



WorkSource Business Services Strategies for Economic Recovery

Presented by
OWD Business Services Team

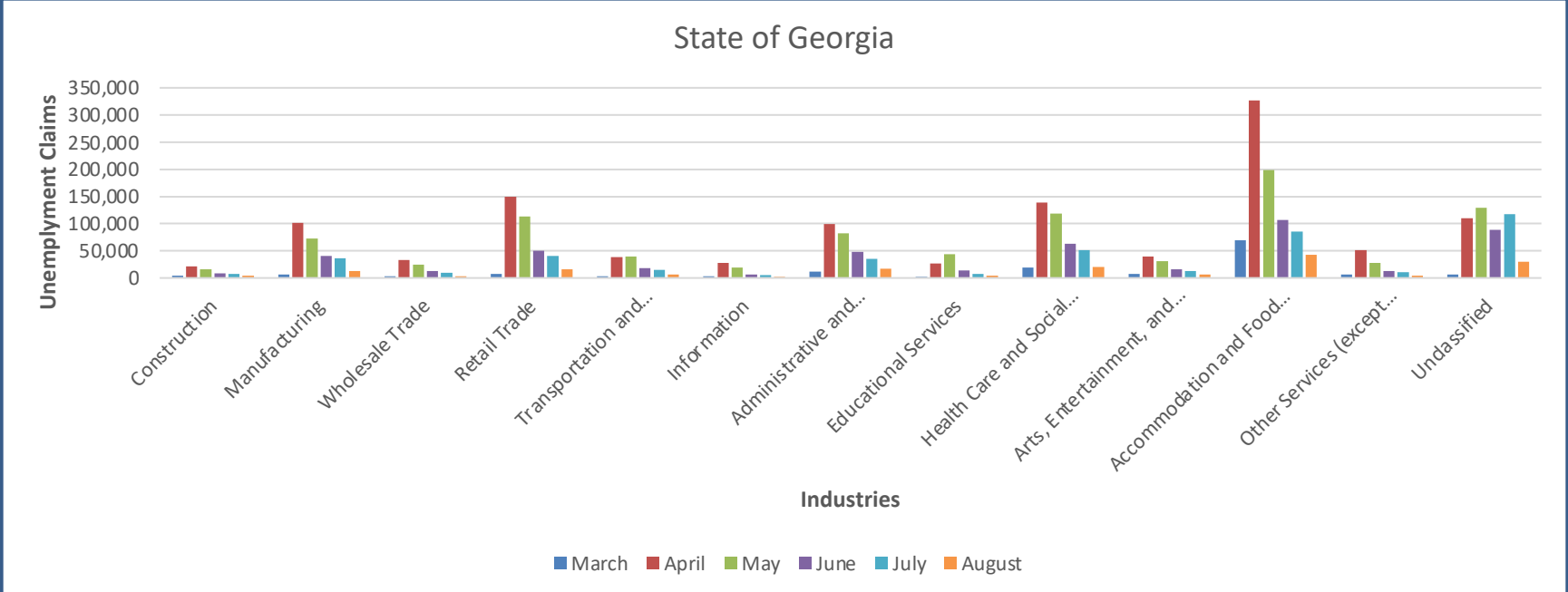
**WORKSOURCE GEORGIA
ACADEMY**

Industry Impact

- According to The Atlanta Business Chronicle, 1.3 million Georgia workers filed unemployment claims during the months of March, April, and May 2020.
- The hardest hit industries during this pandemic across the regions:
 - Hospitality,
 - Retail including (Small Local Businesses and Food Services),
 - Healthcare

[Atlanta Business Chronicle](#). July, 2020.

State UI Claims

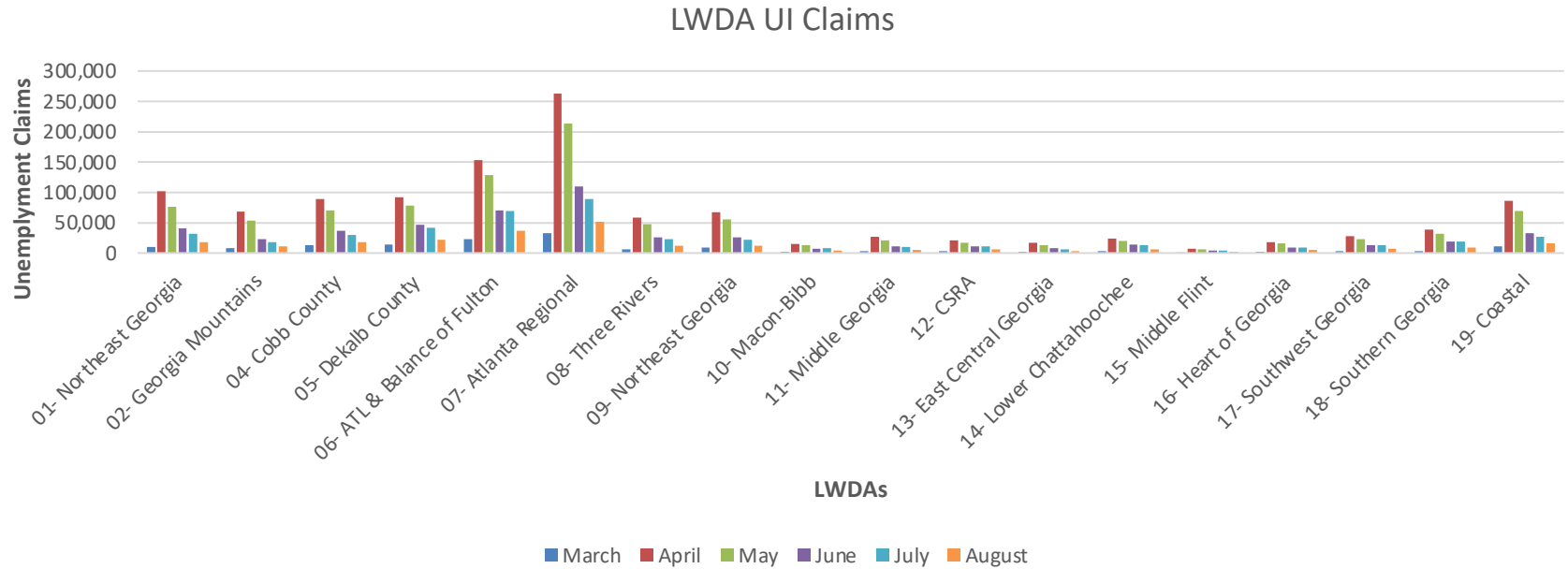


Georgia's Labor Market

- The Georgia Department of Labor reported during the peak of the pandemic, the unemployment rate reached 12.6%. As of August, the unemployment has decreased to 5.6%. This shows steady progression in job recovery.
- Commissioner Butler stated as of early September, nearly 151,000 jobs are listed online at [EmployGeorgia.com](https://www.employgeorgia.com) for Georgians to access. This job total has more than doubled since the beginning of this pandemic, with just 73,000 jobs listed during April 2020.
- "We have recovered over 65 percent of the jobs lost since the pandemic began mid-March," said Commissioner Butler.

[Atlanta Business Chronicle](#). July, 2020.

LWDA UI Claims



Lifeboat Jobs

- Burning Glass offers insight into how to best identify employment opportunities amid COVID.
- "Lifeboat Jobs" are jobs that do not require a degree, certification, or advanced training.
- There are pathways from these lifeboat jobs and from jobs lost in the pandemic into roles with equivalent pay and a solid future.
 - Transfer of adjacent skills to new jobs,
 - Steppingstone in finding new employment,
 - Potentially higher paying

[Filling the Lifeboats](#). Burning Glass Technologies. May, 2020.

Business Services Aid Recovery

- Business relationships will be vital!
- Revisiting the services that are available through WorkSource can be a lifeline from economic hardships. Business Services contributes to economic growth and business expansion by matching employers with ready-to-work individuals.
- Partner with Career Specialist to combat a plan for possible eligible individuals and workshops to prepare DWs become work ready again.
- With the increase of unemployment, the need for services may increase in each local workforce development area. On-the-Job Training, Incumbent Worker Training, and Customized Training can assist the local areas regain employment momentum.
- Be considerate of Workforce challenges due to COVID.
 - Training limitations,
 - Business model transitions,
 - Budget limitations

Budget Limitations

- Regions may be experiencing budget limitations, which can delay and possibly limit the availability of business services programs.
- Become a bridge. Look for opportunities to braid funding. There are other options that may be available to assist local employers such as the HOPE Career Grant.
- Involve partners. Utilize the stakeholders, understand the needs of the employers. Involve local technical colleges, non-profit partners, and others that may be able to assist employers.

Support of Sector Partnerships

- Real time data to strategically assist LWDA's.
- Connection/relationship with industry partners to aid employment and needs of the local labor market.
- Possible pipeline employment for WIOA participants and job seekers.

Virtual Presence

- Social Media
 - Most users are between the ages of 16 and 44, the demographic that's the most dominant in workforces globally,
 - Ease of workforce updates,
 - Targeted industry posts for workforce opportunities
- Day-to-Day Activities
 - Meetings with participants (video chat),
 - Creation of contracts/applications,
 - Facilitating training



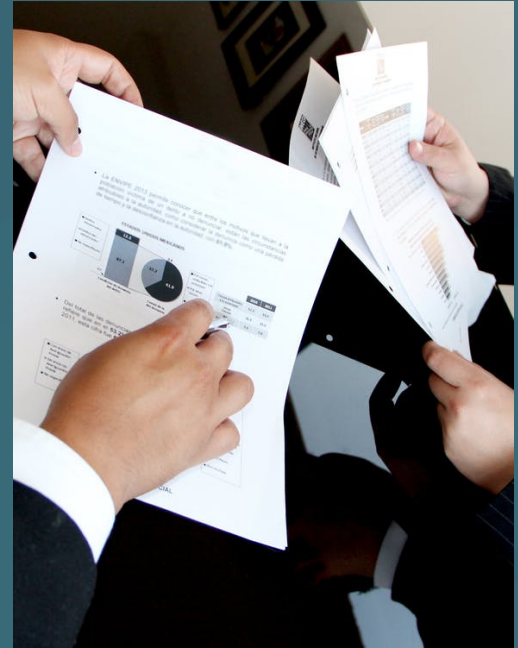
[Social Media Training: Yes, Your Workforce Needs It.](#) Training Industry. December, 2017.

Business Engagement

- Speak the language of business to demystify business services programs.
- Demonstrate how business services formalizes what companies already do, but with better results.
- Add value to each business interaction.

Business Engagement

- Building long lasting relationships.
 - Establishing trust,
 - Mutual understandings,
 - Managing expectations.
- Virtual Presence
 - Can complicate relationship building process.



Georgia Labor Market Website



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