



# CREATING CAREER PATHWAYS WITH SKILLS FOR THE FUTURE

**5000**  
**JOBS2020**

CREATING CAREER PATHWAYS WITH SKILLS FOR THE FUTURE

powered by  
**Community Council**

*Moving families forward, leaving poverty behind.*

# For Our Community Partners, Business, and Civic Leaders in Dallas:



**Join us as we seek local solutions to remove barriers and open doors for working families through skills development and lasting careers that will positively impact 5,000 families in our community in 2020.**

Expanding opportunities through career pathways and training for middle-skill jobs is critical to our city. Closing the skills gap and creating workforce-development programs that work for everyone is our goal. This is the “land of opportunity”<sup>1</sup> that is the foundation of our country. Our country has been able to deliver on that promise with our ability to develop the talent it needs to create wealth and to adapt to ever-changing economic realities. We can and should do better. Our goal is to prepare, develop, and train a workforce for job placement with promising career pathways. This need, for both businesses and our Dallas citizens, is clear.<sup>13</sup>

Almost 40 percent of American employers cannot find people with the skills they need, even for entry-level and middle-skill jobs.<sup>1</sup> Almost 60 percent complain of lack of worker preparation. On the other hand, this “skills gap” represents a massive pool of untapped talent, and it has dire consequences, including economic underperformance, social unrest, and individual despair. At Community Council we want to take action and help our Dallas citizens meet businesses in the middle. Improving skills to attain “middle-skill jobs” that require training or education beyond high school but less than a four-year degree holds the promise of higher wages, a pathway out of poverty, and economic prosperity for all parties.

The 5,000 Jobs 2020 Campaign will fill job openings in entry-level and middle-skills positions that pay a livable wage throughout North Texas in partnership with businesses, nonprofits, government, and educational organizations. We are training and preparing individuals for existing jobs with businesses that need to be filled and hold the promise of a career pathway. We will work through employer partnerships with Workforce Intermediaries, and other public-private coalitions.

**The 5,000 Jobs 2020 Campaign is different. We are taking an innovative approach to overcome barriers to economic mobility by providing job candidates with:**

- Expanded Education & Training Opportunities
- Skill Development in High Demand Career Pathways
- Removing Barriers Such as Transportation and Childcare
- Intensive Case Management Support Pre and Post Employment
- Breaking the Cycle of Intergenerational Poverty

We will also provide training and enhancement of existing soft skills and technical skills through career coaching, Rapid Certification Programs, and other Post-Secondary Credentials. Through our programs and partnerships, we focus on helping workers advance over time. We provide the strong foundation for everyone to be successful.

We envision our region as a place where opportunity exists for our citizens to learn, work, and thrive in vibrant, welcoming communities. We seek your support and leadership in answering an important call to action to enhance the economic vitality of our community. Our goal is to help close the gap by filling 5,000 jobs in the year 2020.

**Please visit [www.Dallas5000Jobs.org](http://www.Dallas5000Jobs.org) or contact us at [impact@ccadvance.org](mailto:impact@ccadvance.org) for more information.**

# About

Moving **families forward**, leaving **poverty behind**

## Community Council of Greater Dallas

Since its founding in 1940, the Community Council has identified services that are needed in the community, assessed how best services could be delivered to meet social issues, and mobilized and implemented action plans working in concert with private and public sector resources.

Pervasive issues over time have included juvenile delinquency and welfare; seniors; job training; public health; daycare; and legislative advocacy. The Community Council met these challenges through fact-based research, deploying volunteers, incubating new services and agencies, expanding government programs where appropriate, convening collaborative work and delivering selected direct services.

To have success with our 5,000 Jobs 2020 Campaign we must have a skilled and talented workforce. Community Council has increased their existing workforce training program to incorporate and acquire the program Skill QUEST to provide even more quality employment through skills training. In 2008, Dallas Area Interfaith (DAI) convened home groups and research teams around employment, living wages, skill training, and the obstacles faced by those attempting to enroll in and complete training programs, particularly single parents. Through a state grant in 2010, DAI created Quest: Collin-Dallas, in collaboration with Project QUEST, a workforce intermediary with over 20 years of experience in San Antonio. Concurrently, DAI entered into a contract with Baylor University Medical Center to train low wage employees, for health care positions that require higher skills and pay higher wages. After success was achieved several times over, in December 2017, the Skill QUEST program moved into the Community Council of Greater Dallas, where it continues to innovate, grow, and flourish as a community-based workforce intermediary. Now we have launched our 5,000 Jobs 2020 Campaign. Join us and help families move forward and leave poverty behind.

There is a critical shortage of entry-level and middle-skills workers in Dallas



# THE TARGETS

- communities with extreme concentrations of poverty
- high school dropouts with no job prospects
- first-generation college students facing hurdles to graduation
- unemployed and underemployed adults
- female head of households
- veterans
- seniors

# Creating Career Pathways with Skills for the Future FOR FAMILIES

## THE CHALLENGES

**Developing the skills to access high-demand career paths in IT, healthcare, construction, logistics, etc.**

---

**Full-time, full-year work at the minimum wage provides approximately \$15,000 a year in earnings**, which is higher than the federal poverty level for an individual, but challenging for a family to live on. <sup>4</sup>

---

**There is a critical need for transportation and childcare for working families** in extreme concentrations of poverty. The North Texas economy has grown with an uneven job landscape. <sup>5</sup>

---

There exists a **massive deficit of soft skills and middle skills** which sub-optimizes our local workforce and growing economy. <sup>6</sup>

---

The average participant in our workforce program **enters with an annual income of \$9,800 and leaves with grows to an annual income level of \$46,000.**

# THE SOLUTIONS

- **Improve skills to attain “middle-skill jobs”** that require training or education beyond high school but less than a four-year college degree. **Those jobs hold the promise of higher wages and a pathway out of poverty.** <sup>7</sup>
- **Utilize Skill QUEST** to provide comprehensive support services that include career counseling, childcare, transportation, and an educational platform to help students find a viable entry point into a high-demand career pathway.
- **Development of career ladders** and multiple entry and exit points to advancement with a focus on receiving industry-recognized credentials at each stage of training.
- **Career and technical education** that allows adults with limited academic skills to earn credentials leading to good jobs, despite past learning hurdles. <sup>8</sup>
- **Partner with local corporations/businesses** to place trained and qualified individuals in high-demand career paths.
- **Participate in the Industrial Areas Foundation model** which has been recognized as the leading sustainable, evidenced-based model for poverty alleviation.
- **Remove the barriers for education/skills training,** affordable housing, job placement, transportation, and childcare.
- **Remove the barriers** of zip code, age, disabilities and the lack of a high school diploma.

## THE IMPACT

Upon program completion and career placement, graduates earn on average **nearly \$46,000 a year with upward mobility** to work in sustainable, high-demand career paths.

---

**Create career enabled economic growth,** increase economic security for families, earn pay above a living wage threshold, and reduce dependencies on entitlements. <sup>2</sup>

---

**Strengthen 5,000 families in North Texas** to have dignity to self-support themselves and their loved ones.

---

**Break the generational cycle of poverty** with 5,000 families potentially affecting over 20,000 individuals in one year alone.



**Break the generational cycle of poverty with 5,000 families potentially impacting 20,000 individuals in one year alone.**

# THE TARGETS

- Skills Trades
- Restaurants
- Healthcare
- Hospitality
- Warehousing
- Government
- Retail
- Construction
- Technology
- Transportation
- Education
- Banking/Financial

# Closing the Workforce Gap FOR BUSINESS

With record low unemployment, businesses in North Texas are missing out on billions of dollars in productivity because they can't find enough skilled workers.<sup>9</sup>

## THE CHALLENGES

Employers are paying the price for workplace gap through **excessive time, effort, and money spent filling open positions.**<sup>10</sup>

**Employers are paying the price for workplace gap** through excessive time, effort, and money spent filling open positions.<sup>10</sup>

**Each year at least 42,000 middle-skill jobs** are projected to go unfilled, hampering economic growth.<sup>10</sup>

**63% of new jobs require post-secondary** education, but over half require less than a bachelor's degree.<sup>11</sup>

Middle-skill jobs comprise over half of all jobs in Texas today.

**56% Middle Skills**

**28% High Skills**

**16% Low Skills – Low Skill Jobs do not pay a livable wage**<sup>10</sup>

**Increased turnover for employees** who lack transportation or childcare.<sup>11</sup>

**Sixty percent** of employers' report that candidates applying for jobs **lack the necessary skills to fill available positions.**<sup>12</sup>



# THE SOLUTIONS

➤ **Middle-skill jobs require education or training** beyond high school, but not a four-year degree. Our program provides that education and support for confident, qualified employees.

➤ **Public and private partnerships** can help provide a pathway to a job once training and certifications have been met.

➤ **Improving the accessibility and affordability of transportation and childcare** means employers will reap the benefits of productivity, and longevity of employees in middle-skills. Our program works with each individual candidate to help close the skills gap, provide the requisite training and resources to become a productive and self-sufficient individual.<sup>10</sup>

➤ Creating a circle of support, training, and resources to provide a talented workforce to the communities with highest unemployment and poverty rates.



Leveling an uneven job landscape through partnerships and career/skills training.

## THE IMPACT

Filling the growing entry-level and middle-skill jobs gap would drive an **increase of \$2 billion in Dallas in annual GDP**<sup>10</sup>

**\$120 million increased** in annual sales tax revenue<sup>10</sup>

**Reduce rising expenses** such as property taxes, city operation costs, etc.<sup>10</sup>

**Reduce turnover and excess resources** to fill job positions.

**Reduce need** for entitlements and increase self-sufficiency.

**Reduce taxes** for citizens and the community as a whole.



# THE APPROACH

➤ **In-Demand Careers** We partner with top employers to understand the specific skills they need, and we secure priority hiring commitments from our participants. We build backwards from employers skill needs and work together where they have jobs waiting. The skills we train for transition and help for a pathway to careers.

➤ **Supported Learning** We teach the skills employers need through our “blended” learning programs and featured offerings that combine the best training with in-person support. Our internal programs and partner offerings include over 650 certifications and provide a navigating career counselor and a case manager for each transitioning participant.

➤ **Opportunity Gap** Talent is evenly distributed, opportunity is not. We recruit adults who are 125% below poverty, they are the working poor, and have demonstrated potential to succeed in our programs and the careers that follow. Our participants don’t have the time or money to participate in bootcamps or go back to school fulltime, and we provide a flexible, realistic pathway for advancing their careers and closing the skills gap.

➤ **Transitional Support** We understand clearly the complex challenges our participants face. We know they have the talent, but lack the opportunities and resources to transition to living wage careers. We want to assist them to thrive and provided them the needed support to achieve self-sufficiency. We do this through providing the necessary resources in job training, childcare, transportation, and housing transition.

➤ **Childcare Support** We provide participants access to childcare through our vouchers program.

➤ **Transportation** We provide participants in partnership with DART and other community partners access to temporary transportation.

➤ **Housing** We serve participants in partnership with the Dallas Housing Authority and our other community partners and provide access to transitional and temporary housing.



# THE ECOSYSTEM

- Participating Employers
- Education & Training Partners
- Transportation Solutions
- Government Agencies
- Nonprofit Organizations
- Faith-Based Organizations
- Workforce Collaboratives



## Strategic Partners

- City of Addison
- City of Dallas
- City of Irving
- City of Plano
- Collin College
- Dallas County Community College District
- Dallas County Commissioners Court
- Dallas Housing Authority
- Dallas Regional Chamber
- North Texas Commission
- Texas Department of Housing & Community Affairs

# WORKFORCE COLLABORATIVE

## Job Placement Partner

Our job placement partnership creates access to a new pipeline of skilled, diverse, job-ready talent for the roles that our cities businesses need most in the Dallas-Fort Worth Metroplex.

- Expand the pipeline and reduce time-to-hire for in-demand roles.
- Increase diversity of talent pool.
- Customize a talent development program built around real skills needs.
- Demonstrate leadership in closing the skills gap.

## Community Partners

Our Community Partners help the working poor and lower income earners to advance their careers, while helping prepare the skilled workforce Dallas needs to succeed? Check out our partnership opportunities.

### FUNDERS

Donations for our program sponsors are tax-deductible and help us scale our work to even the landscape of economic opportunities and close the skills gap in the metroplex.

### COMMUNITY BASED ORGANIZATIONS

We are committed to partnering with organizations both nonprofit and for-profit to expand our collective impact.

### VOLUNTEERS

We offer a variety of volunteer opportunities, from serving as a mentor to simply attending a community event and helping prepare our participants for professional interviews.



# JOIN THE MOVEMENT



I'm Job Placement Partner

I'm a Community Partner

**If you want to go fast, go alone. If you want to go far, go together.**  
-African Proverb

**Name of Organization:** \_\_\_\_\_

**Name of Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Share your vision for an economically inclusive Dallas:**

---

---

---

---

**Please contact us at: [impact@ccadvance.org](mailto:impact@ccadvance.org)**



## Contact Information:

Community Council of Greater Dallas  
1341 W. Mockingbird Lane, Suite 1000W  
Dallas, TX 75247  
Tel: 214.871.5065  
Email: [impact@ccadvance.org](mailto:impact@ccadvance.org)

## Data Sources:

1. <https://www.urban.org/sites/default/files/publication/31566/411633-America-s-Forgotten-Middle-Skill-Jobs.PDF>
2. <https://www.jpmorganchase.com/corporate/Corporate-Responsibility/dallas-skills-gap-report.htm>
3. [http://www.nccp.org/publications/pub\\_911.html](http://www.nccp.org/publications/pub_911.html)
4. <https://www.epi.org/publication/raising-the-federal-minimum-wage-to-15-by-2024-would-lift-pay-for-nearly-40-million-workers/>
5. [https://dallascityhall.com/departments/fairhousing/PublishingImages/Pages/default/Dallas\\_Draft%20Assessment%20of%20Fair%20Housing\\_C.pdf](https://dallascityhall.com/departments/fairhousing/PublishingImages/Pages/default/Dallas_Draft%20Assessment%20of%20Fair%20Housing_C.pdf)
6. <https://firstintexas.org/how-first-in-texas-helps-solve-the-middle-skills-gap/>
7. <https://www.urban.org/urban-wire/expanding-opportunity-through-career-pathways-and-training-middle-skill-jobs>
8. <https://www.jpmorganchase.com/corporate/Corporate-Responsibility/dallas-skills-gap-report.htm>
9. <https://www.dallasnews.com/business/jobs/2019/06/21/texas-jobless-rate-falls-to-all-time-low-since-records-started-in-1976/>
10. <http://earlymattersdallas.org/uploads/Closing-the-Workforce-Gap-in-Dallas.pdf>
11. <https://cew.georgetown.edu/cew-reports/recovery-job-growth-and-education-requirements-through-2020/>
12. [https://go.manpowergroup.com/hubfs/TalentShortage%202018%20\(Global\)%20Assets/PDFs/MG\\_TalentShortage2018\\_lo%206\\_25\\_18\\_FINAL.pdf](https://go.manpowergroup.com/hubfs/TalentShortage%202018%20(Global)%20Assets/PDFs/MG_TalentShortage2018_lo%206_25_18_FINAL.pdf)
13. <https://www.mckinsey.com/industries/social-sector/our-insights/closing-the-skills-gap-creating-workforce-development-programs-that-work-for-everyone>
14. [https://www.ced.org/pdf/TCB-CED-Alternative-Pathways\\_FINAL\\_5.22.2019.pdf](https://www.ced.org/pdf/TCB-CED-Alternative-Pathways_FINAL_5.22.2019.pdf)