

DISRUPTING WORKFORCE DEVELOPMENT MEASURES AND OUTCOMES

TEAM 4

Deborah Carter
Economic Development Director
Bexar County

Robert H. Reyna
Community Development Director
Bexar County

Janie Gonzalez
CEO and Digital Engineer
Webhead

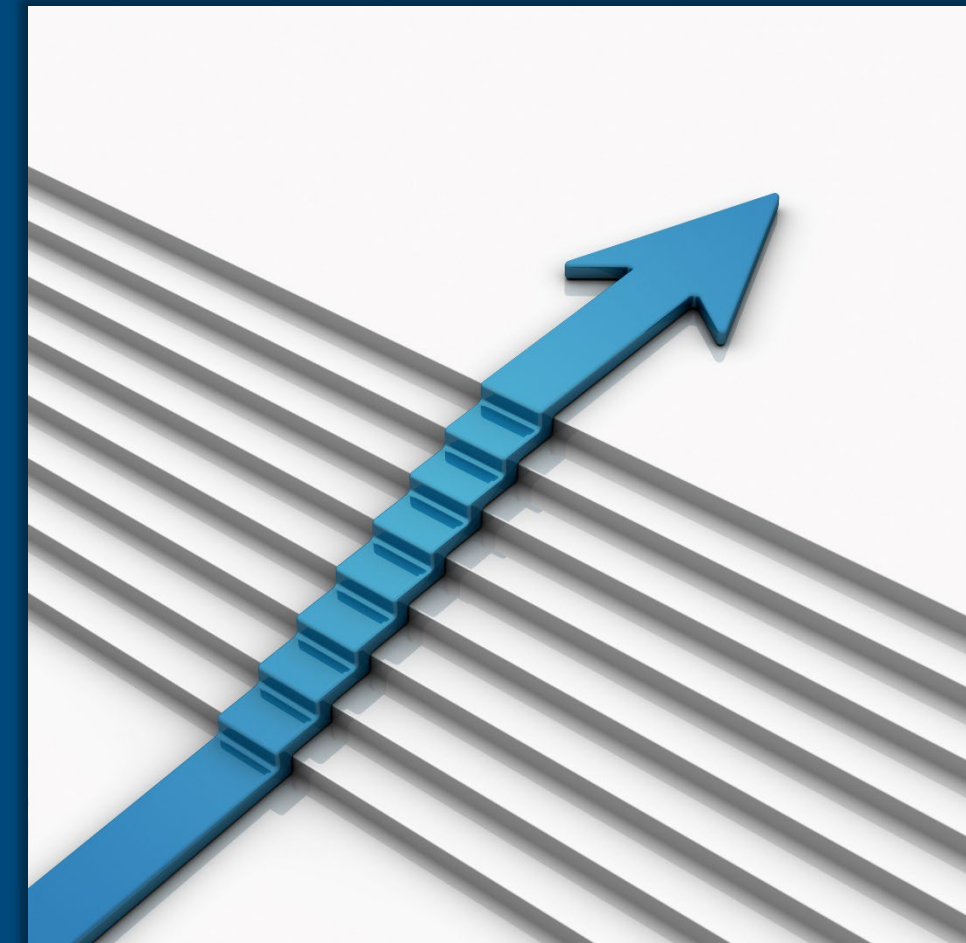
Dr. Adriana Rocha Garcia
Councilwoman – District 4
City of San Antonio

Deborah Siller-Cruz
Executive Director
Each One Teach One

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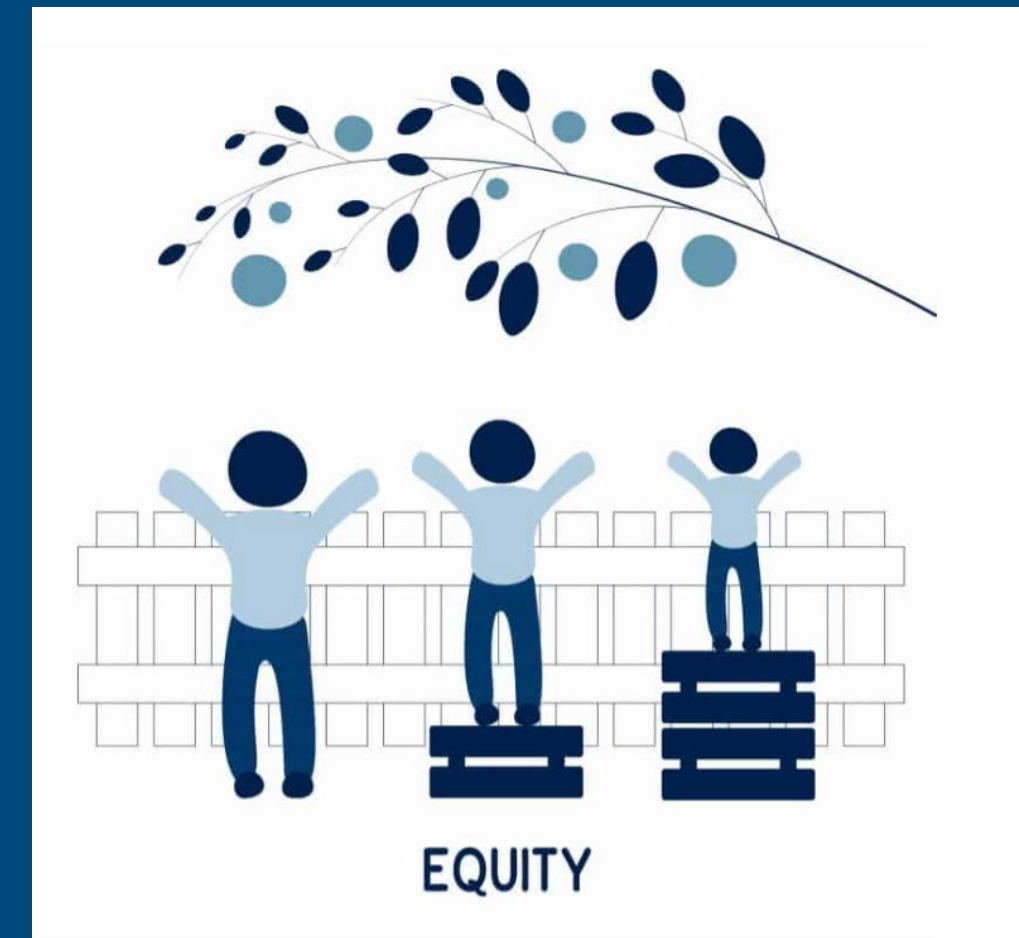
Research Topic

How might we improve engagement and achieve better results from workforce development initiatives in areas characterized by disproportionately high poverty and unemployment rates?



Systemic Inequities

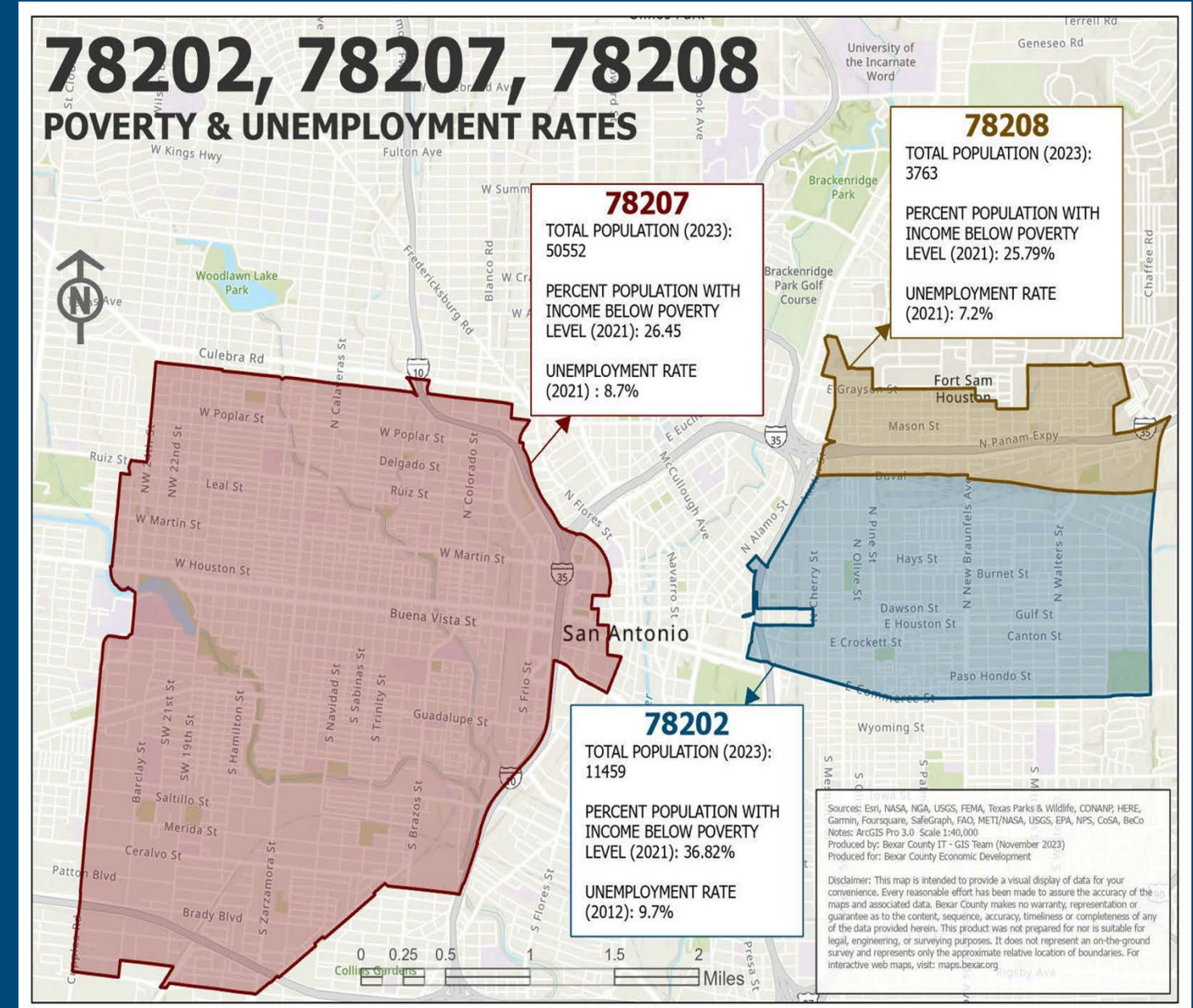
- Systemic inequities in distressed zip codes lead to high unemployment and poverty.
- Historical disinvestment and discriminatory practices limit economic opportunities.
- Educational disparities, employment discrimination, and transportation barriers affect job prospects.
- Addressing systemic inequities requires comprehensive policies and investments in job training, along with dismantling discriminatory practices and promoting economic inclusion.



Case Study

High poverty and unemployment rates in 78202, 78207, and 78208.

- 78207: 8.7% below poverty, 8.7% unemployment.
- 78208: 25.79% below poverty, 7.2% unemployment.
- 78202: 36.82% below poverty, 9.7% unemployment.



Enhancing Workforce Effectiveness

- Workforce programs encounter challenges with respect to enrollment, completion, job placements.
- Key areas of Improvement:
 - Outreach and Promotion
 - High Employability Career Paths
 - Precision Job Matching





Program Enrollment

Objective #1: Implement initial skill assessment for program participants.

- Create a uniform skills evaluation like the Armed Services Vocational Aptitude Battery Test (ASVAB), targeting a 95% rate of completion for these assessments.

Objective #2: Enhance community outreach efforts in distressed zip codes.

- Launch a peer ambassador program to boost enrollment by utilizing successful graduates as mentors and advocates for the workforce development program.
- Collaborate with local organizations to host job fairs, workshops, and skill-building sessions within distressed zip codes.
- Develop culturally sensitive and multilingual outreach materials to ensure effective communication with the community.
- Develop participant profiles using Google Analytics
- Adopt CRM software - customize follow-up communications



Program Completion

Objective #1: Enhance the rate of program completion through the introduction of targeted support.

- Analyze historical data to identify at-risk participants.
- Develop predictive models to spot dropout or non-completion patterns.
- Tailor interventions (e.g., childcare services, transportation support, flexible scheduling, housing assistance, healthcare services, etc.) based on data insights for targeted support preemptively.

Objective #2: Modernize curriculum delivery methods to boost engagement and learning outcomes.

- Ensure industry-relevant curriculum.
- Create accessible, mobile-optimized microlearning modules.
- Enable self-paced learning for convenience.
- Regularly assess participant satisfaction via surveys.



Targeted Job Placements

Objective #1: Optimize participant-employer alignment.

- Map participant skills to employer needs effectively.
- Collaborate with industry employers for real-time job data.
- Establish industry advisory boards to provide ongoing input and guidance.
- Track placement success via feedback loops for AI refinement.
- Utilize real-time labor market data to stay current on industry trends.

Objective #2: Streamline program offerings to maximize job placement effectiveness

- Assess the effectiveness and relevance of existing offerings.
- Eliminate redundant or outdated programs that do not align with current industry demands.
- Focus resources and efforts on programs that have a track record of successful job placements.
- Provide participants with clear pathways to employment through streamlined program options.

Top Industry Sectors

1. Healthcare
2. IT / Cybersecurity
3. Transportation / Warehousing
4. Professional Services / Other
5. Finance / Insurance



Questions?