Fulfilling the Promise of Talent

The Dallas County Promise Talent Report

May 14, 2019

With generous support from JPMorgan Chase & Co.
There will be an American Metro that solves the talent gap by producing equity in college completion first...

Why Not Dallas?
Economic Mobility for ALL: Helping every student realize their true potential in college, careers, and life

Overview
- The Coalition Partners
- Talent Gap
- 60X30TX
- Strategic Framework
- The Promise
- Initial Results

Talent
- New Skills at Work
- Analyze Data
- Activate Partners
- Grow Strategies
- Cohort 1
- Cohort 2
- Cohort 3

Next Steps
- Reinventing Student Record
- Transforming College Enrollment
- Connecting Employers to Talent
- Texas Expansion
Thank you to the Promise Coalition Partners
The Challenge is Too Big to Solve Alone
The **supply** of Dallas County postsecondary credentialed talent does not match the **demand** of the workforce.

**HIGH SCHOOL**
- 57% of Dallas County high school graduates enroll in college

**POSTSECONDARY CREDENTIALS**
- 28% of Dallas County high school grads earn a post-secondary credential*
- 37% of Dallas County adults possess a post-secondary credential
- 25% of post-secondary credentials are in Healthcare & computer/math

**WORKFORCE**
- 65% of jobs require a post-secondary credential
- 67% of job openings are in Healthcare & computer/math

*Sources: NSC, THECB, McKinsey & Company Workforce Supply and Demand Analysis*
Increasing **postsecondary completion** is a proven strategy to **reduce the inequity and poverty** facing Dallas

**Dallas ranks third in childhood poverty**

- **75%** of students in Dallas County are economically disadvantaged
- **LAST** Dallas ranks LAST in inclusiveness for American Cities (274/274)
- **15%** Dallas medium household income has decreased 15% since 2000

- **10%** of economically disadvantaged 8th graders will complete a postsecondary credential (6 years after HS graduation)
- Hispanic and Black students complete college at **less than half** the rate of white students

Sources: Dallas Mayor’s Poverty Task Force, Dallas Morning News, TEA, THECB, Texas Workforce Commission
Texas Has Set a Goal of 60x30TX to Guide the Development of Talent

60x30TX
60% of Texas adults age 24-35 will have a postsecondary credential by the year 2030

Dallas County must address two very important realities in the 60x30TX Plan

Equity: Develop solutions focused on equity due to the tremendous gap in college completion by socioeconomic status and race

Workforce Alignment: Focus on closing the talent gap in critical high demand workforce areas
If Promise HS’s add an additional 1,300 PS graduates each year, we would be on track to achieve 60x30:

Students from Promise high schools completing a PS degree (in thousands):

- 2019: 16.5 (5.5 Completing, 11.0 Not Completing)
- 2020: 15.4 (6.8 Completing, 8.6 Not Completing)
- 2021: 14.3 (8.2 Completing, 6.1 Not Completing)
- 2022: 13.2 (9.5 Completing, 3.7 Not Completing)
- 2023: 12.1 (10.8 Completing, 1.3 Not Completing)
- 2024: 11.1 (12.1 Completing, 1.0 Not Completing)

ON TRACK 60% post secondary attainment for 25- to 34-year-olds by 2030.

Cohort completion rate for Promise students:

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>25%</td>
</tr>
<tr>
<td>2020</td>
<td>31%</td>
</tr>
<tr>
<td>2021</td>
<td>36%</td>
</tr>
<tr>
<td>2022</td>
<td>42%</td>
</tr>
<tr>
<td>2023</td>
<td>47%</td>
</tr>
<tr>
<td>2024</td>
<td>52%</td>
</tr>
</tbody>
</table>
About the Dallas County Promise
The Dallas County Promise includes a **last dollar scholarship** covering the cost of tuition **with success coaching and career mentoring**

- Based on the TN Promise
- Includes Dreamer/DACA Students
- Engaging high schools with the greatest need
- Focused on high demand careers
- Includes university partners to provide pathways
- Uses data to help partners continuously improve
Dallas County Promise is built on 3 key strategies to drive 60x30TX with equity and workforce alignment

- **Tuition Free College**: Removes financial barrier to college and transforms local student perspective on college access thanks to the vision of the Dallas County Community College District Foundation.

- **Success Coaching & Career Mentoring**: Provides critical supports to area students who are primarily low income and first generation college scholars starting in H.S. through college completion and into the workforce.

- **Career Pathways & IT System**: Tracks student progress across education and workforce pathways and drives continuous improvement through real time reporting.
Dallas County Promise Coalition **Strategic Framework**
Pro Bono Support from McKinsey & Company and Boston Consulting

**60x30 TX with Equity**
Increase Postsecondary Readiness, Enrollment, Completion, and Living Wage Job Placement

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**Dream**
Students are inspired and equipped with the aspirations, mindset, preparation, and skills for success in college, careers, and life

**Enroll**
Students are matched to best postsecondary programs that are affordable, achievable, and aligned to the workforce

**Complete**
Help students navigate college and career programs and systems through providing whole-student supports

**Earn**
Students launch into successful careers with the skills and social capital they need to succeed and grow

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**LEADERSHIP:** Mutual Accountability, Community Champions, Community Coalition, Culture, Values, Trust, Strategy

**FUNDING:** Last Dollar Scholarship, Promise Backbone Organization, Enhanced Student Services and Supports

**INFRASTRUCTURE:** IT and data architecture supporting the personalized student journey while enabling mutual community accountability

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Outcomes  Key Pillars  Foundational Enablers
Initial Results
Cohort 1 and Cohort 2 are demonstrating strong initial results across all indicators

<table>
<thead>
<tr>
<th>Cohort 1</th>
<th>Promise Pledge</th>
<th>Financial Aid</th>
<th>Enrollment</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 HS Grads</td>
<td>96% of eligible students signed the Promise Pledge</td>
<td>↑7%</td>
<td>↑6% Overall</td>
<td>↑12% DCCCD</td>
</tr>
<tr>
<td>31 High Schools</td>
<td></td>
<td>67% by June 30, 2018</td>
<td></td>
<td>82% Fall to Spring</td>
</tr>
<tr>
<td>9,300 HS Seniors</td>
<td>$3M New PELL Dollars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;8 US States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cohort 2</th>
<th>Promise Pledge</th>
<th>Financial Aid</th>
<th>Enrollment</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 HS Grads</td>
<td>98% of eligible students signed the Promise Pledge</td>
<td>↑7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43 High Schools</td>
<td></td>
<td>60% by March 15, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16,500 HS Seniors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;12 US States</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Cohort 1 produced a 6% increase in college enrollment and all demographic groups are outperforming the county average.

Fall 2018 Promise Cohort 1 Certificate and Associates in HS and Postsecondary Enrollment Summary

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>57%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>55%</td>
</tr>
<tr>
<td>Black</td>
<td>60%</td>
</tr>
<tr>
<td>White</td>
<td>63%</td>
</tr>
<tr>
<td>Asian</td>
<td>69%</td>
</tr>
<tr>
<td>Other</td>
<td>52%</td>
</tr>
</tbody>
</table>

Source: National Student Clearinghouse Fall 2018 enrollment data, College graduates enrolled in a postsecondary institution in the fall immediately following HS graduation. Fall 2018 data does not include students who did not sign promise pledge. Note: PS enrollment totals may not add up due to rounding.
Cohort 2 **Ranked #2 in the US** for Financial Aid Completion
Adding **$4.5M NEW PELL Dollars** for Dallas County Students
Talent Call to Action
JPMorgan Chase: New Skills at Work
The 2015 Call to Action for Talent

NEW SKILLS AT WORK
JPMorgan Chase & Co.

STRENGTHENING DALLAS-FORT WORTH
BUILDING A MIDDLE-SKILL PIPELINE TO SUSTAIN ECONOMIC GROWTH AND EXPAND OPPORTUNITY

DALLAS COUNTY PROMISE
2015 New Skills at Work Recommendations

1. Increase public awareness of middle skill job opportunities
2. Invest in comprehensive student supports that help more low-income students persist in and complete middle skill training
3. Strengthen the “first rung” of career pathway programming so that more low-income, low-skilled adults can effectively prepare for and earn middle skill credentials
4. Develop stronger connections between workforce development resources and the region’s high-need communities and populations
5. Promote employer leadership in developing career pathways and expanding sector-based strategies.
Step 1 Analyze

Current Dallas County Promise
Middle Skill Talent Pipeline
The **20 Most Recruited** DFW Middle Skill Occupations Fall Within **Six Technical Categories**

<table>
<thead>
<tr>
<th>Job Postings 2017</th>
<th>Occupation</th>
<th>Median Wage 2016</th>
<th>Category Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,321</td>
<td>Registered Nurses</td>
<td>$71,800</td>
<td>Health Professions</td>
</tr>
<tr>
<td>5,878</td>
<td>Computer Systems Analysts</td>
<td>$89,200</td>
<td>Computer Sciences</td>
</tr>
<tr>
<td>5,624</td>
<td>Computer User Support Specialists</td>
<td>$51,600</td>
<td>Computer Sciences</td>
</tr>
<tr>
<td>2,870</td>
<td>Licensed Practical Vocational Nurses</td>
<td>$46,500</td>
<td>Health Professions</td>
</tr>
<tr>
<td>1,057</td>
<td>Surgical Technologists</td>
<td>$46,800</td>
<td>Health Professions</td>
</tr>
<tr>
<td>1,007</td>
<td>Automotive Service Technicians &amp; Mechanics</td>
<td>$38,200</td>
<td>Mechanic &amp; Repair</td>
</tr>
<tr>
<td>977</td>
<td>Radiologic Technologists</td>
<td>$59,100</td>
<td>Health Professions</td>
</tr>
<tr>
<td>909</td>
<td>Heating, Air Conditioning, &amp; Refrigeration Mechanics &amp; Installers</td>
<td>$43,600</td>
<td>Mechanic &amp; Repair</td>
</tr>
<tr>
<td>838</td>
<td>Electricians</td>
<td>$41,900</td>
<td>Construction</td>
</tr>
<tr>
<td>750</td>
<td>Drafters, Engineering Technicians, &amp; Mapping Technicians</td>
<td>$55,700</td>
<td>Engineering</td>
</tr>
<tr>
<td>616</td>
<td>Diagnostic Medical Sonographers</td>
<td>$71,200</td>
<td>Health Professions</td>
</tr>
<tr>
<td>565</td>
<td>Respiratory Therapists</td>
<td>$59,700</td>
<td>Health Professions</td>
</tr>
<tr>
<td>530</td>
<td>Welders, Cutters, Solders, &amp; Brazers</td>
<td>$37,300</td>
<td>Precision Production</td>
</tr>
<tr>
<td>515</td>
<td>Electrical &amp; Electronics Engineering Technicians</td>
<td>$60,700</td>
<td>Engineering</td>
</tr>
<tr>
<td>445</td>
<td>First-Line Supervisors of Construction &amp; Extraction Workers</td>
<td>$61,800</td>
<td>Construction</td>
</tr>
<tr>
<td>393</td>
<td>Automotive Body &amp; Related Repairers</td>
<td>$40,600</td>
<td>Mechanic &amp; Repair</td>
</tr>
<tr>
<td>358</td>
<td>Machinists</td>
<td>$37,800</td>
<td>Precision Production</td>
</tr>
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Median Wages for Top DFW Middle Skill Jobs Far Exceed Household Incomes Across Most Dallas ISD Feeder Patterns

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Source: Tableau analysis of U.S. Census; Entry & Median Wage: JobsEQ; Job postings: Burning Glass. Notes: All job/occupation data gathered for DFW; The typical education required is an Associates degree or less.
An analysis of those **top 20 middle skill jobs** illustrate a mismatch of demand vs credentials produced.

Source: DCCCD data (Fall 2017 & Spring 2018 completers grouped by CIP description)
HEALTHCARE:
48 ADN Nursing Program Completers vs 36,000 jobs

From Cohort 1
High Schools
(Highest Poverty HS)

Fall 16/
Spring 17
IT: 32 Computer Systems Analyst Program Completers vs 5,900 job postings

From Cohort 1 High Schools (Highest Poverty HS)

Fall 16/
Spring 17
TRADES:
6 Welding Program Completers against 530 Job Postings

From Cohort 1
High Schools
(Highest Poverty HS)

Fall 16/
Spring 17
Step 2 Activate Data for Promise High Schools and Colleges
High School Leadership teams are being trained on middle skill workforce data and opportunities (Promise = free tuition paths to jobs)

Source: All industries based on Top 20 middle-skill jobs data in DFW collected by Workforce Group
All 43 Cohort 2 high schools know exactly how many middle skill credentials are completed against the top middle skill jobs in DFW

Example: Lakeview Centennial High School Produced 13 High Demand Middle Skill Credentials at DCCCD in 2016/17. This data is being used in faculty and community meetings to develop plans for programming and guidance to better guide students toward high-demand jobs.
Colleges are working to **analyze, align, and develop programs and pathways** to meet the demands of a dynamic middle skill job market.

**Source:** DCCCD data (Fall 2017 & Spring 2018 completers grouped by CIP description)
Step 3 GROW

A Strategy and Campaign to Promote High Demand Workforce Pathways and Build on Existing Models like PTECH, Opportunity Youth Training, and Returning Adults
The CollegeWorks Talent Strategy and Campaign

1. Speak with one clear regional voice on workforce
2. Inspire students, families, and communities
3. Build a regional framework for collaboration and reporting

[Logos of various organizations: Workforce Solutions Greater Dallas, Dallas County Chamber, Community College District, United Way of Metropolitan Dallas, Dallas County Promise]
How do we translate industry sectors, career pathways, and training for our families and community beginning in the 8th grade?

Simplify Vocabulary

Include more than just middle skill jobs

Make wage data much simpler
Now using the CollegeWorks framework, how do we look at our current job market for DFW for 1.9 M Jobs?
Comparing the total job market % to the high demand middle skill jobs
Year 1 | Cohort 1

2018 HS Graduates
Looking at the current **middle skill jobs**, against cohort 1 enrollments at DCCCD
Student Talent Pathway Examples
Cohort 1 Enrollments in Healthcare and IT

Lizbeth Ortiz
El Centro College
Pre-Nursing

Her Inspiration: Parents and family health issues; Bryan Adams’ pre-med classes, and an internship at Baylor Scott & White.

“My Promise Career Mentor introduced me to Scribe America. They gave me a job at my dream location and my dream department, the emergency department in Parkland. They help people without insurance, and that’s my dream. Just helping people.”

Jonathan Herrera
Mountain View College
Software Engineering

His Inspiration: A brother who likes computers, but didn’t get to attend college because of cost.

“My Promise Career Mentor has been encouraging me and inspiring me to learn more about my career field. He gave me this thick book about Javascript. He also gave me a Raspberry Pi so I could start making little projects on the side.”
3,000 Cohort 1 students who did not enter traditional higher education institutions are being guided towards other opportunity youth pathways
Shaniqua Lane & Mya Jamerson are one of 63 student-parent pairs attending DCCCD with the Parent Promise in Cohort 1

- Students “gift” Promise to Parents
- Grow South Strategy 7 Promise HS
- Programs lead to $24/hr jobs
  - 25 Associate Degree Programs
  - 25 Certificate Programs

“I wanted to show Mya that I can do it.”

“To see her do it and pursue it, it really inspires me.”
Year 2 | Cohort 2
2019 HS Graduates
Looking at high demand middle skill jobs against cohort 2 student surveys
Cohort 2 HS seniors are completing surveys on pathways and receiving career advising from colleges within their pathway.

The DCCCD Healthcare Resource Center is Proactively Consulting with over 1,000 Rising Promise Scholars Who Clicked on “Health”
Year 3 | Cohort 3
2020 HS Graduates
Dallas County Promise Cohort 3 will be larger than 17 U.S. States and represents the largest PTECH/ECHS implementation in the country.

Over **22,000** High School Seniors

Larger than **17** US States

**41** PTECH | ECHS Schools

Largest Rollout in U.S.

**72** Industry Partners and Growing
Over 40% of The Graduates of the following Dallas ISD High Schools will graduate with a high-demand middle skill associate degree.
Thomas Jefferson HS increased college enrollment 11% with Promise & will graduate 89 seniors next year with an associate degree through PTECH.
2015 Recommendations
2019 Actions
# 2015 New Skills at Work Recommendations & Actions

<table>
<thead>
<tr>
<th>Awareness</th>
<th>CollegeWorks Campaign, PTECH, Promise, Parent Promise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports</td>
<td>Student/Parent Success Coaching and Career Mentoring</td>
</tr>
<tr>
<td>First Rung</td>
<td>Opportunity Youth and Parent Promise</td>
</tr>
<tr>
<td>High Need</td>
<td>PTECH and Promise all in HS with over 50% Eco Dis</td>
</tr>
<tr>
<td>Employer Leadership</td>
<td>72 PTECH Employer Partners</td>
</tr>
<tr>
<td></td>
<td>Promise Launching Industry Leadership &amp; Pathway Strategy</td>
</tr>
</tbody>
</table>
Next steps - empowering students with their info, transforming the college enrollment process and connecting employers directly to talent

- Reinventing the Student Record
- Transforming College Enrollment
- Connecting Employers with Talent
Reinventing the Student Record

- Building Student Agency
- Adding Workforce Value

powered by

<table>
<thead>
<tr>
<th>College Ready</th>
<th>Work Ready</th>
<th>Talent &amp; Supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Diploma</td>
<td>PRIMARY PATHWAY Business</td>
<td>Choir, AP Studio Art</td>
</tr>
<tr>
<td>College Ready Reading</td>
<td>SECONDARY PATHWAY IT</td>
<td>Track</td>
</tr>
<tr>
<td>College Ready Math</td>
<td>Verified Skills</td>
<td>Robotics Club</td>
</tr>
<tr>
<td>High School GPA</td>
<td>Attendance Rate</td>
<td>Church, Food Bank</td>
</tr>
<tr>
<td>ACT Composite</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>ACT Reading</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>ACT Math</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Total College Credits</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Math (Math 1314)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>English (Comp 1302)</td>
<td>A</td>
<td></td>
</tr>
</tbody>
</table>

- Promise Pledge
- FAFSA Submitted
- ApplyTX Complete

<table>
<thead>
<tr>
<th>Work Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part Time Job: McDonalds</td>
</tr>
<tr>
<td>Internship: AT&amp;T</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certifications</th>
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</thead>
<tbody>
<tr>
<td>Comp TIA</td>
</tr>
</tbody>
</table>

MY SUCCESS TEAM
Parent/Guardian: Tina Jackson, mother
HS Success Coach: Rob Taylor, teacher
Career Mentor: Shelly Roberts, AT&T Mobility
Developing the strongest regional school to work technology infrastructure in the US!
Once you defined the data and built the grid, you have **unlimited use cases to empower the user** (student) on their school to work journey.

Students control their own records and move via blockchain.

College Enrollment = Simple as ordering an Uber
Example: Employer Leadership to Scale Talent Pipelines

Helping to redefine the school to work journey – economic mobility for all

8th GRADE | 11th & 12th GRADE | COLLEGE | WORKFORCE

AWARENESS | COLLEGE CREDITS & CERTIFICATES | EARN & LEARN MODELS | ECONOMIC MOBILITY
The Dallas County Promise is providing technical support for Promise efforts emerging across the state.

= 5% of American HS Seniors