

Metro Atlanta Workforce Funders Collaborative



2011 TANF Priorities Technical Assistance Workshop - Promoting Improved Career Pathways

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Vision and Goals

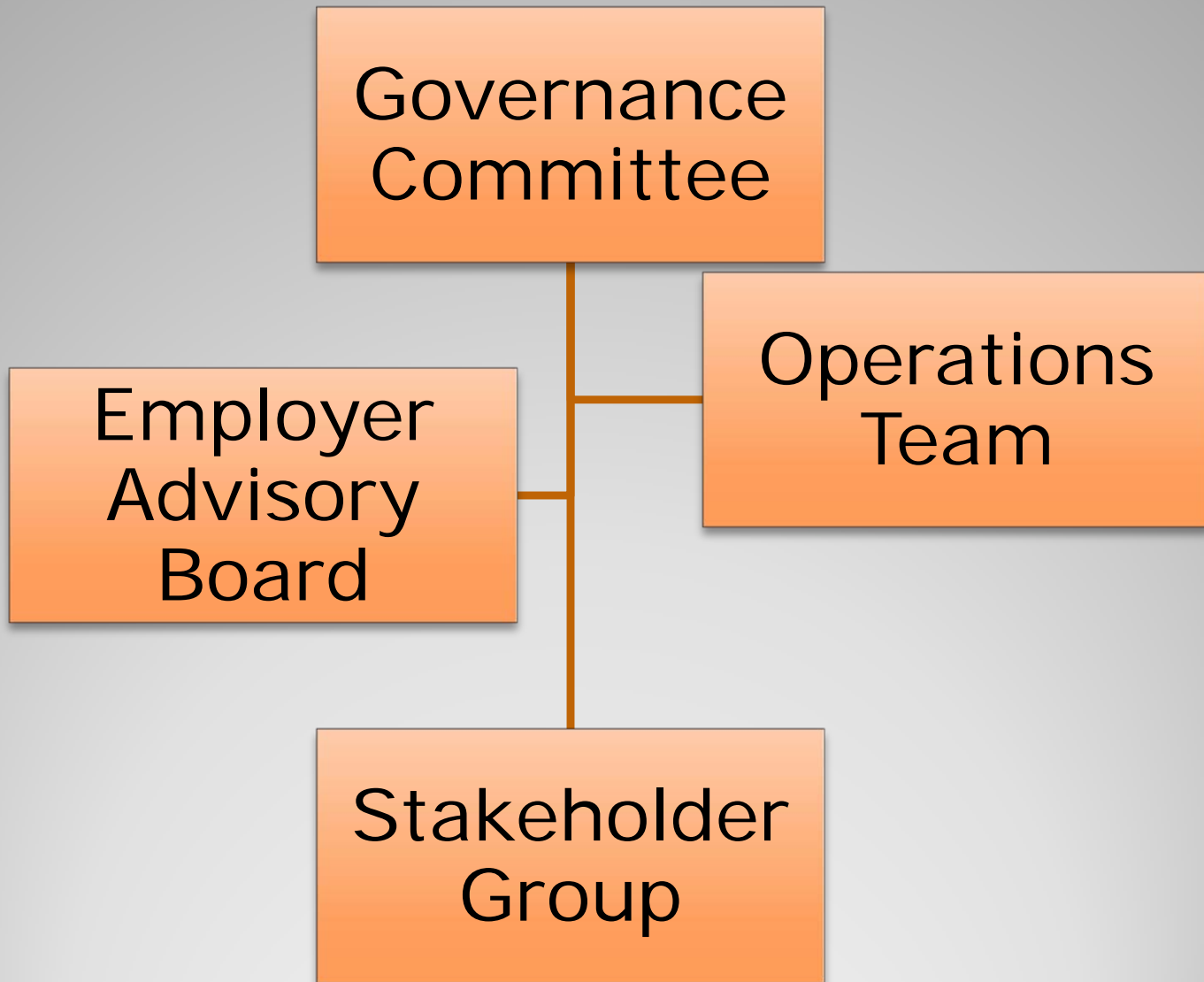
The vision of the Metro Atlanta Workforce Funders Collaborative are...

Metro Atlanta will excel as a place of economic vitality and opportunity, for individuals seeking careers that support a family, and for growth enterprises that need a reliable supply of well trained, highly productive workers able to drive success in intense global competition.

Vision and Goals

The following broad **goals** are in place for the Collaborative ...

- Prove and institutionalize a collaborative methodology for improving the competitiveness of the Metro Atlanta workforce, aligning and leveraging funders, employers, agencies and other organizations that have a stake in effective workforce development
- Increase living-wage and high-wage job pathways, especially for segments of the population that traditionally have less access, through opportunities for high-quality post-secondary education and skill training
- Support the aspirations of working adults to move up the skills ladder
- Assure that high-growth sectors have an adequate pipeline of skilled, qualified workers for roles that are mission-critical within the sector
- Integrate and synchronize efforts to achieve the most efficient use of all resources devoted to workforce development – money, time, energy, expertise, intellectual capital
- Support regional economic development strategies



MAWFC Investors

- Annie E. Casey Foundation
- Community Foundation of Greater Atlanta
- The Wilbur and Hilda Glenn Family Foundation
- Atlanta Regional Commission – Workforce Investment Board
- The National Fund for Workforce Solutions
- Bank of America
- J P Morgan Chase
- United Way of Metropolitan Atlanta

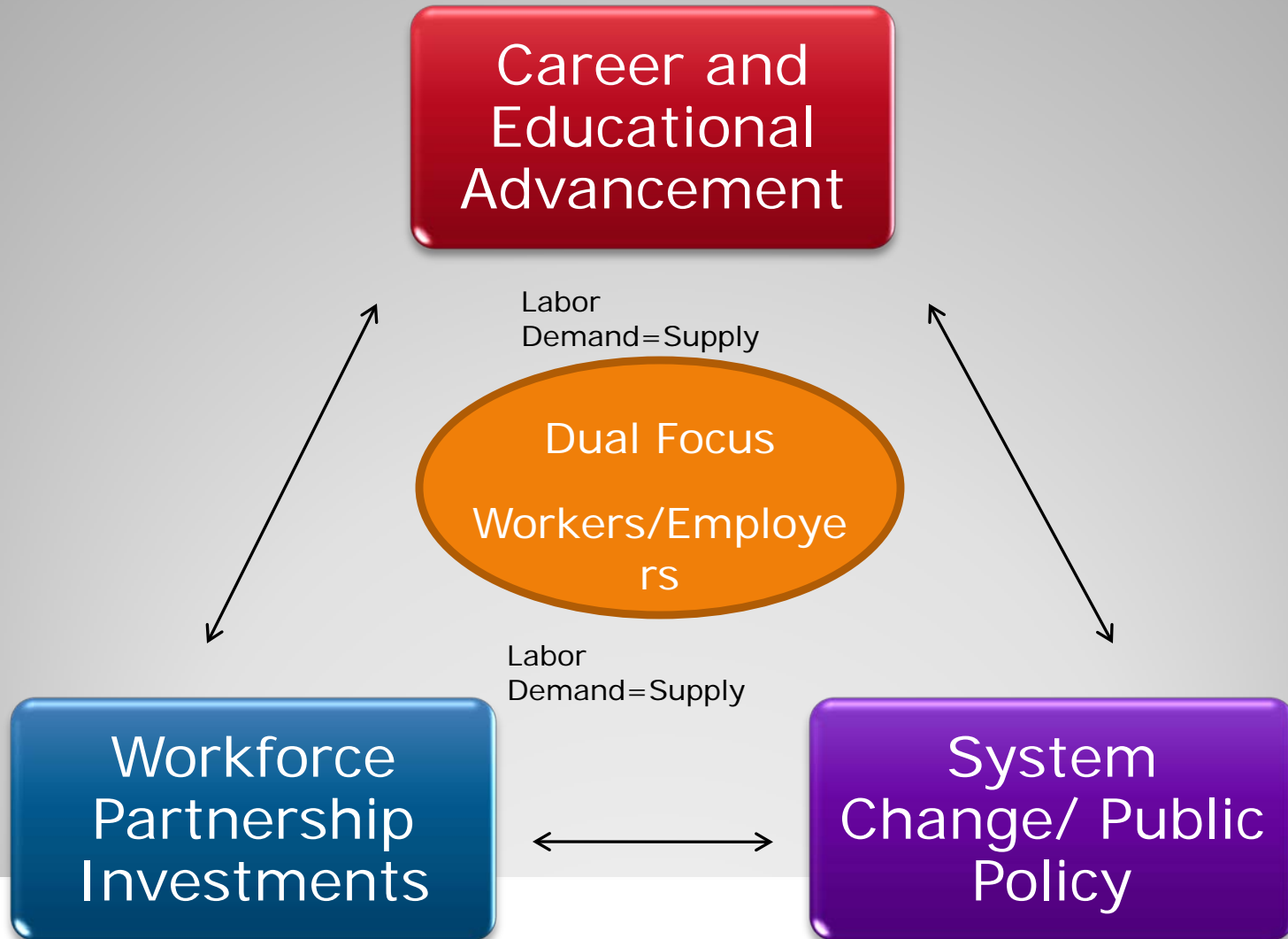
MAWFC Sector Focus

- Health and Allied Health
- Logistics (Goods movement)
- Bio-technology

MAWFC Target Populations

- Workforce Partnerships assist hard to serve populations and those with persist barriers to employment
 - Immigrants
 - Individuals with low-literacy/low-educational level
 - Women
 - Older workers
- Engages these populations through
 - Skills training
 - Career coaching
 - Education referrals

National Fund for Workforce Solutions: Focus



Workforce Partnerships

- Demand driven
- Labor Market sensitive
- Focuses on solving problems faced by workers and businesses
- Relational and engaging
- Works to change funding systems and business practices to enable a full array of solutions
- Catalyzes flexible partnerships to solve problems and enhance value
- Long-term orientation on impact and outcomes for partners, individuals, and systems

Public Policy Goals

- To achieve legislative and administrative public policy changes that support a dual customer workforce system that helps workers move toward self-sufficiency and helps employers find and retain skilled workers.
- To build and institutionalize the capacity of workforce development providers and allies to improve the workforce development system through effective statewide advocacy, and where applicable, at the federal level.
- To raise the visibility and increase the effectiveness of the workforce development system and position the system as a solution to increase economic competitiveness by addressing:
 - **Accountability:** secure accountability and performance measurement reforms as brought forth by task forces and the collaborative's own best practices research
 - **Coordination:** align funding streams; integrate educational and workforce systems; address systemic barriers that prevent people from moving toward family self-sufficiency
 - **Funding:** Prioritize the permanent funding; advocate for more strategic use of funding; support flexible and comprehensive financial aid strategies for low-income adults

Capacity Building Goals

- Primary goal: To facilitate the attainment of collaborative-funded partnerships' goals through support and strategic advice.
- Secondary goal: To increase the skills and knowledge of funded partnerships and the broader workforce development community about the design and implementation of sectoral strategies.

Three-Pronged Approach

WORKFORCE PARTNERSHIPS

Workforce partnership grants focused on career and educational advancement for entry level workers in industries with skilled-worker needs

Systems Change

Increased public funding
Greater employer commitment
Coordination of funds and services

PUBLIC POLICY ADVOCACY

Public policy activities to advance system improvements and greater investment in the regional workforce development system

CAPACITY BUILDING

Capacity building services to improve organizational effectiveness and adult training and education practices

Positions Impacted By Education Opportunities

- ▶ Behavioral Technician
- ▶ Case Manager
- ▶ Central Supply Tech
- ▶ Certified Nursing Assistant
- ▶ Clinical Social Worker
- ▶ Dietary Aide
- ▶ Environmental Services Aide
- ▶ Housekeeper
- ▶ IT Technician
- ▶ Licensed Practical Nurse
- ▶ Medical Records Clerk

Positions Impacted By Education Opportunities

- ▶ Monitor Technician
- ▶ Multi-Skilled Technician
- ▶ Occupational Therapy Assistant
- ▶ Pharmacy Technician
- ▶ Patient Care Assistants
- ▶ Phlebotomist
- ▶ Physical Therapy Assistant
- ▶ Registered Nurse- Associate Degree
- ▶ Registered Nurse – Bachelor Degree
- ▶ Resident Assistant
- ▶ Supply Clerk
- ▶ Surgical Technician
- ▶ Unit Assistant
- ▶ Unit Clerk

Health Providers engaged in Workplace Career Pathways programs

- **Emory Health System**
- **WellStar Health System**
- **Children's Hospital of Atlanta**
- **Piedmont Hospital**
- **Atlanta VA Medical Center**
- **Rockdale Medical Center**

Rockdale PREP

- Workforce partnership that includes Rockdale Medical Center, Rockdale Career Academy, Rockdale Coalition for Children and Families
- Focus is on providing career coaching and education to incumbent workers and high school students entering the healthcare profession



“The entry-level workforce is critical to the nation’s health care system and ... learning opportunities and career advancement are in turn critical to workers’ success.” (Jobs for the Future, 2006).

Rockdale Prep Career Coaching Goals:

- **Facilitate smooth transition from classroom to work environment.**
- **Work with preceptors and mentors.**
- **Coach through “life” situations that occur in the work place.**
- **Guide & counsel to plan career & education development.**



Rockdale Medical Organizational Goals:

- *Decrease turnover & vacancy rates.*
- *Increase patient satisfaction.*
- *Increase physician & administration satisfaction.*
- *Increased employee satisfaction.*

Healthcare Career Ladder:

Training and development build confidence and skills.
Career advising equips employees with a plan

HEALTHCARE CAREER LADDER EXAMPLES



Connection to Georgia WorkReady (WorkKeys Assessments)

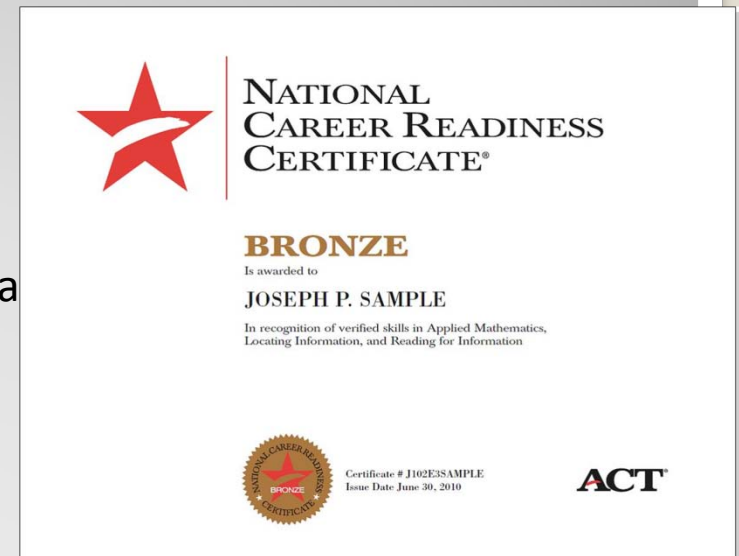
Three WorkKeys assessments are the components for **the National Career Readiness Certificate (NCRC)**, the nationally recognized employability credential issued by ACT WorkKeys. Assessments are: Reading for Information; Locating Information; Applied Math.

Benefits:

- Gain a more realistic view of how employees will perform in a chosen career
- Improve efficiency in recruiting
- Improve ROI on expensive tuition investments
- Provide employees with enhanced recognition via a nationally recognized portable credential

How It Works:

- Hospital employees test for the NCRC from the hospital computer lab
- Workforce partnerships provide the education and technology linkages to ACT



Career Pathways/WorkKeys Assessments Combination

Participants develop a well-qualified career plan defining their interests.
Employers gain assurance that the candidate possesses the aptitude needed to be successful.

Gold	Silver	Bronze
Diagnostic Medical Sonographers	Dental Assistants	Cooks, Institutional & Cafeteria
EMTs & Paramedics	Dental Hygienists	Dental Laboratory Technicians
Health Technologists & Technicians, All Other	Health Support Workers, All Other	Dishwashers
Medical & Clinical Laboratory Technicians	Licensed Practical & Licensed Vocational Nurses	Home Health Aides
Medical & Health Services Managers	Medical Assistants	First-Line Supervisors/ Managers of Housekeeping and Janitorial Workers
Pharmacy Technicians	Medical Equipment Repairers	Food Servers, Nonrestaurant
Physical Therapist Assistants	Medical Records & Health Information Technicians	Maids & Housekeeping Cleaners
Psychiatric Technicians	Medical Secretaries	Social & Human Services Assistants
Registered Nurses	Nursing Aides, Orderlies, & Attendants	
Respiratory Therapists	Psychiatric Aides	
	Radiological Technologists	
	Reception & Information Clerks	

NCRC Results and Correlation to Healthcare Occupations

Individual Outcomes

Enrollments	Outcomes for non-placements
Completions	Cycle time for placements
Outcomes for non-completers (Referral to other services, etc.)	Wage Gains
Placements with employer partners	Credentials/Certificates obtained
Placements outside of employer partners	Steps toward career advancement

Employer Outcomes

Number of employers	Employer investment level (financial)
Level of employer engagement	Cycle time for placements
Number of graduates hired	Retention rate
Total number of hires for same position in fiscal year	Employer satisfaction

NFWS Regional Collaborative Site Map

