



Georgia Auto Alley Work Ready Region Strategy Overview

The Work Ready Region (WRR) initiative is designed to link education and workforce development efforts and align them with a specific regional industry cluster. The Georgia Auto Alley Region focuses on the automotive parts manufacturing and assembly industry and serves Carroll, Catoosa, Chattooga, Cherokee, Bartow, Floyd, Gordon, Haralson, Paulding, Pickens, Polk and Walker Counties.

Work Ready Region Strategy for the Georgia Auto Alley

Vision

The Georgia Auto Alley will become broadly recognized within the U.S. auto industry as a center of excellence in the manufacture and delivery of automotive parts, materials and assemblies for new car manufacturers.

Differentiating the Georgia Auto Alley

- Geographic proximity to automotive and automotive parts manufacturers across the Southeastern U.S.
- A growing, skilled workforce with Work Ready certification capable of supporting the auto supply industry
- Easy access to several major interstates, including I-20, I-24, I-59 and I-75

Building the Strategy

What are our goals?

- Enable the current and future workforce to prosper in a sophisticated, technologically advanced manufacturing environment
- Provide a workforce that will support regional efforts to retain and expand present auto parts manufacturers, recruit new auto parts suppliers and provide jobs with higher compensation for the region
- Ensure that Work Ready job profiles, assessments and certifications are viewed as important inputs for company hiring and promotion decisions
- All counties achieve Certified Work Ready Community status by having 25 percent of their workforce become Gold-level certified

Where will we compete?

- Supplying automotive parts for assembly plants throughout the Southeastern U.S. including: Nissan (Tenn.), Saturn (Tenn.), Honda (Ala.), Toyota (Miss.), Mercedes (Ala.), BMW (S.C.), Honda (Ala.), Kia (Ga.) and Volkswagen (Tenn.)



How will we win?

Short-term

- One auto-related Advanced Manufacturing Industry Network established
- 100 percent of high school seniors have an opportunity to receive Work Ready Certification assessments
- 40 auto advanced manufacturing-related job profiles completed
- Cohesive marketing and branding strategy developed for the Auto Alley region and its Work Ready initiative
- Explicit support from every economic development organization to promote Georgia Work Ready to the private sector
- Maintenance of technical college “employability” classes to produce pipeline of Work Ready Certificate holders

Long-term

- Establish auto parts supplier industry network(s) across Auto Alley region
- Achieve 14,500 Work Ready Certificate assessments (25 percent Gold level) by September 2009
- Complete 56 Work Ready job profiles among regional auto parts employers by September 2009
- Participate as a member of a tri-state, not-for-profit innovation intermediary network designed to convene industry and other stakeholders as well as share information
- Implement the Auto Alley’s marketing and branding strategy
- Achieve Certified Work Ready Community status for each of the participating counties
- Sustain the auto-related Advanced Manufacturing Industry Network
- Manage talent development activities for critical auto advanced manufacturing occupations