

## High Demand Career Initiative Metro Atlanta

### Skilled Workers. Good Jobs. Strong Communities.

**CHALLENGE AND OPPORTUNITY** | Metro Atlanta is a dynamic global hub with world-class employers, vibrant industries and consistent economic growth, yet like many regions faces a growing skills gap that could threaten our ability to compete. **High Demand Career Initiative Metro Atlanta (HDCI-MA)**, part of the Governor's statewide initiative, helps keep Atlanta prepared and moving forward through an employer-led regional partnership that engages businesses and informs workforce development efforts in the **healthcare (HC), information technology (IT) and transportation, logistics and distribution (TDL) sectors**.

**WHAT WE DO** | HDCI-MA focuses on one goal: **Understanding and responding to employer workforce needs**. This is accomplished by connecting businesses with a partner network that prioritizes workforce needs, leverages resources and delivers services and programs that prepare a pipeline of qualified workers.

**WHO'S INVOLVED** | HDCI-MA is open to **all interested employers** and **workforce partners**. Partners include employers, chambers of commerce and economic development organizations, government agencies, secondary and post-secondary educational institutions, service providers, philanthropic funders, trade and professional associations and workforce investment boards. Guided by a cross-sector C-Level Roundtable and sector Employer and Partner Councils, the initiative is led by WorkSource Metro Atlanta and facilitated by Atlanta CareerRise.

**WHY YOUR ORGANIZATION SHOULD PARTICIPATE** | HDCI-MA provides a common platform to set our region's workforce priorities, align and coordinate those efforts towards common goals, and continuously improve strategies. Participating employers gain access to a partner network and resources that are committed to meeting their workforce needs. Participating workforce partners gain an opportunity to work with multiple employers and partner organizations to create and execute a regional strategy that is aligned and sustainable.

**HIGH-DEMAND SECTORS IN METRO ATLANTA** | According to the Georgia Department of Labor, healthcare, IT 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.



- Metro Atlanta's **healthcare** workforce is growing at the rate of 18,700 healthcare job openings per year and is expected to grow by approximately 50 percent over the next five years.



- Currently there are more than 96,000 **IT** jobs in the Metro Atlanta area, with an additional 14,500 jobs expected over the next five years.



- There are nearly 132,000 **transportation, distribution and logistics** jobs across the region today, with at least 5,700 additional jobs expected over the next five years.

**WorkSource Metro Atlanta** is a coalition of five local WorkSource boards including: Atlanta, Atlanta Regional, Cobb, DeKalb and Fulton. Together, we provide leadership in developing and deploying programs and services that meet the needs of both employers and job seekers in Metro Atlanta.



**Atlanta CareerRise**, a part of the United Way of Greater Atlanta, was founded in 2011 through a grant from the National Fund for Workforce Solutions and the support of local investors. Our work helps meet employers' needs for skilled workers and assists frontline workers and the unemployed advance their careers and achieve financial stability.

