



Summer 2023

# Talent Supply Report

Analysis of and recommendations  
for Georgia's future workforce

**METRO  
ATLANTA**  
C H A M B E R



# Table of Contents

- Key Findings Since 2019..... 3
- Executive Summary ..... 4-5
- Ideal Supply & Demand Cycle ..... 6
- Total Employment 2017-2021 ..... 7
- Factors Affecting Supply & Demand ..... 8
- US Metro Area Migration Trends ..... 9
- Metro Atlanta Population Trends ..... 10
- Total Job Postings 2017-2021 ..... 10
- Job Postings by Industry ..... 11
- Job Postings by Occupation..... 12
- Top Occupations - Entry-Level Postings..... 13
- Top Skills..... 14
- Supply-Degrees Conferred ..... 15
- Matching Supply to Demand..... 16
- Certificate Below Bachelor’s CIP-SOC Crosswalk ..... 16
- 2021 Associate Degrees & Demand ..... 17
- Associate Degree 1 & 5-Year Median Wage..... 17
- Bachelor’s Degree CIP-SOC Crosswalk..... 18
- Bachelor’s Degree 1 & 5-Year Median Wage..... 18
- Conclusion ..... 19
- Public Policy & Talent Supply Recommendations..... 20
- Grow Georgia’s Talent..... 20-22
- Progress 2020-2023 ..... 23
- Bright Spots Across Georgia to Amplify ..... 24-25
- Credits & Thanks ..... 26
- Glossary of Terms..... 26
- Appendix ..... 27
- Resources ..... 27

# Key Findings Since 2019:



\* The gap between the supply of conferred degrees and certifications and job postings that match those degrees is **persistently high**. For most industries, the gap continues to increase.



\* **Prior work experience is a key requirement** for most entry-level jobs requiring a degree or certification and is an increasingly prevalent requirement for customer-facing roles.



\* With declining population growth, lower importation of talent into the state, and lower college completion rates, **concerted effort is needed to develop a skills-based workforce** with the training and certifications necessary to meet Georgia's ever-growing job demand.

# Executive Summary

Over the past four years, Georgia has established a **resilient economy able to adapt to substantial changes in the labor market**. Since 2019, not only has Georgia recovered and increased employment by more than double the rate for the U.S., but it also expanded current businesses and recruited many exciting new companies to the state. Industries like film & television, information technology, construction, and transportation and logistics help diversify Georgia's economy and continue the creation of high-wage jobs and opportunities for Georgia's citizens.

Georgia is on track to become a leading state for electric vehicle and battery manufacturing, as well as expand opportunities with its vibrant startup scene. Continuing the growth of these new companies and expanding the work of our existing industry base, will require education systems that can deliver broad skills training and a workforce that is creative and adaptable with transferable skills.

- Georgia created more than **280,000 new private sector jobs** over the past four years – a 7.4% increase. Comparing that to the U.S. rate of 3.3% shows that Georgia is producing jobs at more than twice the national rate.
- Job postings remain high, indicating companies are looking to expand. Job postings with education requirements went **up 74% since 2017**, indicating continued opportunities for those that pursue degrees and certifications.
- **Entry-level job postings increased four percentage points more** than overall job postings, showing that those potential employees will have opportunities to begin their careers. (entry-level posting 2017-21 increased 73%, all postings increased 69%).
- Degree supply for high-demand fields continues to increase, indicating our higher education institutions are working with businesses to **deliver a workforce with the right skills**.

**But Georgia still needs to address these issues:**

- There are **232,600 open jobs in Georgia and only 165,000 people who are unemployed** in the state. This reflects the high demand for workers, as well as Georgia's skills gap.
- Georgia's labor force participation rate has not recovered from pre-COVID levels. It is currently 61.2% and is not expected to increase significantly.
- Attainable workforce housing is in demand all over the country. The communities that lead on this issue will reap the benefits in terms of companies expanding in their area.

Given metro Atlanta's rapidly changing business landscape, it is vital to understand our region's workforce challenges so we can continue providing solutions and cultivating robust talent pipelines. MAC works directly with employers and education institutions to facilitate the connections that will help prepare the workforce of tomorrow for the region's most in-demand jobs.



- Katie Kirkpatrick,  
President & CEO  
Metro Atlanta  
Chamber

**How Georgia is responding:**

Georgia employers are rallying around better business practices: skills-based hiring, removing barriers to employment, tracking Diversity & Inclusion metrics, maximizing efforts like partnerships with traditionally under-resourced communities, and focusing on community-based strategies that expand access to talent and talent-building opportunities.

Georgia businesses and chambers of commerce have collaborated with policymakers to implement needs-based gap funding for higher education, remove barriers to education and employment, and expand capacity across many technical and workforce training programs. While there is much more work to be done, momentum for positive change and continued economic growth for our state continues. With a grounding in data and better practices, and keeping an eye on future industry growth and talent needs, Georgia will continue to position itself as a national and global economic leader.



A handwritten signature in blue ink that reads "Jerry D. Parrish".

Jerry D. Parrish, Ph.D.,  
Chief Economist, Metro Atlanta Chamber

# Ideal Supply & Demand Cycle

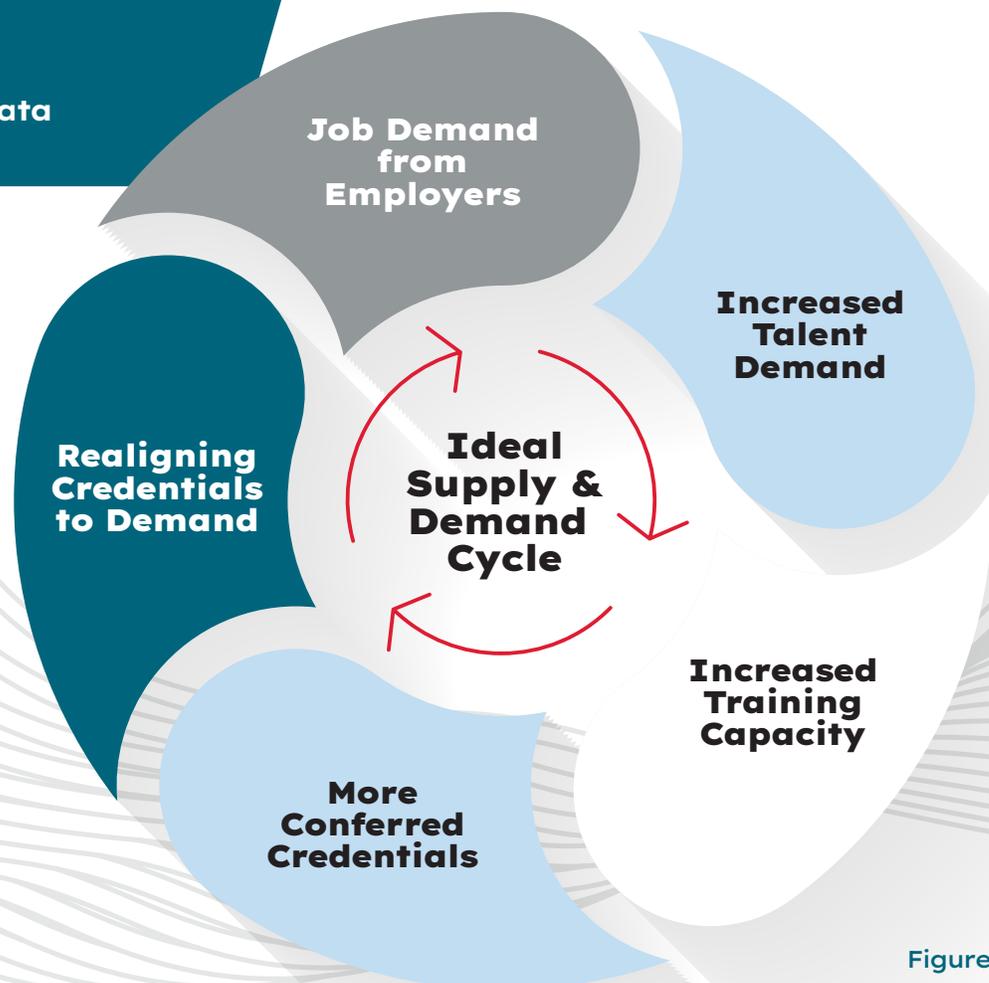
Since 2017, MAC's talent supply reports (formerly "Your Talent, Your Future") have zeroed in on the imbalances of the talent information cycle and offered recommendations on how employers and policymakers can close the gaps in talent supply and demand.

In a perfect cycle, each phase of the talent development process would inform the following phase based on continuous assessment, realignments, and corrections from both employers and training providers.

**This report analyzes the gaps and lags between the supply of degrees and employer demand by assessing:**

- Overall trends
- Skills
- Employment data

\* It also includes recommendations for improving degree attainment and creating better alignment between education, skills, and jobs.



# Total Employment 2017-2021

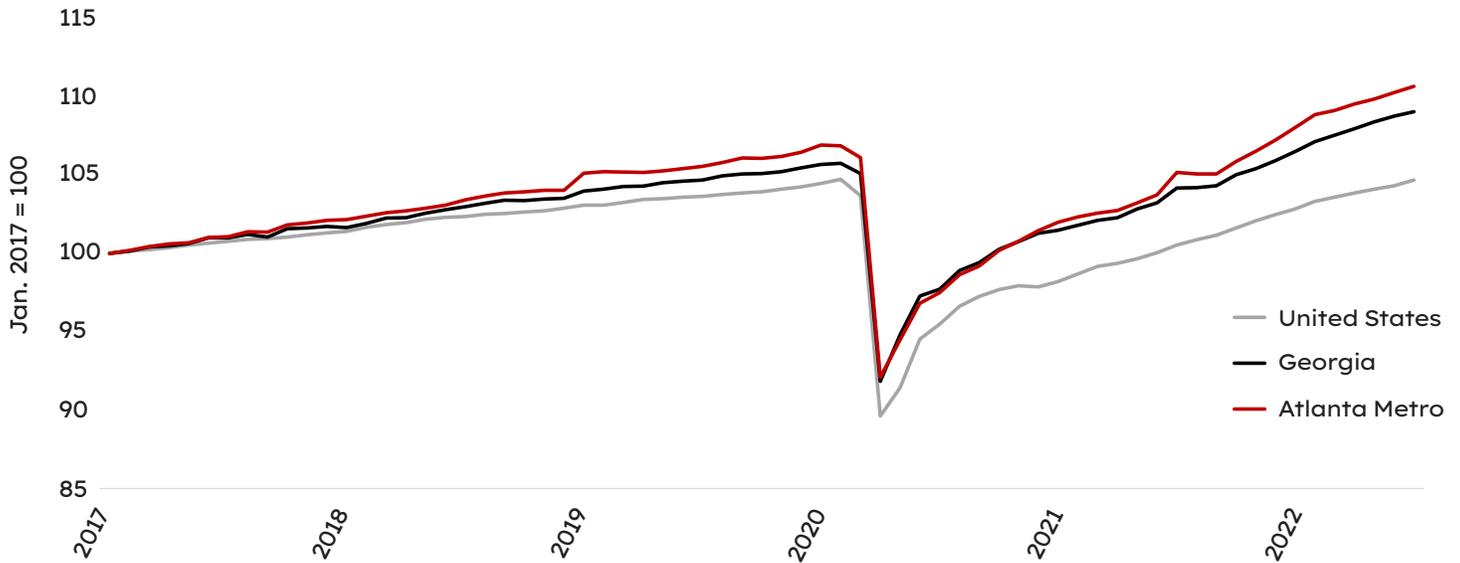


Figure 2

## Georgia has steadily outpaced the nation in employment growth

with metro Atlanta leading the way. But since the pandemic recovery began in 2021, we have seen an increasing gap between Georgia's total employment and the nation's total employment. **Fast-growing job demand has outpaced Georgia's population growth** - both imported and Georgia-born, leading to an ever-increasing gap between available workforce and unfilled jobs.



# Factors Affecting Supply & Demand

	Population	Labor Force (Supply)	Jobs (Demand)	Degrees Conferred
Annual Growth 2012-2017 (Average)	1.0%	1.1%	2.4%	5.7%
Annual Growth 2017-2022 (Average)	0.9%	0.4%	1.3%	2.1%
Annual Growth 2022-2027 (Forecast)	1.0%	1.0%	1.3%	TBD

Figure 3

Looking at overall growth rates, our population growth remains low but steady around 1% with a nearly equal average percentage in Labor Force growth given a large hit in 2020. From 2017-2022, job demand has remained above 1% while our overall percentage of degrees conferred across Georgia has steadily decreased - some of this may be due to decreased enrollment in some education institutions, but recent enrollment data is pointing to a possible positive future enrollment trend.



## Helpful Links



**Georgia college enrollment drops for second straight year**

<https://www.ajc.com/education/georgia-college-enrollment-drops-for-second-straight-year/SSDUZRKAKBCS5BKTFLOE3S7B6M/>



**Enrollment drops could mean cuts at some Georgia colleges; UGA and AU see growth**

<https://www.onlineathens.com/story/news/education/2023/01/25/university-georgia-augusta-university-increase-enrollment-despite-drop-across-usg-system/69836763007/>

# US Metro Area Migration Trends

## Net Domestic In-Migration

Metro Area #	2018-19	2019-20	2020-21
Phoenix	73,318	82,380	66,850
Dallas-Fort Worth	46,542	58,026	54,319
Tampa-St. Petersburg	35,699	41,565	42,089
Austin	41,505	48,873	40,264
Riverside	11,804	15,655	34,859
San Antonio	21,537	25,798	25,660
Jacksonville	20,234	20,679	24,815
Charlotte	27,088	30,414	23,970
Raleigh	18,080	18,313	21,743
Houston	6,028	19,760	19,426
Atlanta	31,762	23,587	19,358

## Net International In-Migration

Metro Area #	2018-19	2019-20	2020-21
New York	57,282	46,173	23,681
Miami	57,498	45,122	22,764
Washington DC	30,731	23,895	12,600
Houston	31,152	24,587	12,495
Boston	25,966	20,691	10,505
Dallas-Fort Worth	20,938	16,894	8,602
Seattle	18,882	14,674	7,320
Orlando	10,034	12,469	5,920
Atlanta	13,551	10,787	5,691
Los Angeles	11,676	9,909	5,237
San Francisco	12,569	10,001	4,985

Source: William H. Frey analysis of US Census Bureau population estimates

Figure 4

It is imperative that we continue to explore innovative approaches to not only attracting and retaining talent but also educating and training our workforce to meet the needs of today's employers. Our economy is strong and growing, and partnerships between business, government and community organizations are critically important to expand capacity and foster thriving communities across Metro Atlanta and throughout Georgia.



– Anna Roach,  
Executive Director  
& CEO, Atlanta  
Regional Commission

Georgia is not alone in its attempt to import talent to fill crucial employment needs. **Migration numbers across metro areas have fluctuated over the last 2 to 3 years** as indicated by the blue versus black coloring in the figure above.

Like recent post-secondary enrollment trends, we are seeing positive indicators in new data indicating a small in-migration recovery. This is in no small part due to metro Atlanta being a **strong import destination for new talent**. Even with a return to the upward trend of importing talent, Atlanta's new talent importation rate will not match the growing demand for talent broadly across the region.

### Helpful Links



**A 'New Great Migration' is bringing Black Americans back to the South**

<https://www.brookings.edu/research/a-new-great-migration-is-bringing-black-americans-back-to-the-south/>



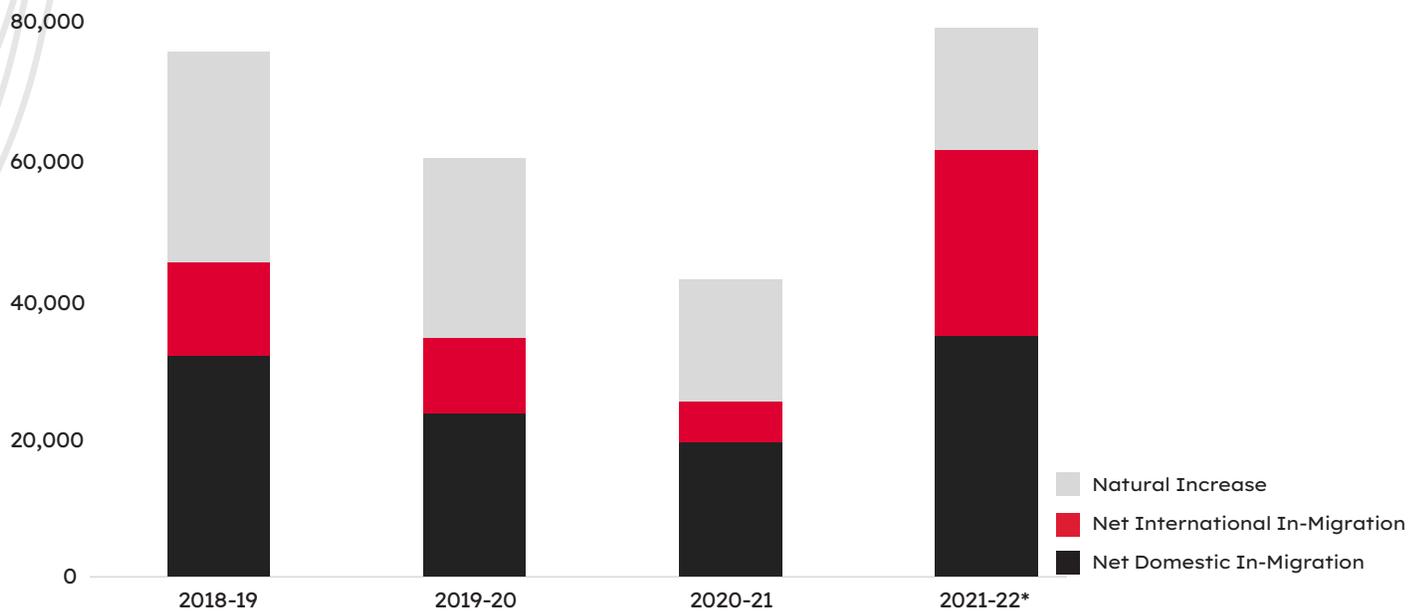
**National survey: Atlanta No. 2 'dream city' for people moving**

<https://atlanta.urbanize.city/post/national-survey-atl-dream-city-people-moving>



**Workers aren't relocating for new jobs anymore – and not just because of remote work** <https://www.bizjournals.com/washington/news/2023/05/30/remote-work-hybrid-housing-costs-mortgage-move.html>

# Metro Atlanta Population Trends



Source: William H. Frey analysis of US Census Bureau population estimates. \* 2022 information estimated from MAC analysis of US Census 2022 county data

Figure 5

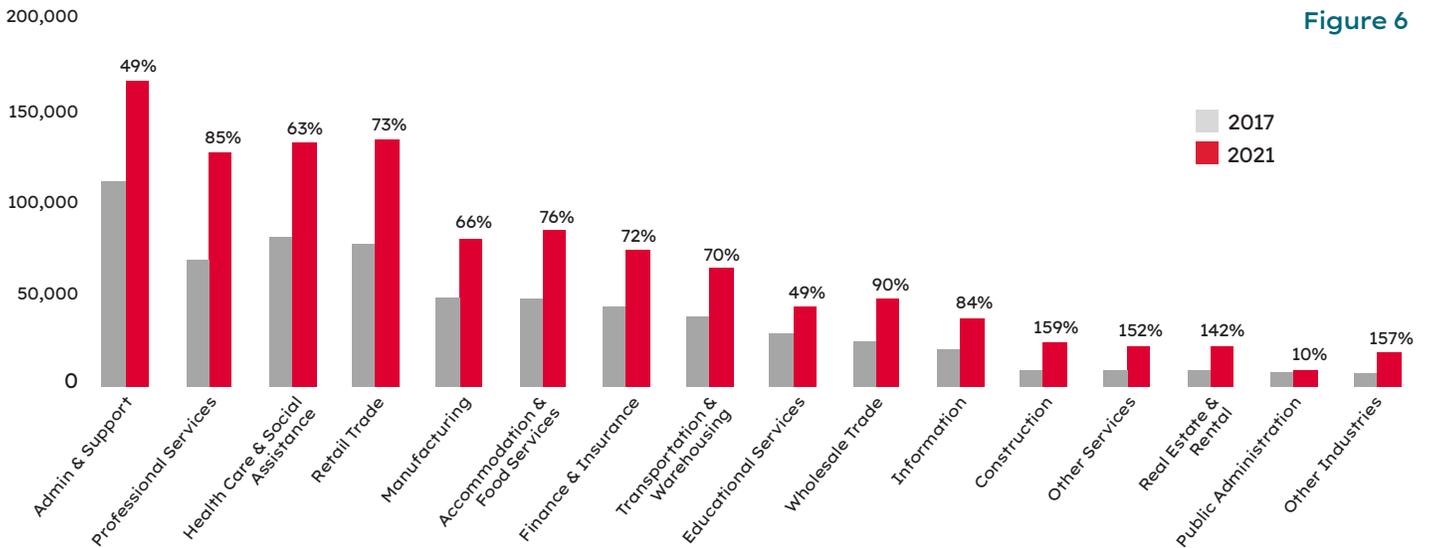
## Total Job Postings 2017-2021

**Georgia's job demand has been increasing rapidly over the last 5 years, nearly doubling job postings from 2017 to 2021.**



The rate of growth is even more phenomenal when considering that many individual job postings represent **several open positions at respective companies**, which suggests that our job demand posting data for high-demand positions may be understated. Because many of Georgia's state agencies, rely on job posting data to determine budget allocations and future planning, it is important that state agencies our workforce intermediaries, businesses, and business associations understand and factor in this likely underreporting of job demand. Most predictive models operate from current job posting numbers (this report included), which underscores the need to continually audit and increase our demand projections and the relevant planning units that are tied to those demand numbers.

# Job Postings by Industry



Growth in job postings is occurring across every major job sector with areas like professional and business services, administrative support, and construction **experiencing massive growth since 2017**. Though some of the recent growth can be attributed to pandemic after-effects and recovery, it still does not account for the larger growth across all industries.

One explanation of this industry data is that many of the growth industries have relatively low barriers to entry – Logistics, Construction, and IT, for example. Many of these growing industries have certification requirements that take less than 2 years, and some can be obtained through dual-enrollment programs at Georgia high schools.



## Helpful Links



### Dual Enrollment

<https://www.gafutures.org/hope-state-aid-programs/scholarships-grants/dual-enrollment/>

# Job Postings by Occupation

Nursing, truck driving, and technology are the occupations with the **highest number of job postings** in 2021. Laborers and Freight are showing particularly strong gain with a 253% increase from 2017 to 2021.

Certain occupations that cut across more than one industry type are also experiencing huge growth. Roles like software developer, which are in nearly every industry, and others like truck drivers, freight and logistics, and warehouse workers, experienced large increases while previous occupation leaders like registered nurses and sales positions also continue to expand, though the growth in nursing postings slowed somewhat since 2017.

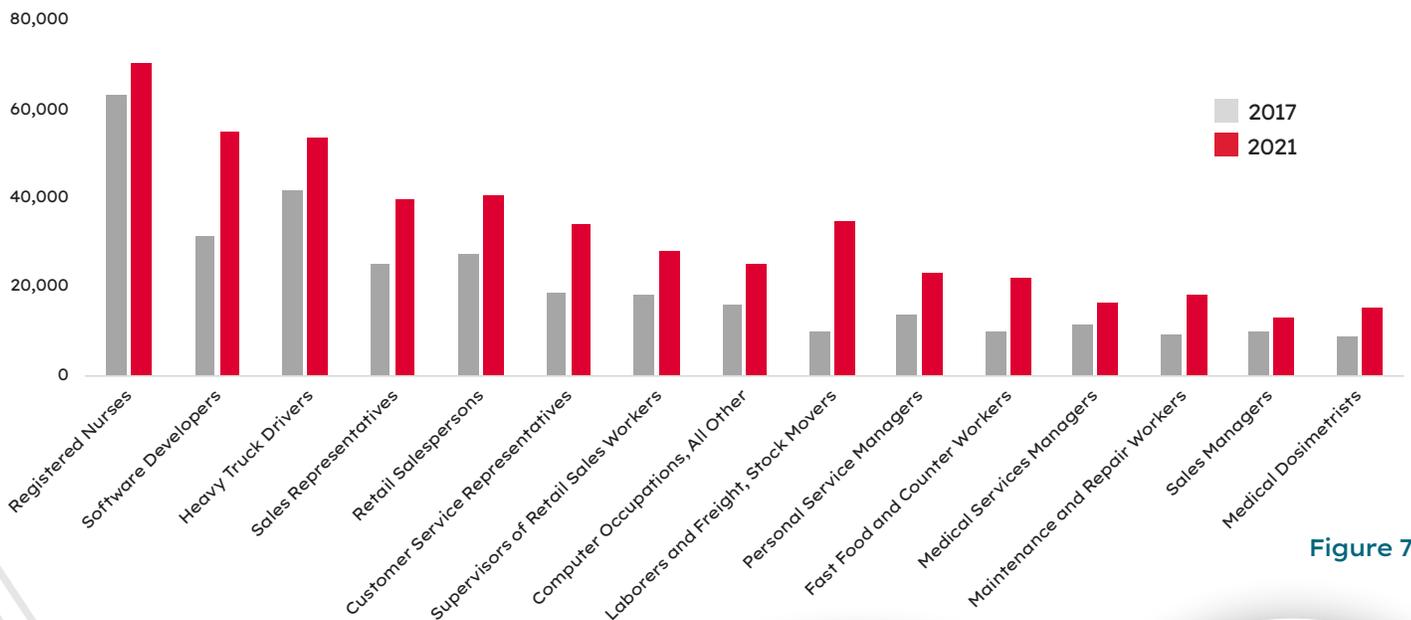


Figure 7

Laborers and Freight are showing particularly strong gain with a

**253%**  
increase  
from 2017 to 2021.



# Top Occupations – Entry-Level Postings

While entry-level postings for high-demand occupations are up in every sector from healthcare to trucking to IT, service industry job postings in food service, front-line customer service, and other customer-facing roles are requiring more previous experience.

This growth in experience for front-line roles could indicate that some employers with heavy employee turnover are using previous experience to predict the likelihood an employee will stay in the role.

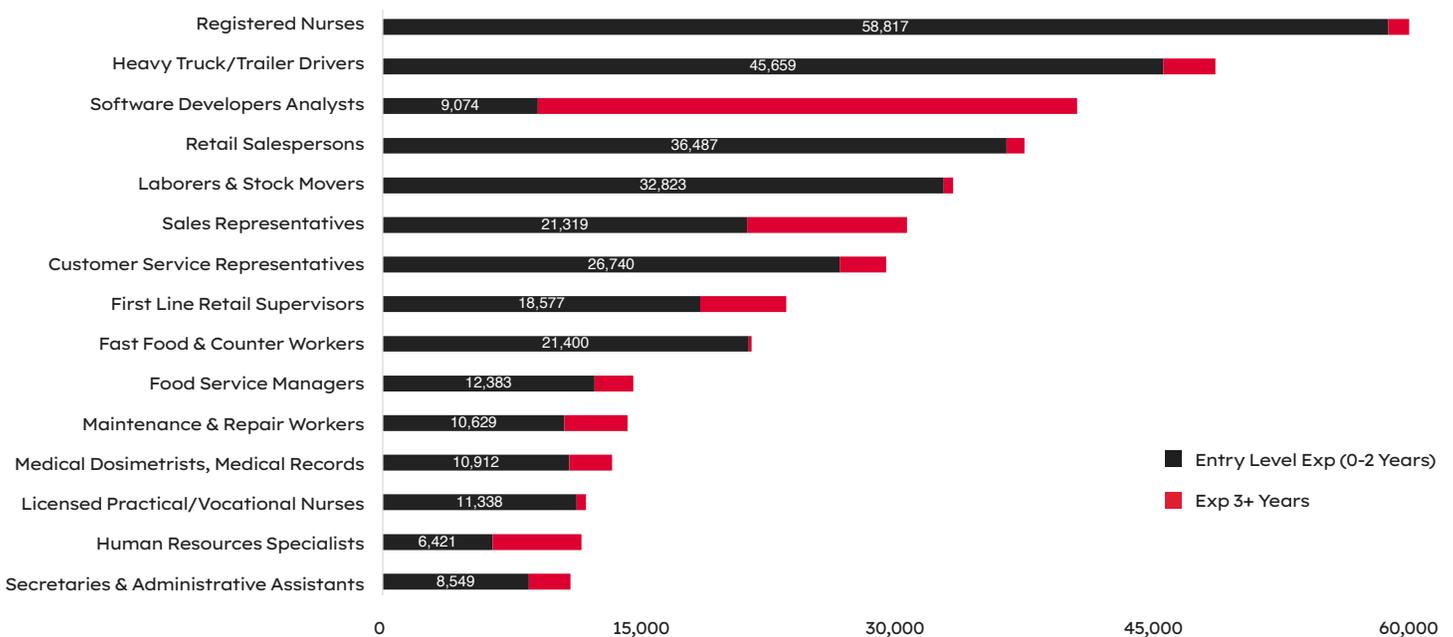


Figure 8



## Helpful Links



**In This Economy, Why Are So Many Jobs Left Unfilled?**

<https://www.forbes.com/sites/forbeshumanresourcescouncil/2023/01/05/in-this-economy-why-are-so-many-jobs-left-unfilled/?sh=335f2d734e8c>

# Top Skills

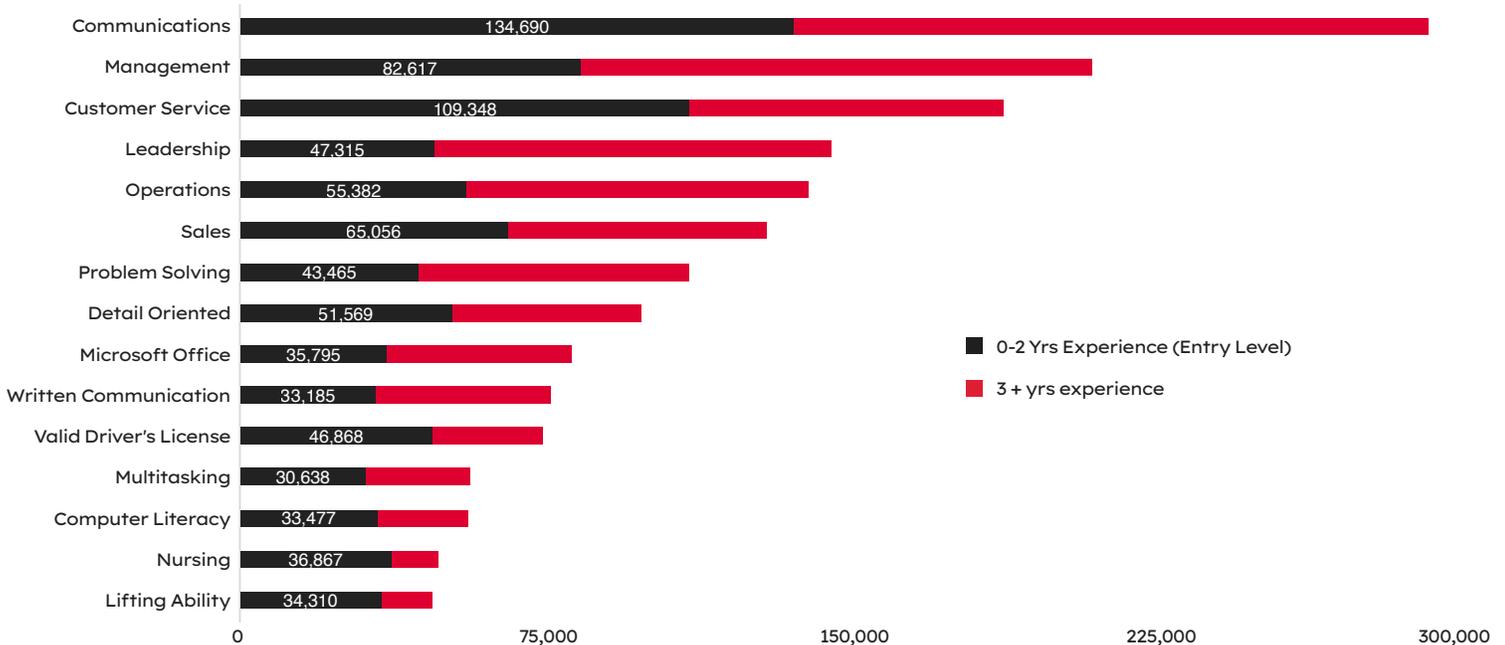
Looking at the skills attached to job postings, communications is still the leading skill requirement with a heavy reliance on experience across every major skill category. Some changes since the 2019 report: lifting ability moved into the top 10, mirroring the significant increase in warehouse and front-line work, and multi-tasking moved from position 23 to 14, indicating the changing nature of more intense and dynamic work environments.

“Delta is committed to giving back to the communities where we live, work, and serve – and that includes connecting talent to career opportunities. We have been Atlanta’s hometown airline for over 90 years and look forward to continuing to broaden our access to untapped talent in this great city.”



- Lisa Blackmon, Managing Director, Global Talent Acquisition, Delta Air Lines

Figure 9



Additional Resources:



The rise in multi-tasking as a skill requirement raises a concern. A recent article from the Small Business Chronicle indicates that there are negative consequences of multitasking on performance that should be considered by employers:

<https://smallbusiness.chron.com/multitasking-effects-workers-performance-32339.html>



Through the work of Rework America Alliance, many employers are diving deeper into the skills and requirements listed in job postings. The Alliance helps move skills from generic listings such as “Communications” to more detailed ones like “ability to confirm and make appointments by phone” or “able to use Outlook to schedule online and in-person meetings.” The Alliance’s work helps employers and jobseekers speak the same language when communicating about preferred and required skills.

<https://www.atlantafed.org/cweo/funding-workforce/rework-america-alliance>



America Succeeds is a Colorado-based non-profit that helps businesses and workforce professionals optimize job skills descriptions. Their research shows that detailed skills requirements allow employers to better gauge and communicate the skills needed for open positions.

<https://americasucceeds.org>

# Supply-Degrees Conferred

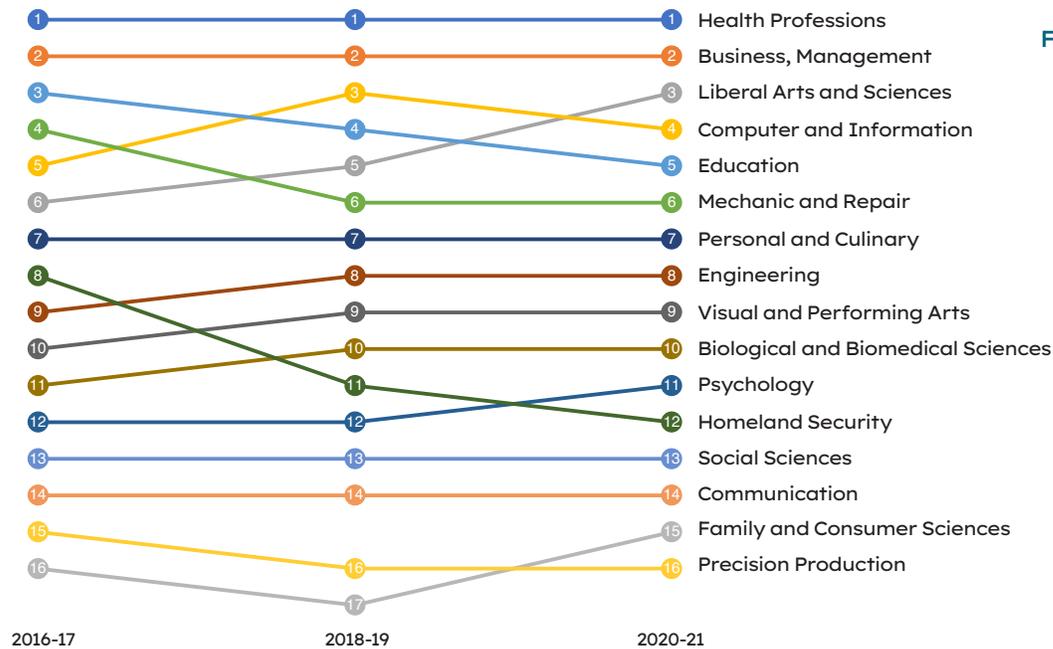


Figure 10

Data trends indicate that Georgia’s supply of degrees, including certificates, is fairly steady with minor adjustments across a few degree lines. Liberal Arts & Sciences moved from position 6 to 3 and Computer & Information moved from 5 to 4. Given the push for critical thinking and writing skills, the increase in Liberal Arts degrees should be expected. A small portion of those Liberal Arts degrees would also apply to two-year students who are planning on matriculating to a four-year degree program. The increase in Computer-related degrees corresponds to the increases seen on the job demand side and should be noted as a positive move for the state.

A yellow caution flag should be waved for degrees in Education and Homeland Security, which also includes law enforcement, firefighting, and other protective services. The conferring of these two types of degrees has dropped from position 8 to 12, which could indicate a looming public service talent shortfall in education and public safety. Keep in mind that while our job postings across all major industries show increases (see Figure 4), the overall growth of degrees conferred has increased just ~2% per year, a remarkably lower percentage than the cumulative increase of 19.5% in the 2020 report.

## Helpful Links



**As applications fall, police departments find new ways to woo recruits**  
<https://www.ajc.com/opinion/opinionsolutions-as-applications-fall-police-departments-find-new-ways-to-woo-recruits/LGRM7VBBGZGM7GOXUKNCVICSLE/>



**Georgia passes another raise for teachers – is it enough to alleviate the shortage?**  
<https://freshtakegeorgia.org/georgia-passes-another-raise-for-teachers-is-it-enough-to-alleviate-the-shortage/>

# Matching Supply to Demand

Certificates and bachelor's degrees are more undersupplied than in our 2020 report, and postings with those degree requirements grew at a faster rate than the growth in the corresponding degrees conferred.

Education Level	Certificate (< Bachelor's)	Associate Degree	Bachelor's Degree
2021 Awards Conferred	51,407	20,006	58,121
2021 Related Entry-Level Job Postings	139,028	34,100	90,467
Gap	(87,621)	(14,094)	(32,346)

Figure 11

We cannot import our way out of this talent crunch. We should be steadfast and innovative in business and education and workforce training partnerships to expand capacity and opportunities for more Georgians. Opportunities like the ones facilitated by CareerRise offer businesses new ways to source and develop talent like apprenticeships and strategies to retain and develop their workforce by focusing on job quality.

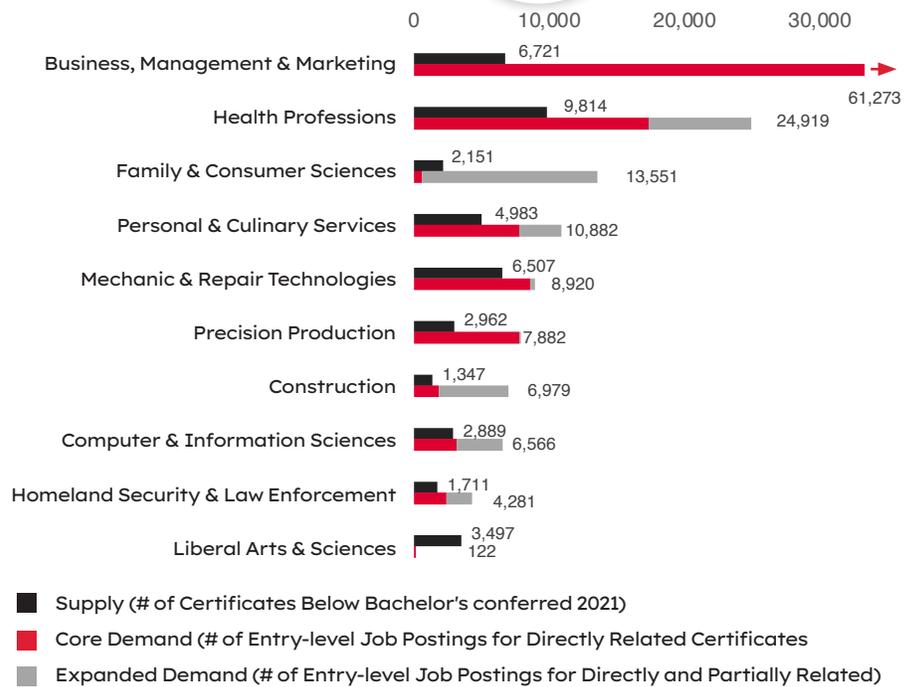


- John Helton, CEO & President, CareerRise

## Certificate Below Bachelor's CIP-SOC Crosswalk

Health profession supply is down along with Mechanic, Business, and Personal & Culinary even as demand for these certificates has increased. The largest gaps between certificate supply and job posting demand are in Business, Health, and Consumer Sciences/Hospitality.

Certifications are not always obtained prior to job application. Many employers are already offering certifications to existing employees to boost employee investment and drive more innovation and career pathway growth within their respective organizations.



How Can Professional Certification Benefit Both Your Business and Employees?  
<https://acornlms.com/enterprise-learning-management/certification-workplace>

# 2021 Associate Degrees and Demand

Similar to the certificate level, associate degrees in Health are down too. For everything else, supply at this level is relatively flat. Demand is up substantially for most associate degrees with the largest increases between demand and supply occurring in Health, Business, and Computer Sciences.

Note that many of the Liberal Arts associate degrees represent transfers – students who are completing their two-year degree and matriculate to a longer program, e.g., four-year program.

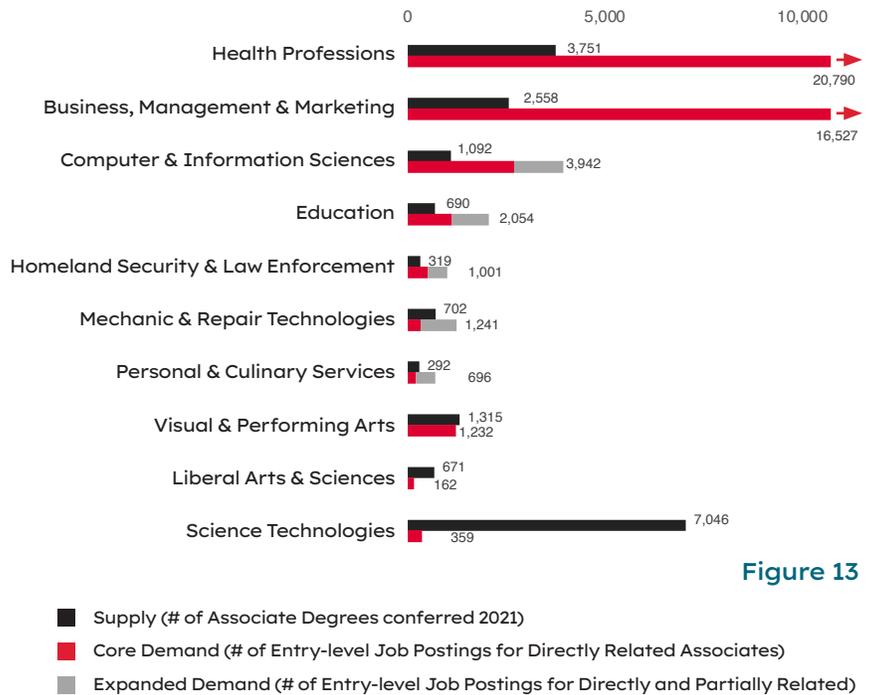


Figure 13

## Associate Degree 1 & 5-Year Median Wage

2-year degrees show great promise for long-term wage growth. Though there is some variance in the overall short and long-term wage growth across data, the return on investment for high-demand 2-year degrees is favorable.

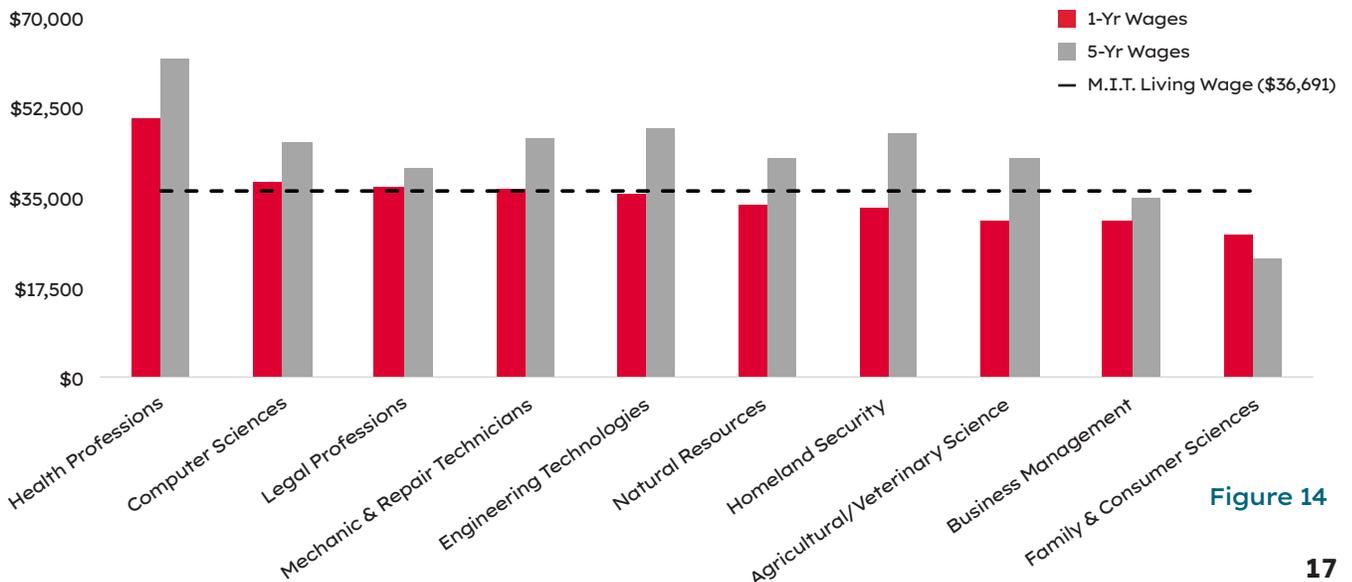


Figure 14

# Bachelor's Degree CIP-SOC Crosswalk

Compared to our 2020 report, Business Management & Marketing demonstrate a minor increase (11,179 to 11,484) while overall demand has risen substantially (33,277 to 47,313). The number of Health Professions degrees has increased (5,373 to 6,185), and overall demand has decreased from 27,325 to 24,355.

Computer & Information Sciences has rapidly risen to position 3 and has seen a slight increase in degrees conferred and a slightly larger demand increase (2,953 to 3,603 and 13,145 to 17,142, respectively).



Figure 15

- Supply (# of Bachelor's Degrees conferred 2021)
- Core Demand (# of Entry-level Job Postings for Directly Related Bachelor's Degree)
- Expanded Demand (# of Entry-level Job Postings for Directly and Partially Related)

## Bachelor's Degree 1 & 5-Year Median Wage

A 4-year degree is still the best return on investment (ROI) for long-term wage growth, with median wages up slightly in most of our tracked categories. According to a recent report from Yahoo! Finance, the ROI on a 4-year degree 20 years after graduation is 38% on average.

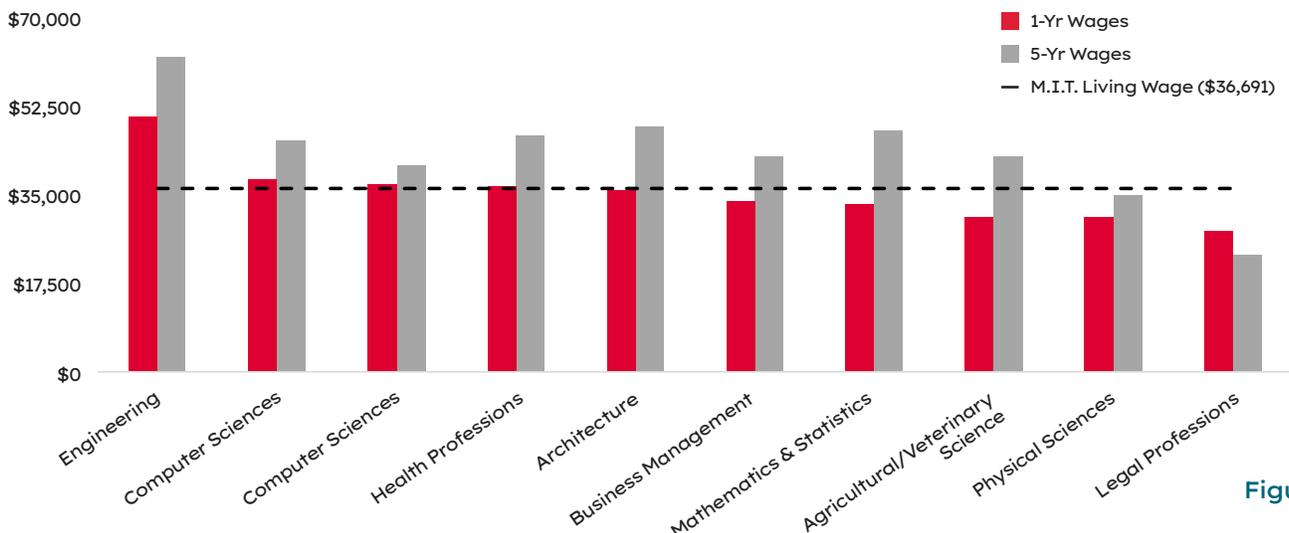


Figure 16



# Conclusion

Looking at the supply and demand trends since our last report in 2020, we can conclude the following:

- \* Efforts over the past few years to reduce the gap between talent supply and job demand **have had some effect, but more needs to be done.**
- \* **The gap between education attainment and job openings continues to increase, and we must act expeditiously to address it.**
- \* If Georgia is to continue thriving as the #1 place to do business, **we must respond to these talent gaps in bold ways.**
- \* Experience matters. Gaining early experience and skill development **before beginning entry-level, full-time positions is critical.**



Partnerships between businesses, Braven, and our Spelman college students will develop the skills necessary for our students to thrive in today's world. Early experience in the workplace can be life-changing for our scholars, and the partnerships forged between organizations like Braven Atlanta and companies in our region make those experiences possible.



- Che Watkins,  
Executive Director,  
Braven Atlanta



# Public Policy & Talent Supply Recommendations

For the ninth consecutive year, Georgia is the number one state for business



<https://www.georgia.org/press-release/georgia-named-no-1-business-unprecedented-9th-year>

This achievement is a result of forward-thinking leaders in government, business, and education who have fostered a welcoming, inclusive, and prosperous environment for both employers and employees. In a rapidly changing region competing with other top metro areas around the world for the best talent, maintaining this top spot will require that Georgia policymakers, educators, employers, students, parents, and businesses double down on talent supply and resources as we adapt and keep pace with an evolving business and education ecosystem.

Below are some recommendations, based on MAC's body of policy work and data research, which can offer a bright future for talent in our state and ensure Georgia's competitiveness.

## How to Grow Georgia's Talent

### 1 Student Support

Continue investing in students who are struggling financially or encountering systemic barriers that prevent them from entering or completing their education. This could be through College Completion Grants or alternative pathways to obtain high-demand skills and certifications. Childcare, transportation, and other wrap-around services are critical support in helping students get to and through education. Many current students are active parents or members of the military and need accommodation to complete their academic endeavors.

**A.** The state should increase funding for Childcare and Parent Services (CAPS) to allow more working parents access to high-quality childcare services.

**B.** The state and private entities should offer expanded flexibility and incentives via grants and other mechanisms that encourage higher education institutions to support students with young children.

**C.** The state should continue expand College Completion Grants to allow more students facing financial hurdles to complete their training, certifications and degree programs.

**D.** The state should continue to invest in school counseling and other school-level resources that support students and parents in exploring and choosing career pathways and future education options.

## 2 Capacity Building

Continue to invest in capacity building for high-demand, high-quality degree and certificate programs, including the marketing, promotion, and early-career experiences of high-demand career pathways.

- A • The state should fully implement and scale an annual or biennial return-on-investment process for career pathways that ensure the state is focusing funding on pathways with actual job demand and future growth opportunities.
- B • The Technical College System should develop and offer an endowed teaching position option in which businesses may invest to maintain skilled teaching positions in high-demand classrooms around the state.
- C • State Education Agencies should make skill and degree attainment via career pathways more identifiable and understandable for parents, students, and employers. Excessive and repetitive forms along with administrative, legal, and financial hurdles can be confusing for employers and parents alike.
- D • The state should enhance transparency and streamline criteria across the many occupational licensing options to make career opportunities more accessible to current and future employees.
- E • The state should continue to adjust policies related to record restriction, and employers should continue to expand second chances hiring and related efforts.



## 3 Skill-Building Opportunities

Continue to invest in skill-building. On the K-12 and higher education front, invest in work-based learning and other opportunities to obtain in-demand skills. On the workplace front, continue expanding skills-based hiring and promotion practices and enhancing career pathways and training opportunities to be more transparent and accessible.

- A • The State Department of Education should expand and integrate work-based learning, direct employer interaction, and other critical exposure to skills that are in demand.
- B • Employers should continue to expand skills-based hiring and promotion practices and make career pathways and training opportunities more transparent and accessible to employees and potential hires.

We are excited about the variety of partnerships on the horizon and the ability to connect young people with a choice of diverse opportunities at Genuine Parts Company and throughout Atlanta.



– Jim Neill,  
EVP and CHRO,  
Genuine Parts  
Company

# Grow Georgia's Talent: (continued)

## 4 Expanded Collaboration Across Agencies & Industries

Increase alignment across state funding agencies and the funding streams that align around talent and job training.

**A.** The state should set shared, cross-agency goals and metrics to which workforce, education, and training programs and agencies are all working to advance with regular monitoring and support from Georgia's leadership.

**B.** The state should incentivize schools and institutions to regularly include employers in the development of curriculum, skill-building activities, career exploration, and work-based learning opportunities.

**The days of simply saying “any education will lead to success” are long gone.**

We need to make smarter, strategic investments to support all students and develop talent that can meet the high-demand needs of our rapidly growing economy.



## 5 Focused State Incentives

Focus state incentives on current and future high-demand occupations across all training and education agencies and programs so that incentives and the urgency for current and future skill and degree growth match state and employer investment.

**A •** The state should structure future economic development incentives to include talent incentives that expand technical training and fund new teaching positions for K-12, Technical College, and University expansion. These incentives could also provide for better coordination of training and long-term workforce education beyond our current Quick Start options. This would ensure that workforce attraction and retention for newly landed economic development projects, particularly in more rural parts of the state, have a portion of the workforce needed for their startup operations already in place before the site opens for hiring and that consistent workforce training continues to supply talent long after startup operations have ceased.

**B •** The state should adopt a weighted funding mechanism for career pathways and classrooms that align with an annual or biennial state return-on-investment analysis of career and technical pathways and programs.

# Progress 2020-2023



## Legislation:

**Georgia House Bill 1435** - This bill established the Georgia College Completion Grants, giving students financial aid access up to \$2500 to complete courses and instruction once they have reached an 80% threshold to graduation. This legislation is modeled after successful student support programs at Georgia State University and Savannah State University.

**Georgia Senate Bill 3** - Requires Georgia to regularly assess state hiring requirements for all state employees. This also includes degree requirements.

**Georgia Senate Bill 86** - Allows eligible students participating in Georgia's Dual Enrollment program to access their HOPE career grant funds for certain Career & Technical Education courses while in high school and exceed the hours cap on dual enrollment for specific career pathways.

**Georgia Senate Bill 379** - Establishes a grant program to businesses who complete registered apprenticeships.

**Georgia Senate Bill 105** - Streamlines the various processes for early termination of probation so individuals that have met the requisite conditions of early termination can access employment and contribute to their communities.

**Georgia Senate Bill 288** - Restricts access to certain misdemeanors and pardoned offenses. SB 288 also includes liability protections for employers who hire individuals with a criminal history to encourage employers to engage in second chance hiring.

**Georgia Senate Resolution 175** - Establishes a joint study committee of the Georgia State House and State Senate to explore ways of expanding dual enrollment and career pathway options and opportunities for students.

## State Funding Support

- A** In 2019, the Georgia General Assembly passed legislation requiring computer science be available in every middle and high school by 2026. Since then, fiscal support for K-12 **computer science education** related programs has modestly increased including funding for educator training and a pilot program to expand computer science classroom access in rural areas.
- B** Access to affordable, high-quality child care is a workforce imperative. State and federal funding for the **Child and Parent Support (CAPS) program**, which provides child care subsidies and to working parents to assist with child care costs, has steadily increased in recent years. However, federal funding that was designated by the Governor in 2020 and 2021 is set to expire starting in 2024, creating a significant cliff which could result in severe cutbacks for some child care providers. Many of these providers are small businesses.
- C** In the FY24 budget, the state appropriated \$26.9 million to increase the number of **school counselors** in K-12 public schools who support students' academic and career success. Georgia's current ratio of school counselors to students is approximately 500:1. The recommended ratio is 250:1. This allocation helps close that gap.
- D** In 2021, Governor Kemp committed \$5 million in federal Governor's Emergency Education Relief Funds to help students complete college using small amount grants less than \$2500 per student. The financial awards, now known as **College Completion Grants**, received additional funding of \$10 million in 2022. Advocacy efforts are underway to expand grant eligibility to cover more students and to solidify more permanent funding streams.

# Bright Spots Across Georgia To Amplify:

The following examples are not meant to be an exhaustive, inclusive list of all the good programs and practices taking place across Georgia. Instead, these are meant as excellent examples of work with outstanding impact and potential whose type of activity and support should be replicated.

## Student Success:

---

**K-12 Computer Science:** Computer Science for Georgia (CS4GA) is working to expand teacher training and certification in Computer Sciences (CS) across the state. By increasing the number of classrooms teaching CS, CS4GA will increase student achievement in CS and expand access to certifications well before a student leaves high school. (<https://cs4ga.org/>)

**GA CATT Apprenticeship Program:** Allows 10th grade high school students to begin a 3-year paid apprenticeship program with a combination of high school classes and college-level manufacturing courses at no additional cost to the students or their families. Students can also graduate with an associate degree in applied science.

**Braven & Spelman College:** Braven is a national program with a student success model driven by employer interactions, integrated classroom and social experiences, and connecting students, with employment experience opportunities early in the college life cycle, particularly students of color. The Georgia chapter of Braven is located at Spelman College and has seen early success with student advancement, career selection, and placement in high-demand occupations. ([https:// bebraven.org/atlanta/](https://bebraven.org/atlanta/))

## Employer Practice:

---

**Talent Pipeline Management efforts at the Metro Atlanta Chamber:** Talent Pipeline Management (TPM) is a national training program launched through the US Chamber of Commerce Foundation's Center for Education & Workforce. TPM is an employer-led talent initiative that realigns and orients internal and external employer practices to increase talent capacity and onboarding. Here are a few examples of activities the Metro Atlanta Chamber's TPM network engages in: looking at internal practices such as requirements for



high-demand roles, ascertaining industry-wide agreement on required versus preferred skills, making strong connections with preferred education partners, and realigning internal career pathways to allow for smoother transitions into and out of critical job roles.

**Employers, in concert with the Department of Juvenile Justice, Georgia Justice Project, and many more, have expanded second chances hiring options for justice-involved individuals.** Many companies have also adjusted or, in some cases, completely overhauled their hiring systems and software to account for years of layered bureaucracy that have kept many talented individuals from gainful employment due to automatic background screenings and flags.

## Talent Intermediaries & Research:

**Veteran Transition Assistance Program (TAP):** TAP is a national effort that is part of the US Armed Forces. Each military base is charged with standing up a TAP effort that provides outgoing personnel with employer experiences during their last year of active duty. In Georgia, there are three major TAP programs that place active military personnel for up to six months with at least one employer. The employer pays no salary costs but provides housing for these temporary employees if needed. TAP can be an excellent source of skilled talent for many Georgia companies.

**YouScience:** YouScience is a free talent interest and aptitude assessment given to thousands of Georgia high school students each year. The assessment uses a variety of “gamified” questions that provide students a list of career matches based on their answers. The results show careers in which the individual student has a high aptitude for a particular career, a high interest for a career, or a set of careers that align with both interest and aptitude. This critical data can better guide school counseling, student and parent decisions about the future, and school leaders in determining what partnerships or curricula may be of interest for some students. The Metro Atlanta Chamber has used YouScience data in publishing the Metro Atlanta Talent Pipeline Report.

([https://www.metroatlantachamber.com/wp-content/uploads/2022/11/metro\\_atlanta\\_chamber\\_-\\_talent\\_pipeline\\_report\\_20190521\\_final.pdf](https://www.metroatlantachamber.com/wp-content/uploads/2022/11/metro_atlanta_chamber_-_talent_pipeline_report_20190521_final.pdf))



In Atlanta, amidst a thriving construction scene, we know the skilled talent needed to be successful is here in the region. Our company actively seeks ways to link this community's potential with our company's growth-focused positions, emphasizing opportunities in construction and beyond.



- Sam Westbrook,  
Senior Vice President,  
Holder Construction



# Credits & Thanks

## Tim Cairl

Senior Director, Talent  
Development, Public Policy  
Metro Atlanta Chamber

## Jason Barringer

Research Manager  
Metro Atlanta Chamber



## Glossary of Terms

**Supply** – the degrees and certifications conferred by Georgia’s education and workforce training institutions

**Demand** – the job postings and open positions available at employers throughout Georgia  
**Providers** – Institutions and companies that perform workforce training and education activities to advance certifications and degrees for Georgians

**Talent** – People, plain and simple

**Crosswalk** – referring to data, this term implies the one-to-one connections made with data across several sets of information

**Postings** – Job openings posted online and available through our sourcing sites like JobsEQ, Lightcast, etc

**MAC** – the Metro Atlanta Chamber

**Policymakers** – Decision makers within state government, education institutions, and civic organizations who can effect change across a large number of individual people by making decisions related to the practice of their respective areas of control

**YTYF** – The abbreviation for Your Talent, Your Future, which was the previous name of this report whose initial publication was in 2017 with a follow-up publication in 2020. This Talent Supply Report is the third iteration

**Migration** – For the purposes of this report, this term refers to the movement of talent from one area to another

# Appendix:

## Links to MAC resources:



**2020 Your Talent, Your Future Report**  
[https://www.metroatlantachamber.com/wp-content/uploads/2022/11/your\\_talent\\_your\\_future\\_2020.pdf](https://www.metroatlantachamber.com/wp-content/uploads/2022/11/your_talent_your_future_2020.pdf)



**2017 Your Talent, Your Future Report**  
<https://www.metroatlantachamber.com/wp-content/uploads/2022/11/YTYF-Policymaker-and-Educator-Report.pdf>



**2019 Metro Talent Pipeline Report**  
[https://www.metroatlantachamber.com/wp-content/uploads/2022/11/metro\\_atlanta\\_chamber\\_-\\_talent\\_pipeline\\_report\\_20190521\\_final.pdf](https://www.metroatlantachamber.com/wp-content/uploads/2022/11/metro_atlanta_chamber_-_talent_pipeline_report_20190521_final.pdf)



**2018 Opportunities Lost Report**  
<https://www.metroatlantachamber.com/wp-content/uploads/2022/11/opportunities-lost-report-final.pdf>

# Resources:

Unless otherwise stated in this report, all data were sourced from these locations:

## MAC 2023 Talent Supply Report Data Resources

- U.S. Bureau of Labor Statistics, via FRED, Federal Reserve Bank of St. Louis
- U.S. Bureau of Labor Statistics and National Center for Education Statistics, 2020 CIP-SOC Crosswalk
- Georgia Statewide Longitudinal Data System, GAAWARDS (Georgia's Academic and Workforce Analysis and Research Data System)
- JobsEQ
- Lightcast.IO
- Massachusetts Institute of Technology, Living Wage Calculator
- National Center for Education Statistics, Integrated Postsecondary Education Data System
- State of Georgia, Governor's Office of Planning and Budget Population Projections
- US Census Bureau, 2021 American Community Survey and 2020-2022 County Population Totals and Components of Change
- William H. Frey, Brookings Institution, Analysis of US Census Bureau Population and Migration Data

**METRO  
ATLANTA**  
C H A M B E R



**TalentSupplyReport.com**