

Greater Memphis Alliance for a Competitive Workforce (GMACW)

OVERVIEW

GMACW serves to catalyze a pipeline of skilled workers for the future by better aligning K12 and post-secondary programs with employer needs and each other, and to connect target sector employers to high quality workforce solutions that meet their needs today.

It has five major functions:

- **GENERATE BEST-IN-CLASS WORKFORCE TRENDS DATA:** Document, analyze and publish regular data on local hiring trends, employer skill requirements, and labor supply. Be the “go to” source for this data.
- **STRENGTHEN EDUCATION ALIGNMENT TO PROMOTE PIPELINE OF SKILLED WORKERS FOR THE FUTURE.** Document employment career pathways, especially in target sectors, and engage K12 and post-secondary institutions in aligning education programs to them while eliminating gaps, innovating new solutions, avoiding duplication and improving quality.
- **CREATE ENTHUSIASM FOR LOCAL CAREER OPPORTUNITIES AND PROVIDE BEST-IN-CLASS DIGITAL ROADMAP FOR ACCESSING THEM:** Through interactive web site, social media, advertising, etc.
- **ADDRESS EMPLOYERS’ SHORT-TERM HIRING NEEDS:** Connect employers in target sectors to high quality workforce solutions, addressing especially their short-term more immediate hiring and training needs. Create solutions where none exist.
- **LEVERAGE LOCAL PRIVATE DOLLARS TO BRING SIGNIFICANT EXTERNAL FUNDING IN SUPPORT OF MISSION:** Spearhead local community effort to bring in more outside resources for workforce innovations; while ensuring GMACW operations are fully funded.