

# Economic and Workforce Development

Federal Reserve Bank of Dallas

Summer Professional Development Series: Industry, Economy and You

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# What Are Our Goals Today?

*Engage to deepen our content knowledge – Education and Workforce Development.*

- Learn about the role Alamo Colleges District has in training San Antonio's workforce.
  - Context
  - City-Wide Initiative - SA: Ready to Work
- Increase awareness of industry programs and target occupations in the region.
- Identify relevant references and resources.



# Big Picture

## Federal Reserve Bank of New York Study

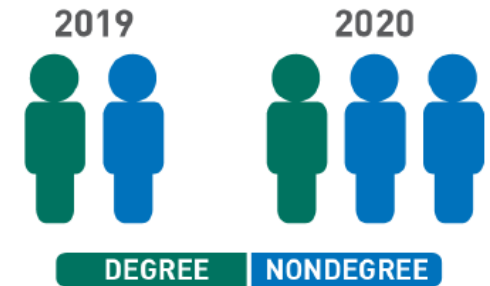
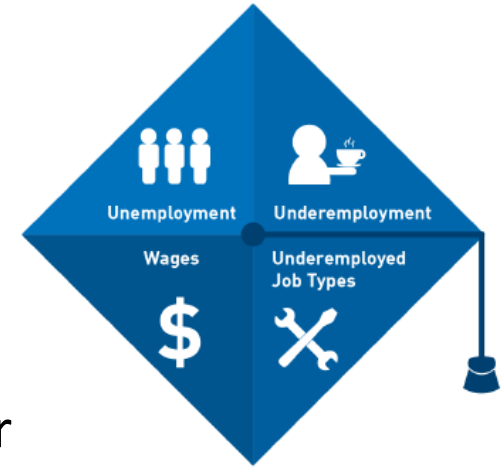
- 4 of 10 recent college graduates are underemployed – working in jobs that do not require a degree

## Strada Education COVID-19 Work and Education Survey

- 2 of 3 adults (68%) considering enrolling in education prefer nondegree pathways, up from 1 in 2 (50%) a year ago.
- Fewer than 1/3 of adults without a degree say they understand available career pathways, valuable skills, and details about potential programs “very well”

## National Clearinghouse

- Spring 2022 enrollment numbers reveal fifth straight semester of enrollment declines, with more than 1 million fewer students enrolled compared to Spring 2020
- *Texas’ population has grown faster than the nation. Despite this growing potential student pool, the state’s total college enrollment fell 4.2 percent from 2019 to 2021, smaller than the national drop.*





# Our City - San Antonio, TX

- 7<sup>th</sup> most populated city in the U.S. (2020) – Population: 1,579,504
- 24<sup>th</sup> most populated metropolitan area in the U.S. (2020)
  - San Antonio-New Braunfels, TX – Population: 2,510,211
- Most Improvised Major U.S. City (U.S. Census Bureau Data)
  - An estimated 14.2% of residents in the San Antonio MSA lived in poverty on average between 2016 – 2020 (American Community Survey).
- Educational Attainment
  - 32.6% - have a college degree
  - 22.9% - have some college
  - 26.1% - high school diploma
  - 18.4% - no high school diploma



An aerial photograph of San Antonio, Texas, featuring a prominent red sculpture in the foreground and a dense urban skyline in the background under a dramatic, cloudy sky. The text is overlaid on a semi-transparent white rectangular box.

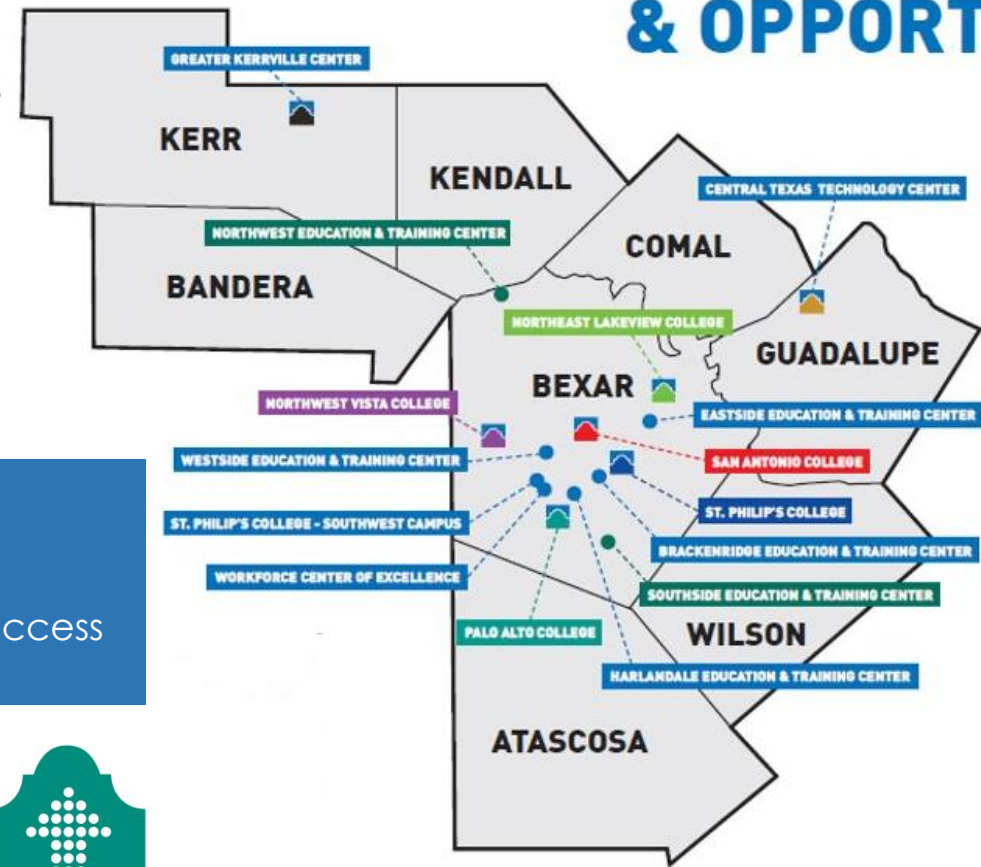
# Partner to end poverty in San Antonio through education and training

Alamo Colleges: Our Moonshot

# The Alamo Colleges District Family

- Five (5) individually accredited colleges
- Seven (7) education and training centers
- Serves 1.5 million people living in eight (8) counties
- Enrolls more than 50% of all college students in Bexar County

## EXPANDING ACCESS & OPPORTUNITY



### Alamo Colleges Mission

Empowering our diverse communities for success.

### Alamo Colleges Vision

The Alamo Colleges will be the best in the nation in Student Success and Performance Excellence.



STUDENT'S FIRST



CAN-DO SPIRIT



DATA-INFORMED



RESPECT FOR ALL



COMMUNITY-ENGAGED



COLLABORATION



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# Student Profile

**64%** Hispanic  
**9%** African-American  
**22%** White  
**3%** Asian  
**4%** Other

**60%** Female  
**40%** Male

**32%** Full-Time  
**68%** Part-Time

NORTHEAST LAKEVIEW COLLEGE

NORTHWEST VISTA COLLEGE

PALO ALTO COLLEGE

ST. PHILIP'S COLLEGE

SAN ANTONIO COLLEGE



Students Served Annually

**28.3%** Under-Resourced Students

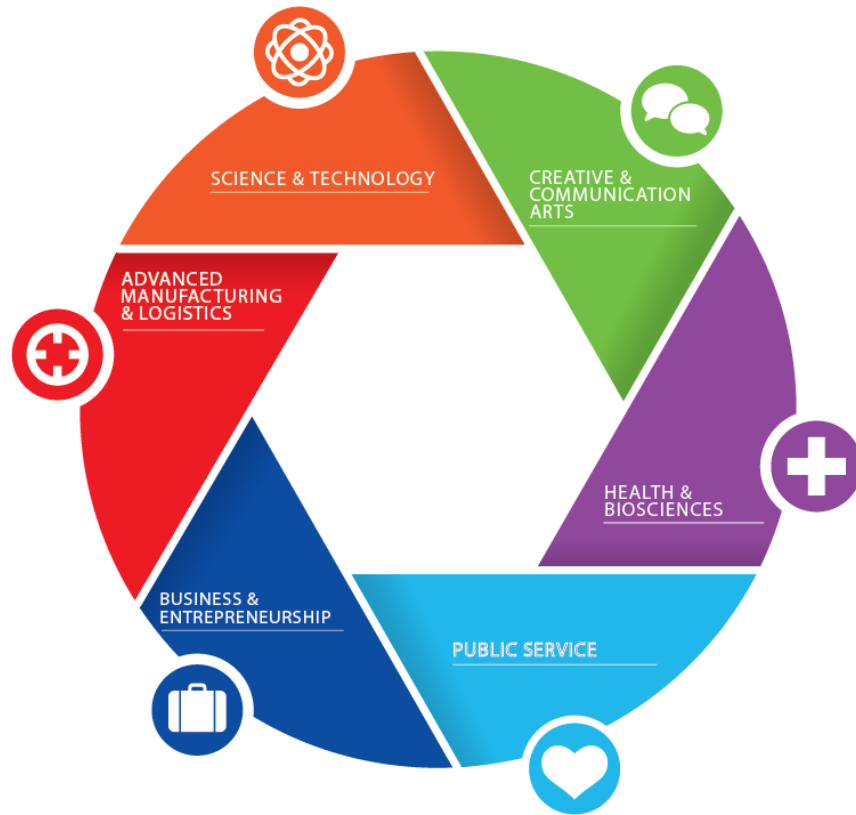
**48.7%** Economically Disadvantaged

**70%** Rely on Financial Aid & Scholarships

**60%** Housing Insecure

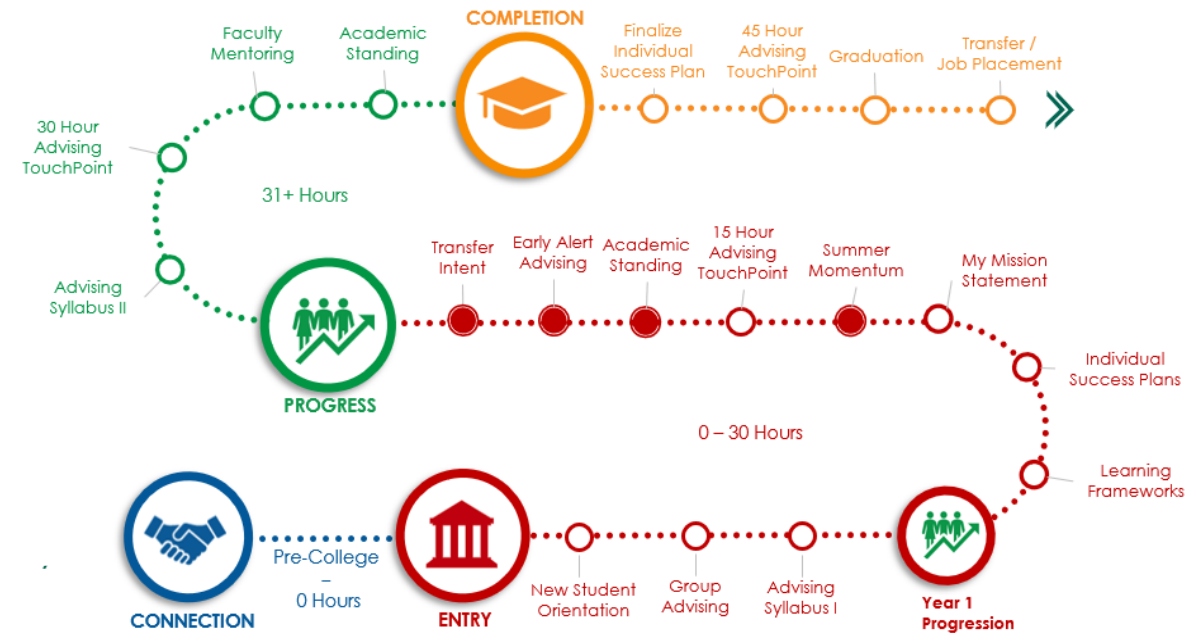
**48%** Food Insecure

# AlamoINSTITUTES



- ✓ A customized pathway based on the pre-major and requirements at the university of choice
- ✓ 1,525 transfer advising guides with partner universities

# AlamoADVISE



- ✓ Intrusive, intentional, case management model
- ✓ Assigned advisor from connected



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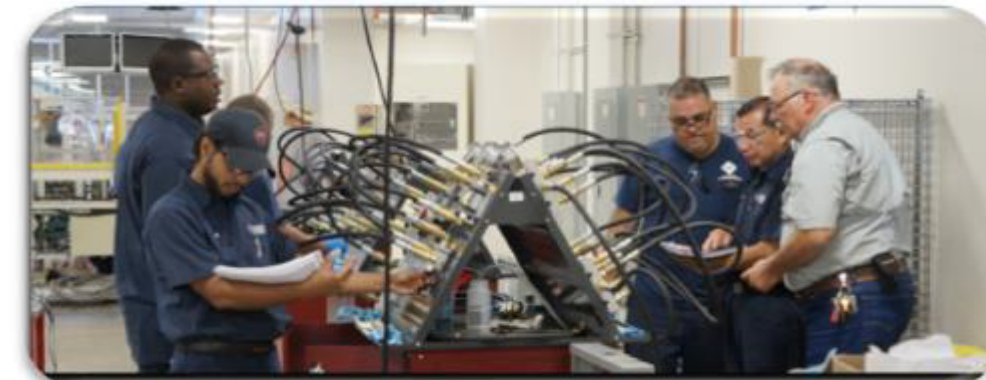


# The Alamo Colleges District

Economic and Workforce Development

*We Partner to Build – Deliver – Upskill Talent to Fill the Skills Gap*

- Alamo Academies
- Adult Education and Literacy
  - High School Equivalency, English as a Second Language, Workplace Literacy, and Integrated Basic Education, Skills, and Training
- Texas Workforce Commission
  - Skills Development Fund
  - Skills for Small Business
- Department of Labor Apprenticeship



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# The Alamo Colleges District

Economic and Workforce Development  
*Data-Driven – Sector-Based – Employer Engaged*

## Analyze Labor Market Needs – Target Occupations

## Align and Expand Training Offerings by Industry Sector

- Strategically leverage external funding to extend opportunities

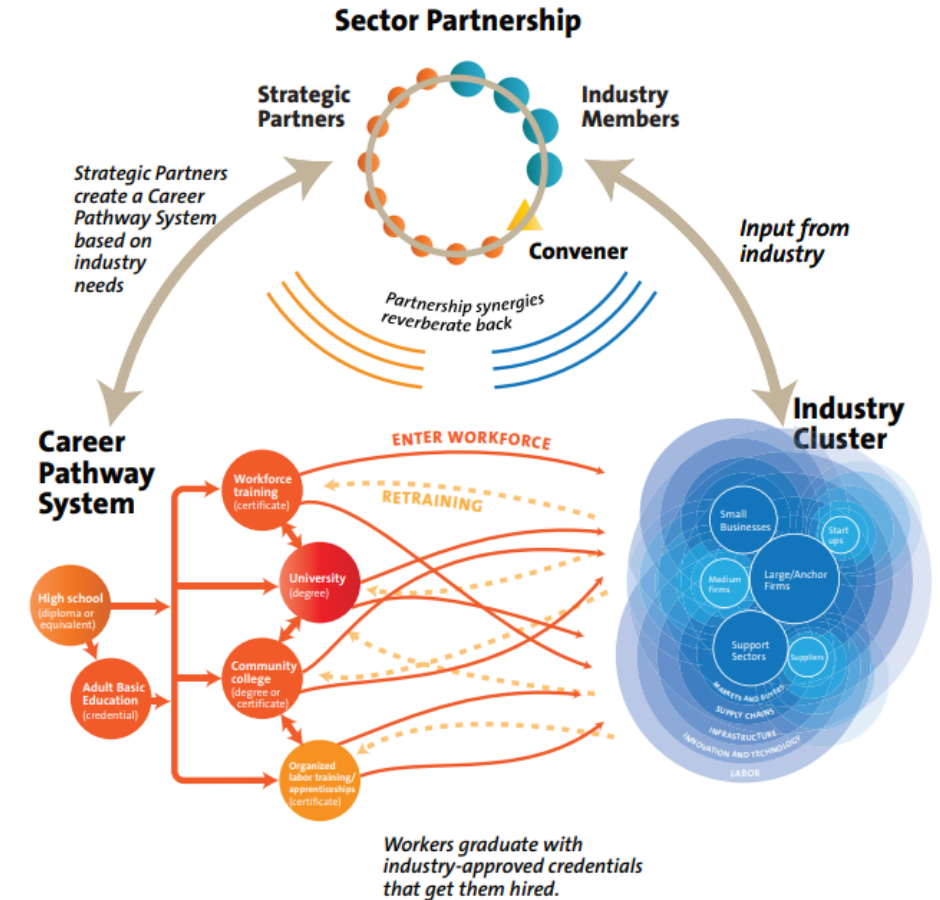
## Increase Employer Engagement – Economic Development Surrounding Centers

- Talent pipeline focus

## Institutionalize Career Exploration for Adults (Smart Choice)

## Strengthen Partnerships/Collaborations

- Workforce Ecosystem



State Sector Strategies Coming of Age: Implications for State Workforce Policymakers  
National Governors Center for Best Practices



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# Target Occupations – Industry Sector

*An Example - Healthcare*

Occupationname	≡	CIP2020Co..	CIP2020Title	Jobs	Ope.. ≡
Registered Nurses		51.3801	Registered Nursing/Registered Nurse.	148,083	9,953
Nursing Assistants		51.3902	Nursing Assistant/Aide and Patient Care Assist..	53,520	5,838
Licensed Practical and Licensed Vocational Nur..		51.3901	Licensed Practical/Vocational Nurse Training.	50,138	4,624
Medical Assistants		51.0801	Medical/Clinical Assistant.	49,751	7,986
Dental Assistants		51.0601	Dental Assisting/Assistant.	24,017	2,877
Pharmacy Technicians		51.0805	Pharmacy Technician/Assistant.	22,488	1,869
Medical and Health Services Managers		51.0719	Clinical Research Coordinator.	22,438	2,978
		51.0702	Hospital and Health Care Facilities Administrat..	22,438	2,978
Radiologic Technologists and Technicians		51.0911	Radiologic Technology/Science - Radiographer.	10,616	634
Exercise Trainers and Group Fitness Instructors		31.0501	Sports, Kinesiology, and Physical Education/Fit..	10,053	2,087
Surgical Technologists		51.0909	Surgical Technology/Technologist.	9,130	1,031
Human Resources Assistants, Except Payroll an..		52.0401	Administrative Assistant and Secretarial Scien..	9,087	928
Respiratory Therapists		51.0908	Respiratory Care Therapy/Therapist.	8,099	443

Also reference: <https://www.twc.texas.gov/partners/target-occupations>



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# Alamo Colleges Partners on a City-Wide Initiative





# SA Ready to Work

## Background



San Antonio Voters Approved Sales Tax Initiative – November 2020

- 1/8-cent Sales and Use Tax collected thru December 2025 – \$250M estimated

Designed to promote economic recovery by:

- Increasing access to education, training, and wrap around services for SA residents
- Aligning training with talent requirements of local businesses

City issued RFP/RFI for SA: Ready to Work Implementation Services & Training

- RFP: Intake / Assessment / Case Management / Job Placement & Retention
- RFI: Training in Industry-Recognized Certifications / Associate & Bachelor Degrees aligned w/ targeted occupations in high-demand, well-paid careers

ACD is one of four successful respondents to the RFP out of 11 submissions



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# SA Ready to Work is Unprecedented



Scale

Employer  
Engagement

Central Data  
Platform

Approved Course  
Catalog

Community  
Collaborative

[Ready to Work SA – Educational and job placement program in San Antonio, Texas](#)



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# The Alamo Colleges District

## Interlocal Agreement with the City of San Antonio



Initiative		City of San Antonio Sales Tax Initiative for Workforce Development
Opportunity		Increase Industry-Recognized Certifications / Associate & Bachelor Degrees Aligned w/ Targeted Occupations in High Demand / Well-Paid Careers
Goal		Intake, Assessment & Referral to <b>12,553</b> Individuals Case Management, Training/Instruction & Job Placement/Retention Services to <b>7,844</b> Individuals
Support		City of San Antonio Funding – \$49.3M - <b>\$51.04M</b> Agreement Term – Three Years w/ Three One-Year Renewals
Service Delivery Model		<ul style="list-style-type: none"><li>✓ Intake / Assessment</li><li>✓ Case Management &amp; Wrap Around Services</li><li>✓ Workforce Training / Tuition</li><li>✓ Job Placement &amp; Retention Services</li></ul>



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# Alamo Colleges District - SA Ready to Work Team

## Scope of Services

### Initial Intake Locations:

- Westside Education & Training Center
- Eastside Education & Training Center
- \*Brackenridge Education & Training Center
- \*Southside Education & Training Center

### Intake and Case Management

- Interest to Eligibility
- Smart Choice
- Individual Training, Education & Career Plan
- Connect to Resources

### Training

- Tuition Assistance
- Enrollment Assistance
- Certifications
- Associate's Degree Completion
- Bachelor's Degree Completion
- Approved Course Catalog
- Aligned with Target Jobs

### Wraparound Services

- Benefit Navigation
- Coaching
- Emergency Funding
- Financial Counseling
- Emotional Intelligence
- LinkedIn and WorkInTexas accounts
- Interview Preparation
- Social Service Referrals

### Job Placement

- Target Industry
- Full Time
- Entry Wage at Least \$15/hour Plus Benefits (\$31,200/year)

### Job Retention

- Ongoing Assistance for 1 year

### Program Evaluation

- Continuous Improvement
- Return on Investment



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# SA Ready to Work

## Participant Eligibility



*Supporting Documents  
Required*

- 18 years old when applying for the program
- Permitted to work in the United States
- Resident of the City of San Antonio
- Income less than 250% of federal poverty guidelines
  - (\$33,975 for an individual, or \$69,375 for a household of four)
- Not currently enrolled in college courses at intake
- Recent high school graduates from AlamoPromise high schools are not eligible for the Associate Degree programs.
- Willing to take assessments relating to barriers, academics, skills aptitude, and workplace readiness
- Committed to complete program



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# SA Ready to Work

## Participant Funding Caps



### Certificate Program

- Training resulting in industry-recognized credentials
- One-time cap of \$5,000 per Participant

### Associate's Degree Program

- Annual cap of \$2,200 per Participant
- Individual Participant cap of \$6,600
- Not available for PROMISE scholars

### Bachelor's Degree Program

- Annual cap of \$4,100 per Participant
- Individual Participant cap of \$12,300
- Available for Participants that have earned at least 60 college credits

Program	Annual Cap	Total Cap
Certificate		\$5,000
Associate's Degree	\$2,200	\$6,600
Bachelor's Degree	\$4,100	\$12,300
Emergency Funding		\$1,500



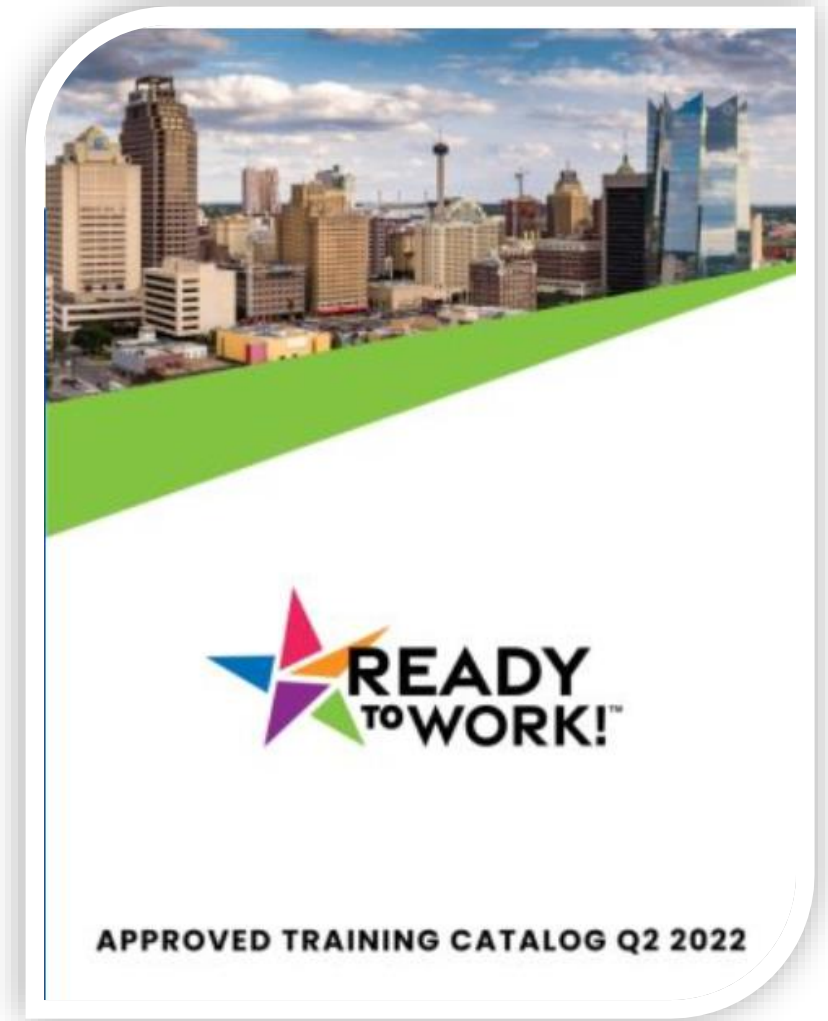
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# SA Ready to Work

## Approved Course Catalog

- Contains approved programs and courses
- Built with input from employers
- Aligned with targeted occupations
- Updated quarterly
- Sorted by industry and educational agency
- May include employer training open to public



[Ready to Work SA – Educational and job placement program in San Antonio, Texas](#)



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# Target Occupations

## Finance/Insurance/Other

11-3031	Financial Managers
13-2052	Personal Finance Advisors
43-4051	Customer Service Representatives
13-2011	Accountants and Auditors
41-3031	Securities, Commodities, and Financial Services Sales Agents
43-3031	Bookkeeping, Accounting, and Auditing Clerks
13-1031	Claims Adjusters, Examiners, and Investigators

## Healthcare

29-1031	Dietitians and Nutritionists
29-1126	Respiratory Therapists
29-1141	Registered Nurses
29-2031	Cardiovascular Technologists and Technicians
29-2032	Diagnostic Medical Sonographers
29-2034	Radiologic Technologists and Technicians
29-2035	Magnetic Resonance Imaging Technologists
29-2052	Pharmacy Technicians
29-2055	Surgical Technologists
29-2061	Licensed Practical and Licensed Vocational Nurses
29-2098	Medical Dosimetrists, Medical Records Specs, and Health Info Technologists
29-2036	Medical Dosimetrists
29-9021	Health Info Technologists and Medical Registrars
31-2011	Occupational Therapy Assistants
31-2021	Physical Therapy Assistants
31-9091	Dental Assistants
31-9092	Medical Assistants
31-9097	Phlebotomists
35-1011	Chefs and Head Cooks
43-6013	Medical Secretaries and Administrative Assistants

## Education and Education Support

25-2021	Elementary School Teachers, Except Special Education
25-2022	Middle School Teachers, Except Special and Career Technical Education
33-3051	Police and Sheriff's Patrol Officers

## Cybersecurity/Information Technology

11-3021	Computer and Information Systems Managers
15-1211	Computer Systems Analysts
15-1212	Information Security Analysts
15-1231	Computer Network Support Specialists
15-1232	Computer User Support Specialists
15-1241	Computer Network Architects
15-1244	Network and Computer Systems Administrators
15-1256	Software Developers and Software Quality Assurance Analysts
15-1252	Software Developers
15-1253	Software Quality Assurance Analyst and Testers
15-1257	Web Developers and Digital Interface Designers
15-1255	Web Developers and Digital Interface Designers
15-2031	Operations Research Analysts
15-2098	Data Scientists and Mathematical Science Occupations, All Other
17-2061	Computer Hardware Engineers
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

## Transportation and Warehousing

11-1021	General and Operations Managers
13-1041	Compliance Officers
13-1071	Human Resources Specialists
13-1081	Logisticians
13-1111	Management Analysts
13-1151	Training and Development Specialists
13-1161	Market Research Analysts and Marketing Specialists

## Manufacturing/Construction/Architecture/Oil and Gas Extraction & Energy

17-2112	Industrial Engineers
17-3026	Industrial Engineering Technologists and Technicians
49-3011	Aircraft Mechanics and Service Technicians
43-5061	Production, Planning, and Expediting Clerks
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
47-2031	Carpenters
47-2073	Operating Engineers and Other Construction Equipment Operators
47-2111	Electricians
47-2152	Plumbers, Pipefitters, and Steamfitters
47-2181	Roofers
47-2211	Sheet Metal Workers
49-3023	Automotive Service Technicians and Mechanics
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers
49-9041	Industrial Machinery Mechanics
51-1011	First-Line Supervisors of Production and Operating Workers
51-4041	Machinists
51-4121	Welders, Cutters, Solderers, and Brazers
53-3032	Heavy and Tractor-Trailer Truck Drivers





SA Ready To Work is the bridge to **belief**—  
belief in every person's ability to **contribute**;  
belief in every person's right to **pursue happiness**;  
belief in the **value of non-traditional education**;  
and belief that we all have the **power to change**  
the future when we work  
***Together.***

# References and Resources

Aspen Institute: The Workforce Playbook

[The-Workforce-Playbook\\_Final.pdf \(aspeninstitute.org\)](#)

[Careers and Career Information – CareerOneStop](#)

U.S. Department of Labor & americanjobcenter network

Texas Workforce Commission Target Occupations

[Target Occupations – Texas Workforce Commission](#)

THECB - Carl D. Perkins Career and Technical Education: [Carl D. Perkins Career and Technical Education - THECB \(texas.gov\)](#)

Texas Workforce Development Toolkit – Brookings – Job Quality and Demand

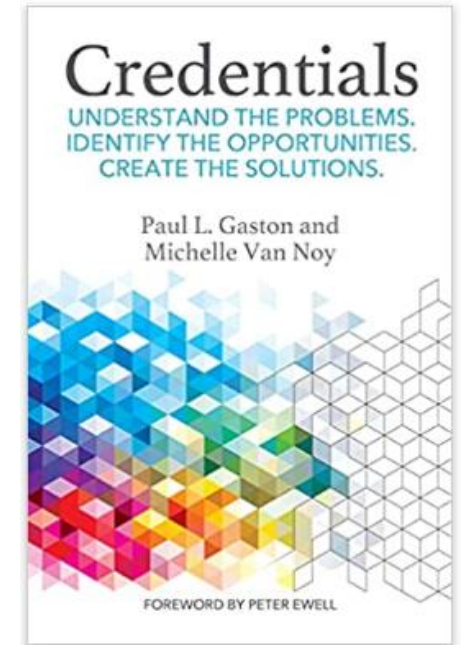
[Brookings WoF - Workforce Development Toolkit \(shinyapps.io\)](#)

State Sector Strategies Coming of Age: Implications for State Workforce Policymakers

[Sector-Strategies-for-Policymakers-NGA-Report.pdf](#)

U.S. Chamber of Commerce: Talent Pipeline Management

[U.S. Chamber of Commerce Foundation Talent Pipeline Management Initiative | U.S. Chamber of Commerce Foundation \(uschamberfoundation.org\)](#)



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Questions?  
Comments?



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# BACK-UP SLIDES








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# Alamo College's Pathways for Adult Learners

## High School Equivalency or Diploma – SA Ready to Work

Initiative	 City of San Antonio SA Ready to Work
Opportunity	 High School Equivalency & Diploma Program
Goal	 600
Support	 City of San Antonio Funding – <u>up to \$990,000</u> Program Period – <b>June 2022 – June 2023</b>
Multiple Partner/Service Delivery Model	 <ul style="list-style-type: none"><li>✓ Outreach/Intake/Assessment</li><li>✓ Case Management &amp; Wrap Around Services</li><li>✓ Alamo AEL &amp; Multi-College Approach</li></ul>



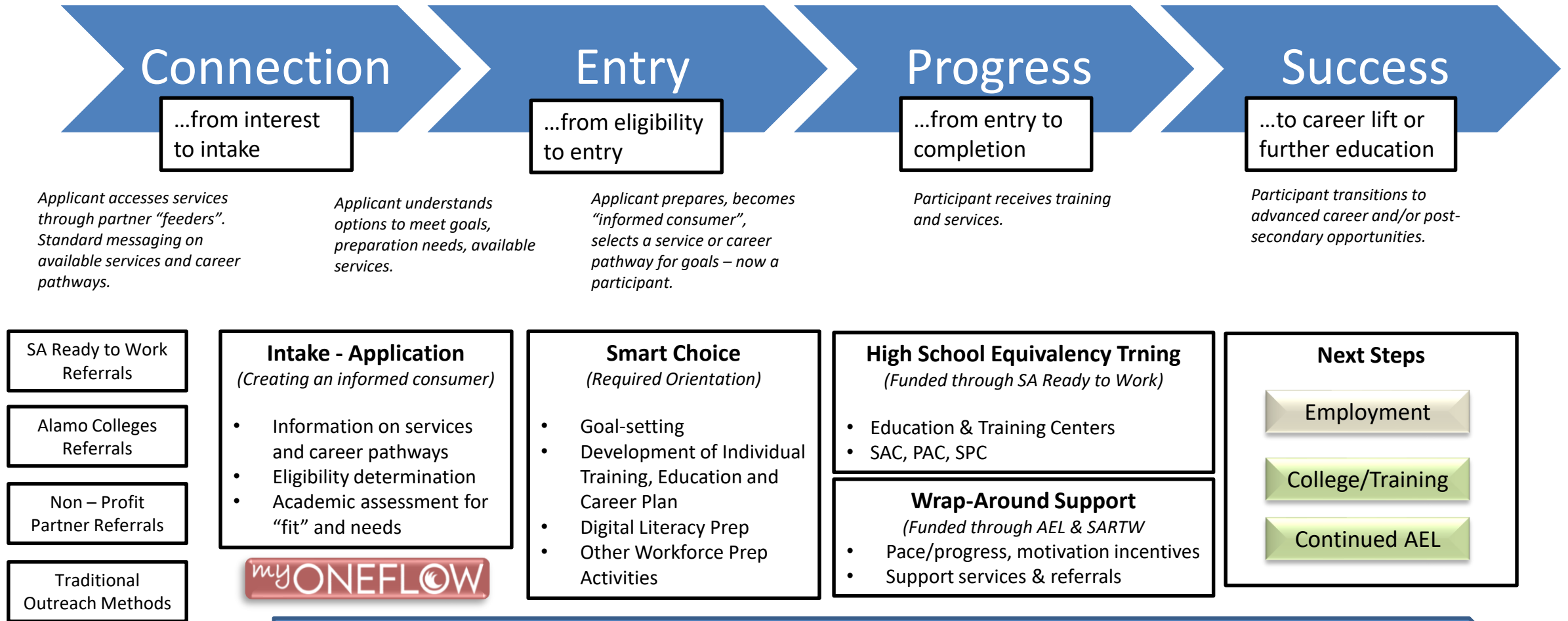
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# ACD High School Equivalency Model

## SA Ready to Work



Adult Education & Literacy Career Navigation



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