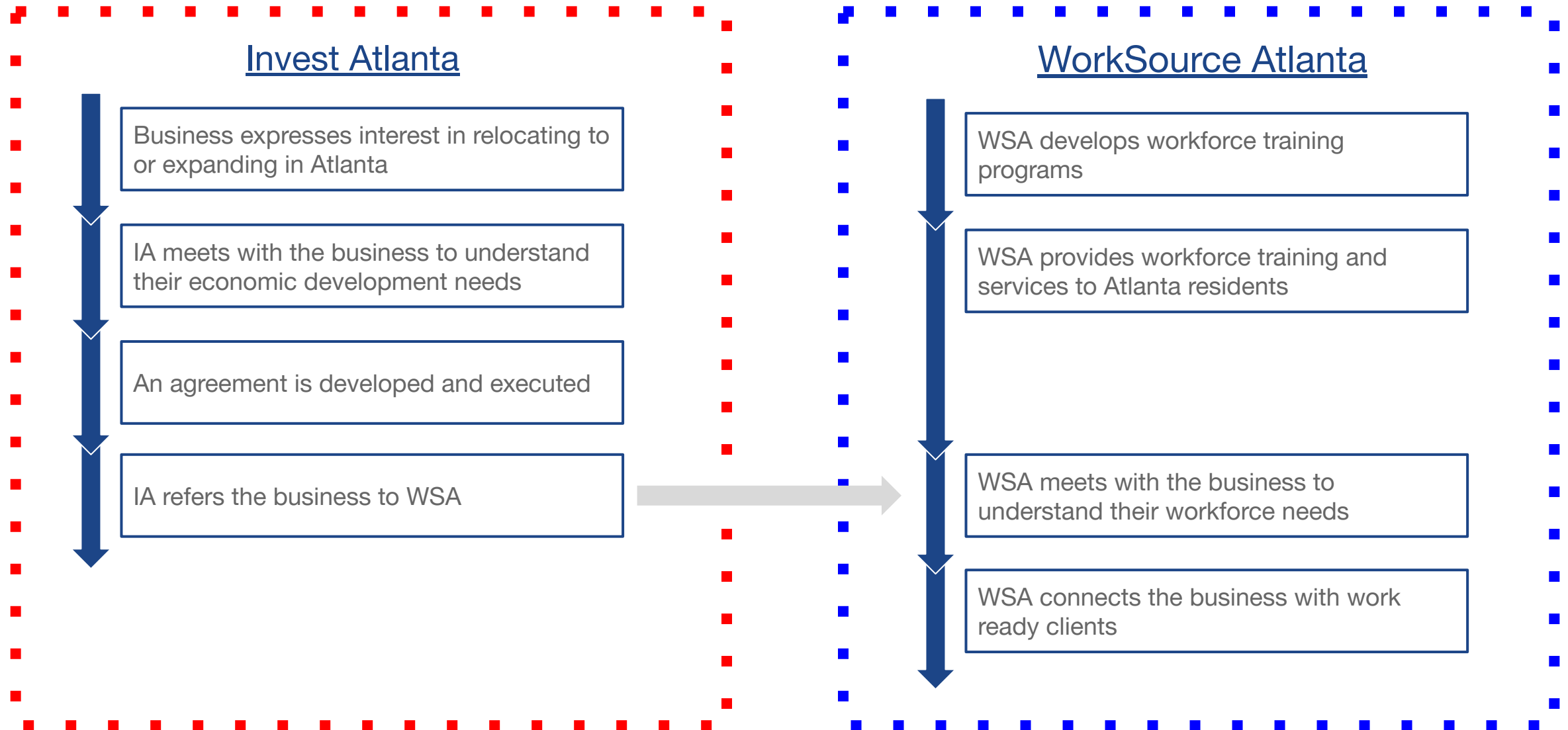
A Bold Vision for a Brighter Future

- Strategic alignment implementing the One Atlanta: Economic Mobility, Resiliency, and Recovery Plan's objectives
- Operational efficiencies: Reporting and Accountability
- Economic alignment: career pathways and job placements
- Workforce alignment: access to trained labor pool and talent pipeline
- Economic alignment: improved client experiences (both residents and businesses)

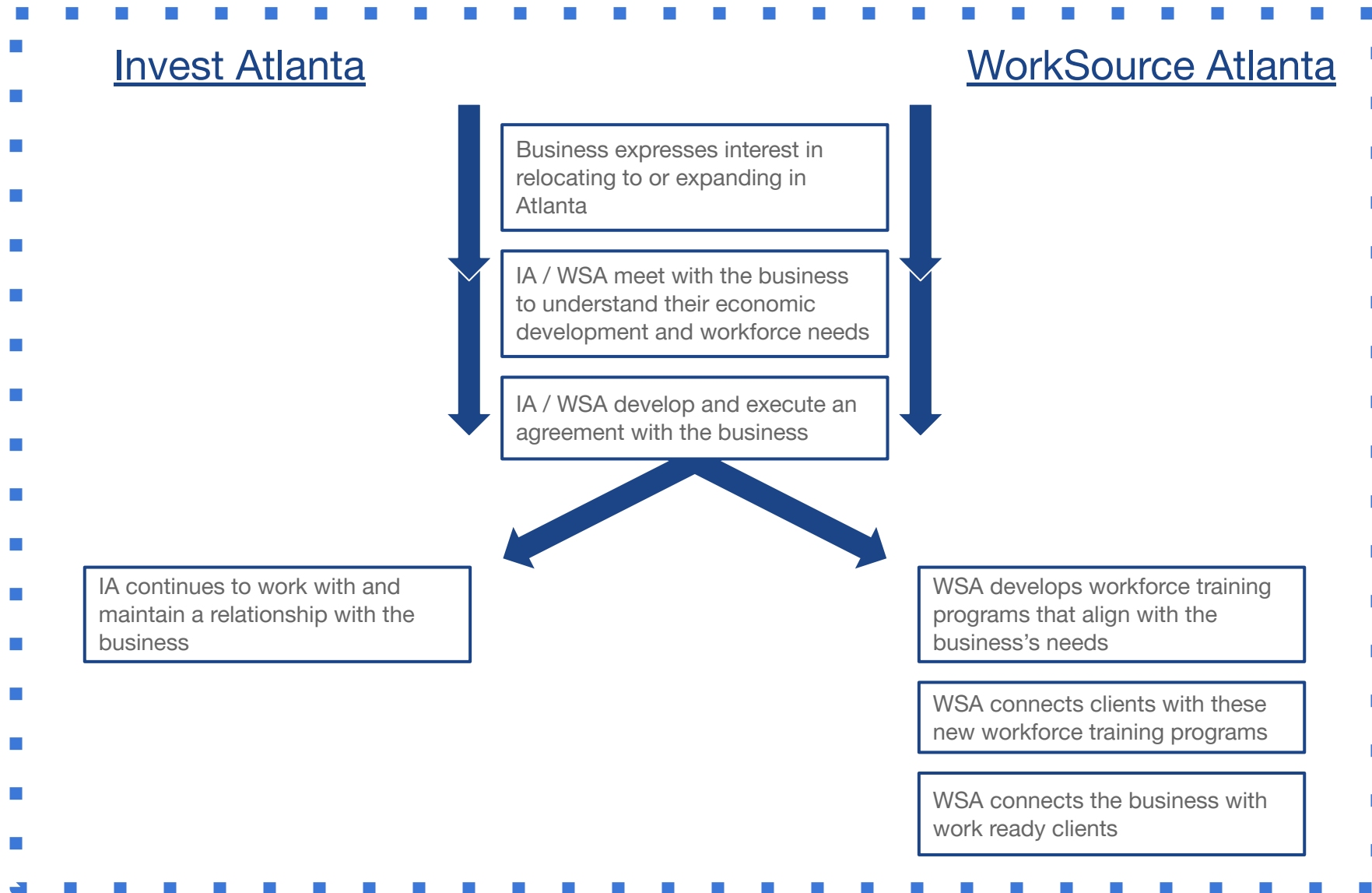


Economic Mobility, Recovery
& Resiliency Plan

Current IA / WSA Operating Model



Revised IA / WSA Operating Model

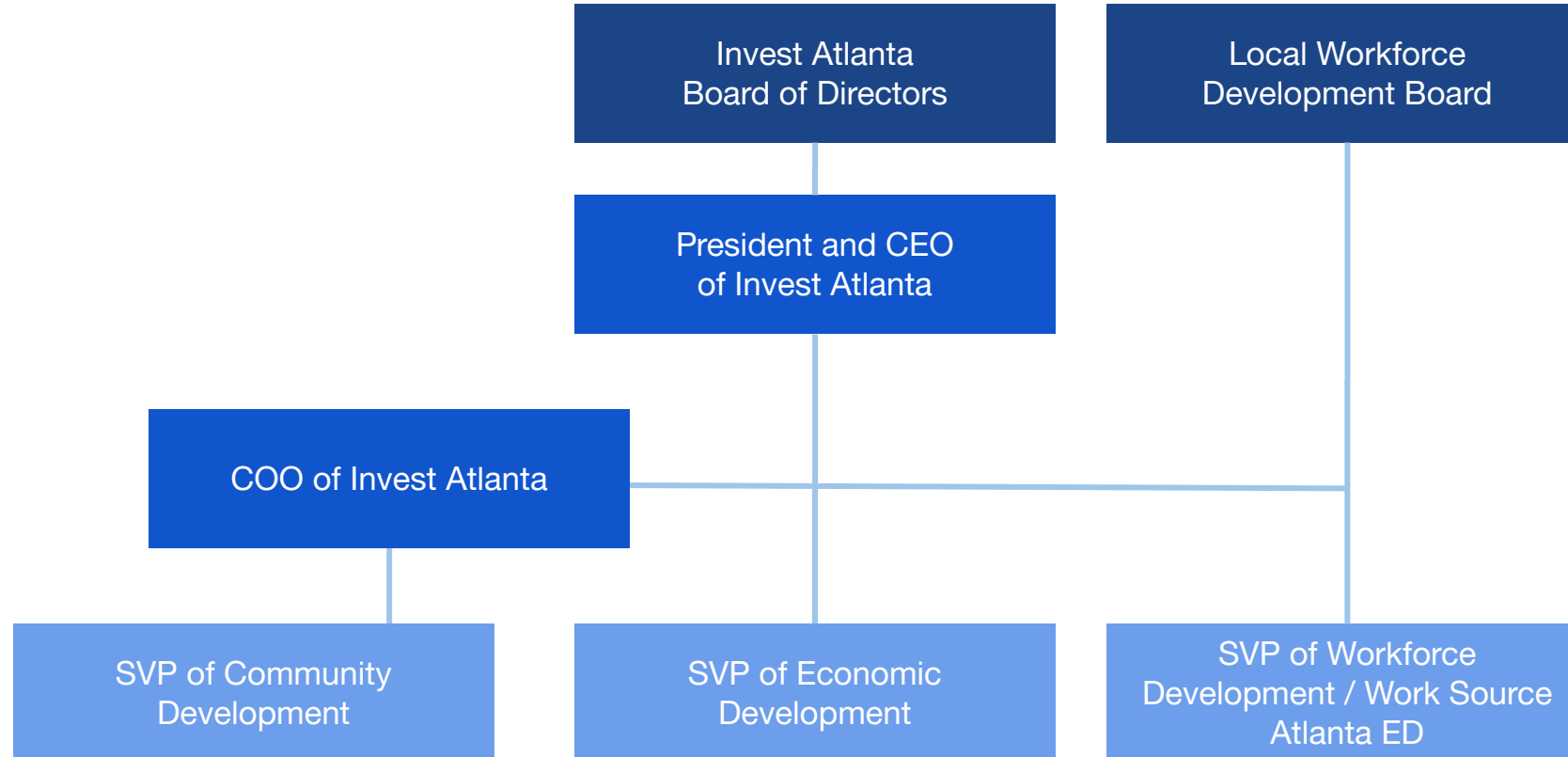


Integrated Agency: Operations

- The Mayor remains responsible for appointing members of the Local Workforce Development Board, submitting local and regional workforce plans, acting as the local grant recipient, and appointing the fiscal agent.
- Invest Atlanta will be the administrative entity, with responsibility for administering the grant funding in accordance with WIOA regulations and policies issued by the Technical College System of Georgia and the Department of Labor.
- Invest Atlanta will provide programmatic oversight of the eligible activities and agreements related to the grant funding and in accordance with the Local Workforce Development Board.



Integrated Agency: Governance





Key Performance Indicators

One Atlanta: Economic Mobility, Resiliency, and Recovery Plan (3-Year KPIs which relate to workforce development)

- Deliver WorkSource Atlanta “one-stop-shop” services to 700 residents
- Provide skills training to 450 unemployed residents
- Place 150 workers into employment and/or paid work experience
- Provide paid summer work experience and training to Atlanta youth

WorkSource Atlanta KPIs (WIOA approved participants)*

- Entered employment rate
- Median earnings
- Credential attainment rate
- Measurable skills gains

Next Steps

- City Council adopts legislation to support the IGA between City and IA
- IGA is approved by IA Board
- WSA Board approves IA as the administrative entity
- Implement plans related to operational and financial integration



Questions?