



Atlanta Regional Economic Competitiveness Implementation Plan

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Metro Atlanta is a diverse region anchored by the state capital, multiple colleges and universities, numerous Fortune 500 headquarters and the world's busiest airport. The 10-county region, which includes Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, has enjoyed tremendous growth in recent decades and has positioned itself among the most competitive economic regions in the world. But, the region is not without its challenges, like K-12 education, traffic congestion and a post-recession economy.

Some residents and leaders are concerned that these challenges will adversely impact the region's ability to attract and retain young professionals and quality jobs for the future, as well as providing a superior quality of life for all of its citizens. We must develop and implement initiatives to address these challenges and build on our strengths to continually solidify metro Atlanta's position within a competitive global environment.

The goal of the Atlanta Regional Economic Competitiveness Implementation Plan is to collaboratively address the most critical of the region's challenges using strategies and initiatives identified by individual committees working within local frameworks. As chair of the initiative, Craig Lesser, managing partner, The Pendleton Group, will oversee the efforts of four sub-committees, along with vice chair Pedro Cherry, vice president, community and economic development, Georgia Power. The four areas of concentration and the sub-committee chairs are listed below.

We are actively looking for a diverse group to work on each of the four initiatives as outlined on the back of this sheet. Please contact the appropriate subcommittee chair if you are interested in helping make the Atlanta region the place to be for the future.

Implementation Committee Chair

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Objective 1: Elevate Public Education to the Top of local, regional and state Funding/Policy Priorities

Implement a regional “We Expect Better” advocacy campaign

Promote variety of sustainable funding alternatives for HOPE Scholarship

Develop an educational investment tax credit

Objective 2: Integrate Best Practices and Innovative Programs into PreK-12 Classrooms throughout Region

Evaluate regional and national best practice programs for use throughout Metro Atlanta

Systematically implement and evaluate pilot programs

Develop privately-funded grant program to fund implementation of best practice programs

Establish regional STEM magnet school - Pioneer Academy - increase # of local STEM magnets

Objective 3: Adequately Prepare Region’s Students/Workers for 21st Century Skills and Careers

Better educate region’s students on nature of 21st century manufacturing

Establish regional on-the-job training program for emerging subsectors

Develop and frequently update a sector-driven analysis of workforce needs in metro Atlanta

Conduct workshops w/ employers and higher education to develop programs responding to workforce needs

Encourage HS and MS students to pursue AP and IB courses and dual enrollment

Promote adoption of employer-matching continuing education funds in metro Atlanta

Promote expansion of mentoring programs with retiree and pre-retiree Baby Boom population

Challenge chambers of commerce to get involved in “Georgia Apply to College” in their communities

Objective 4: Retain the Best and Brightest Graduates from Region’s Institutions of Higher Education

Develop an “Intern in Metro Atlanta” campaign targeting graduates of Georgia colleges/universities

Create a “CorpsAtlanta” fellowship program

Evaluate viability of integrating post-grad service and graduate retention into HOPE scholarship

Expand and implement graduate Cooperative Education Programs at region’s higher education institutions