ABOUT MAX

The Metro Atlanta eXchange for Workforce Solutions (MAX) serves as a convener, connector, and catalyst for the Atlanta region’s workforce development community and this is perhaps its most valuable service. No one else in the Atlanta region is being so intentional about pulling together all the players across the broad workforce system together in one place and on a regular basis. MAX touches more than 950 stakeholders – from service providers, educational entities, and intermediaries to employers and funders. MAX serves as a catalyst for empowering and aligning workforce development efforts to meet the needs that employers have for a ready workforce.

MAX was launched in December of 2014 by a team of regional leaders who recognized that increased collaboration across the Atlanta region’s workforce development arena empowers all stakeholders to positively influence each other’s efforts and realize greater collective impacts through stronger cohesiveness. MAX stakeholders serve the 10-county Atlanta region consisting of Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties.

MISSION

The mission of MAX is to advance economic competitiveness in the Atlanta region by strengthening connections, collaborations, and practices among workforce developers and organizations engaged in workforce development.

GOALS

ONE
Improve alignment between workforce development service providers to better meet employer needs.

TWO
Improve awareness and visibility of workforce development system assets and opportunities.

THREE
Provide opportunities to increase quality, capacity and effectiveness of Atlanta’s workforce system.

FOUR
Develop a sustainable organizational and funding structure.
MAX PROVIDER COUNCIL

The MAX Provider Council works to help align MAX strategies and actions with the needs and operations of workforce service providers – especially nonprofits and community-based organizations – in order to achieve its mission of strengthening connections, collaborations, and practices among workforce developers.

MAX DATA COUNCIL

The MAX Data Council works to better inform local and state policy makers and practitioners by amalgamating various data sources into a more comprehensive picture of the region with the intention of leading to better outcomes for job seekers and employers; by creating a peer learning network to empower and enhance the skill sets of research/data staff within entities; and by identifying opportunities for the more efficient use of data (including purchased data) among providers.

MAX LEADERSHIP NETWORK

The MAX Leadership Network is comprised of workforce leaders who convene regularly to strengthen our collective capacity as workforce developers to meet the needs that employers have for a ready workforce. We work to learn more about who is doing what, where, and for whom; explore common issues and opportunities, and share ideas for building solutions; make new connections and catalyze partnerships; and keep each other updated and informed on ways we can help each other.