



The  
**WORKFORCE  
ALLIANCE**

*North Florida | South Georgia | Southeast Alabama*

**Great talent knows no boundaries**

**SETA 2021 Fall Conference  
September 28, 2021**

# Jim McShane

- CEO, CareerSource Capital Region (Tallahassee)
- Founder & Chairman of The Workforce Alliance
- More than two decades of innovative workforce leadership
- Serves on the US Conference of Mayors Workforce Development Council... has chaired the Gadsden County Development Council and the Big Bend Continuum of Care Council
- MPA, Indiana State University



# Today's Program

- The Vision
- Getting Started
- Strength of Partnerships
- The Power of Events
- How to Organize for Success
- Q&A

# Our Vision

- Since employers need talented workers regardless of their geographic location...
- and people want a great job, agnostic to what city, county or state it is located in...
- a strategic alliance supporting regional boards will help remove boundaries for businesses and job seekers

# The Power of Regional Collaboration

- In April 2020, New York Governor Andrew Cuomo said of his counterpart in New Jersey, "His workforce is my workforce, my workforce is his workforce, all these decisions affect everyone and the entire region. What this virus says is all of your lines and boundaries make no sense." (source: CNN)
  - The Governor needs to look no further than the Southeast to see a best practice in cross-region, cross-state workforce collaboration

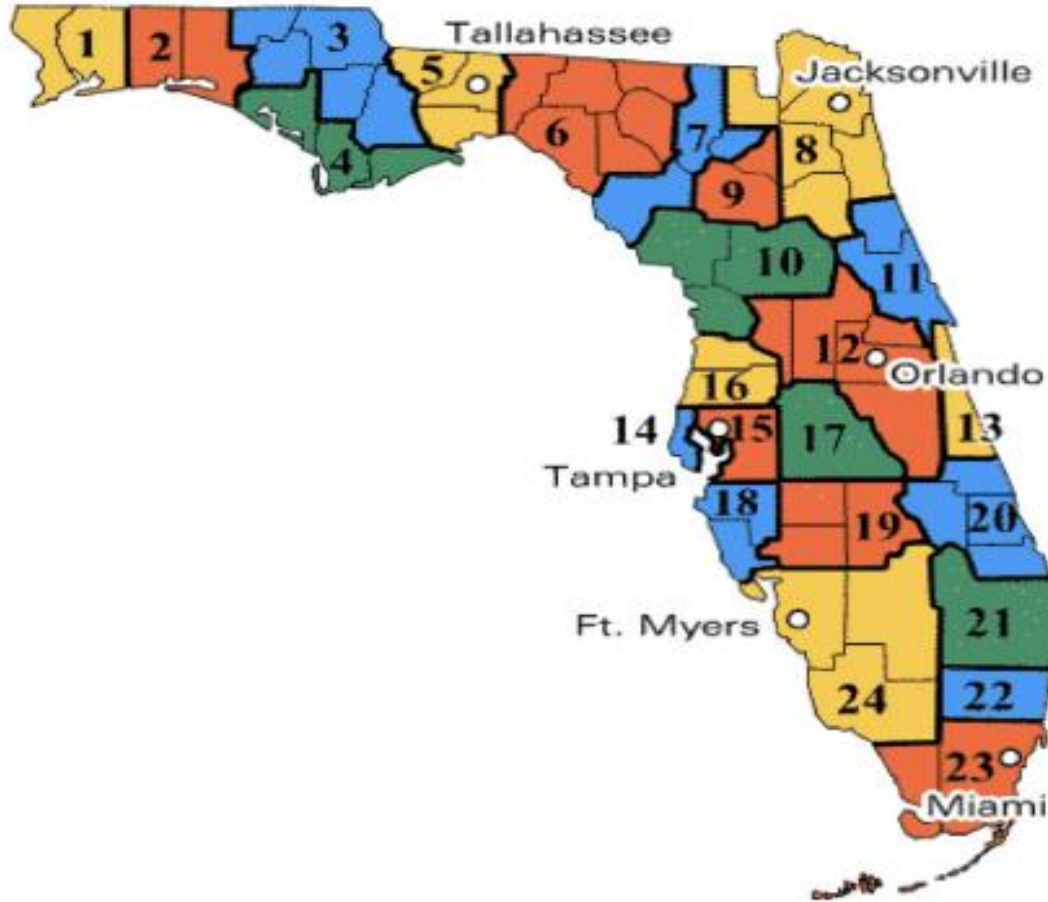
# The Power of Regional Collaboration

- The Workforce Alliance has nine regional workforce board partners, representing 76 counties, aligned in service to employers and jobseekers, providing integrated services and reducing the friction for collaboration across regional and state lines

# The Workforce Alliance

- CareerSource Florida regions 8 (Northeast), 7 (Florida Crown), 6 (North), 5 (Capital Region), 3 (Chipola)
- WorkSource Georgia regions 19 (Coastal), 18 (Southern), 17 (Southwest)
- Georgia Department of Labor Career Centers (Thomasville, Valdosta, Brunswick, Savannah)
- Southeast AlabamaWorks! (Region 6)

# CareerSource Florida 3, 5, 6, 7, 8





# WorkSource Georgia 17, 18, 19

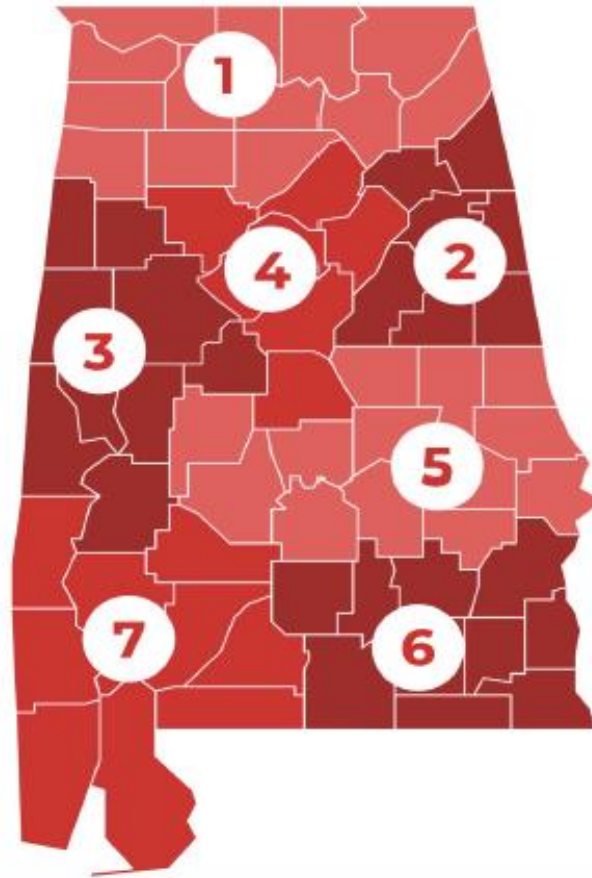


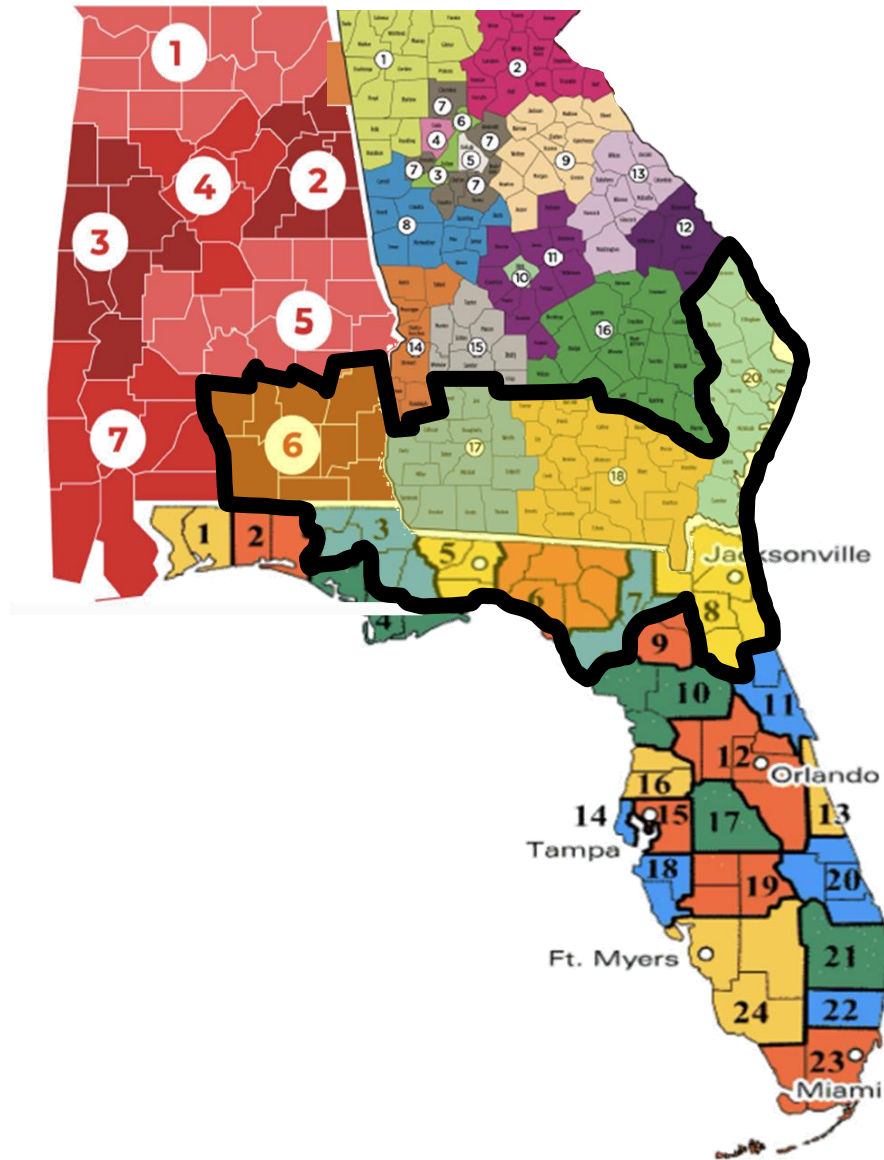
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| <span style="color: #90EE90;">■</span> Northwest Georgia | <span style="color: #0000FF;">■</span> Three Rivers                | <span style="color: #FF8C00;">■</span> Lower Chattahoochee |
| <span style="color: #DC143C;">■</span> Georgia Mountains | <span style="color: #FFD700;">■</span> Northeast Georgia           | <span style="color: #A9A9A9;">■</span> Middle Flint        |
| <span style="color: #32CD32;">■</span> City of Atlanta   | <span style="color: #3CB371;">■</span> Macon-Bibb                  | <span style="color: #228B22;">■</span> Heart of Georgia    |
| <span style="color: #FF69B4;">■</span> Cobb County       | <span style="color: #483D8B;">■</span> Middle Georgia              | <span style="color: #4682B4;">■</span> Southwest Georgia   |
| <span style="color: #D3D3D3;">■</span> DeKalb County     | <span style="color: #4B0082;">■</span> Central Savannah River Area | <span style="color: #FFA500;">■</span> Southern Georgia    |
| <span style="color: #3CB371;">■</span> Fulton County     | <span style="color: #C080F0;">■</span> East Central Georgia        | <span style="color: #ADD8E6;">■</span> Coastal             |
| <span style="color: #2F4F4F;">■</span> Atlanta Regional  |  |  |



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# Southeast Alabama 6





# Getting Started

- **October 2019: EDSI research and Strategic Plan**
  - Collaboration among six local workforce investment areas in north Florida and south Georgia
  - Leverage labor market information, cross-region information, and new insights to focus training, education and worker preparation regionally
  - Develop common sector-focused strategies across regions, between multiple regions and locally

# Getting Started

- **Initial Organizational Goals**
  - Collaborate
  - Coordinate
  - Share wisdom and expertise
  - Build on education and training innovations and model curricula
  - Build economies of scale
  - Close the talent gap and meet the needs of business
  - Reduce duplication, redundancy and un-necessary competition
  - Become a national model for regional and cross-state collaboration

# Community of Practice (CoP)

- Generate a body of knowledge for members to draw upon
- Promote standards of practice
- Cross-knowledge boundaries to discover innovative opportunities
- Set common goals (sector strategies)
- Opportunities for members to participate and sharpen their skills
- Acknowledging the value each partner bring to the practice
- This is an egalitarian alliance
- Adding value to every community through shared action

# Strength of Partnerships

- Departments of Labor and One-Stop Centers
- State Workforce Boards
- One-Stop Partners
- Economic Development Organizations
- Education
- Training Partners
- Chambers of Commerce
- Elected officials

# Diane Head

- Executive Director, CareerSource North Florida (Madison)
- Executive Committee & Events Chair  
The Workforce Alliance
- Over 14 years of continually progressing workforce leadership positions
- Raised in the region she serves
- MPA, Valdosta State University





# The Power of Events

- The benefits of convening and sharing best practices

## July 2020

- **The New Normal: Strategies for the Post-Pandemic World of Work**

- Rick Maher                      Adaptive Human Capital
- Michelle Dennard              CareerSource Florida
- Kristin Laarhoven              Technical College System of Georgia
- Jerry Parrish, Ph.D.              Florida Chamber Foundation
- Ron Painter                      National Association of Workforce Boards

- Sector Breakouts
  - TDL
  - Healthcare
  - Manufacturing
  - Technology

# Events

## April 2021

- **Healthcare 2021: A forum on workforce issues in the age of COVID**
- Keynote: Derek Carpenter Hueman
- Facilitator: Melanie Hill TRIO Professional Development
- Panelists:
  - Susan Bosse, MBA CareerSource Florida
  - H. William Craver, DO, FACOS PCOM South Georgia
  - Lisa Kempf, SPHR, SHRM-SCP Brooks Rehabilitation
  - Kendra Siler, Ph.D. Kennedy Space Center
  - Tracey Suber, Ed.D, MSN/ed, RN Phoebe Putney Memorial Hospital

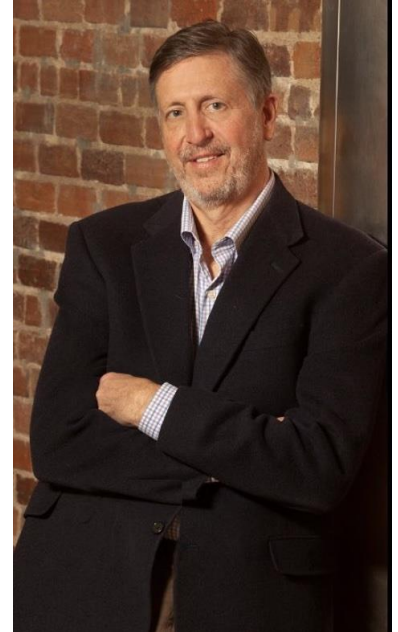
# Events

## August 2021

- **Crossing the Lines: States Aligned to help Workers and Businesses in the New Economy**
- Samuel N. Addy, Ph.D.                      The University of Alabama
- Jerry D. Parrish, Ph.D.                      Florida Chamber Foundation
- Daniela Perry                                      Georgia Chamber Foundation

# Larry Fairman

- CEO, Fairman Consulting (Jacksonville)
- Lead Consultant, The Workforce Alliance
- More than three decades of strategic planning/ consulting experience
- Dozens of client projects in workforce development, economic development and education
- Jacksonville University Dolphin



# Organizing for Success

- Founding host organization
- External consultant(s)
- Executive Committee
- Steering Committee

# Working Committees

- Business Services
- Curriculum & Education
- Economic Development
- Events
- Grants
- Marketing
- Technology

# Organizing for Success

- **The future**
  - 501(c)3
  - Full-time staff
  - Leverage technology (especially Post-COVID)
  - Grants



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**Questions?**