

TRUE

Texas Reskilling & Upskilling through Education

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**Texas Association of
Community Colleges**

Texas

*Community Colleges'
Response to COVID-19*

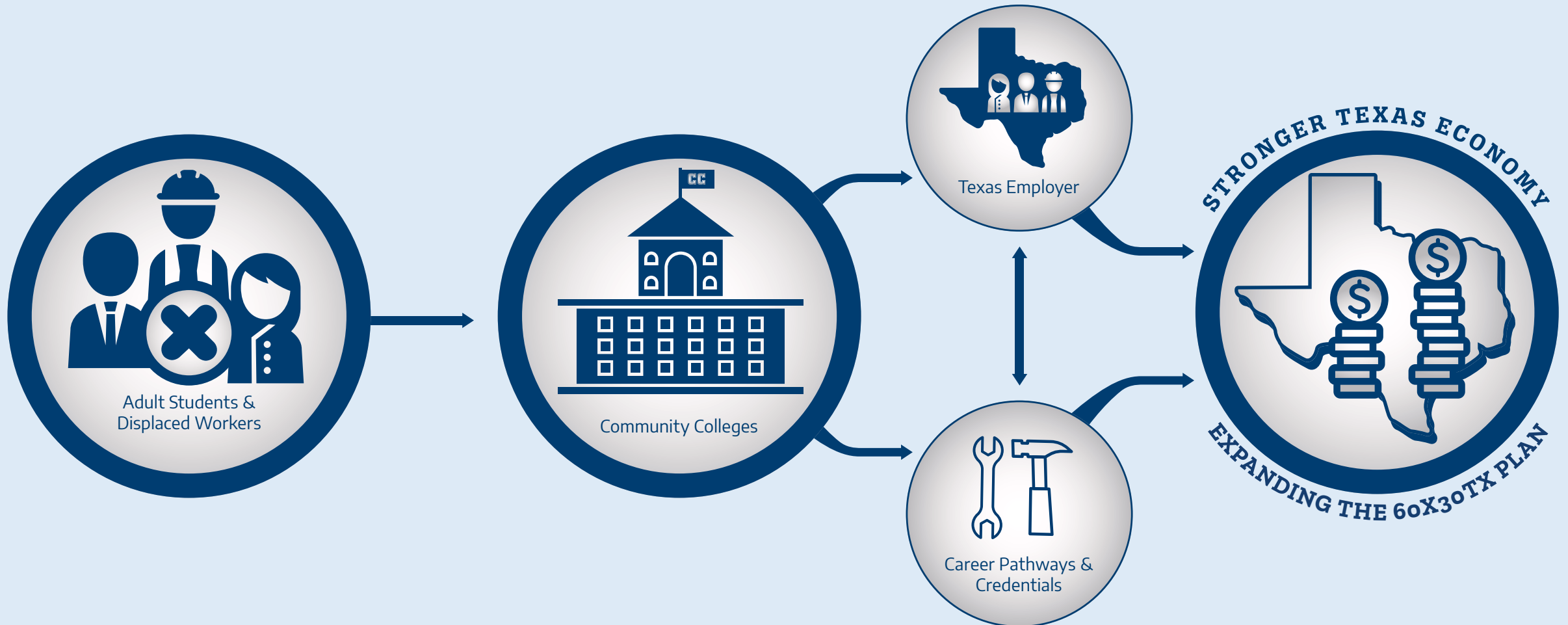
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TRUE: Texas Reskilling & Upskilling through Education



TRUE is a proposed **\$50 million investment in Texas community colleges** to reskill and upskill the Texas workforce, put Texans back to work in high demand occupations, and accelerate the Texas economic recovery. The program would be administered by the Texas Higher Education Coordinating Board.

Eligible Entities:

Texas Community Colleges

- Texas colleges have a proven **record of delivering for our workforce** and employers in times of need.
- Texas colleges play a critical role in our state's economy delivering workforce development central to job creation. In fact, **community colleges provide over 90 percent of career and technical education enrollments and certificates** in Texas.
- Texas colleges exist to meet the education needs of all learners through **accessible, high quality, and low-cost** (4th most affordable in country) programs.
- Texas colleges deliver a broad range of education and training services through partnerships with businesses to **meet regional workforce needs critical to success.**
- Texas colleges are best positioned to build an enduring education infrastructure **to support a thriving Texas economy** throughout the diverse regions of the state.
- Texas colleges have also been adversely impacted by the pandemic and **their strength is paramount to a more prosperous Texas future.**

An investment in the TRUE initiative and our colleges is an investment in a **stronger Texas economy.**

TRUE Components

Employer engagement to highlight areas of future job growth, define high-demand skills and inform credential development and training.

- Texas Community Colleges have formed a statewide Business Advisory Council to advise on changes in the economy and job market, highlight areas of future job growth and advise on skills most critical to business and industry. The Council will advise on the TRUE initiative.
- Our colleges engage with employers to strengthen the Texas workforce. As an example, **San Jacinto College**, through the Chancellor's Business Advisory Council, works directly with business leaders with a particular focus on Maritime, Petrochem, and Aerospace programs.

Data infrastructure (local, regional & state) to inform skills-based education and training program development and delivery that meets employer workforce needs.

- **Dallas College** aligns in-demand skills, as reflected in near real-time labor market data along with employer engagement, to build workforce development programs that meet employer needs.
- **Austin Community College** launched *Fast Track Careers* in fall of 2020 to offer quick-turnaround workforce certificates at half price to help people who lost jobs during the pandemic gain a certification in a high-demand field. The college began with about a dozen programs and expanded to more than 25 programs in the spring of 2021.

Community College capacity-building to expand new and redesigned workforce training leading to jobs in the Texas economy. In legislation, **TRUE funds will be invested to:**

- Provide training in new or redesigned accelerated programs that teach high-demand skills and confer certifications or credentials valued in growing, living-wage occupations,
- Develop new industry-aligned, high-demand certification programs, or
- Build institutional capacity to provide high-demand credentials as identified by regional or statewide targeted occupations lists.

Business Advisory Council

Texas Association of Community Colleges

Industry Partners



Business Advisory Council Goals

- **Goal 1: Advise on changes in the economy and job market.** Highlight areas of future job growth and advise on skills most critical to business and industry.
- **Goal 2: Champion Texas Reskilling and Upskilling through Education (TRUE).** Provide support, strategic guidance, and advocacy in establishing and advancing the components of the TRUE Initiative.
- **Goal 3: Inform legislative strategies.** Provide strategic guidance in advancing the components of the TACC legislative agenda in support of a stronger Texas economy.

Education, Economy & Workforce

Goal 1: Advise on changes in the economy and job market. Highlight areas of future job growth and advise on skills most critical to business and industry.

Suggested Roles:

- Advise on economic and workforce trends shaping the future of work.
- Analyze the market and inform market driven education and workforce innovations and policy.
- Support the development of the data, technological, and educational infrastructure necessary to meet future workforce requirements and equipping workers with needed skills.
- Offer data insights and inform efforts to define, develop, and promote credentials aligned with high-demand occupations across industries.
- Data analytics to raise awareness of relevant issues necessary to advance education and workforce development priorities.

TRUE

Goal 2: Champion Texas Reskilling and Upskilling through Education (TRUE). Provide support, strategic guidance, and advocacy in establishing and advancing the components of the TRUE Initiative.

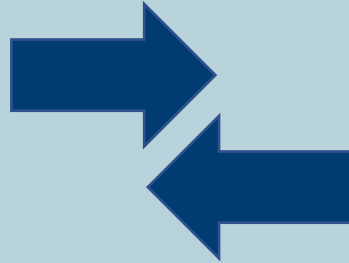
Suggested Roles:

- Make recommendations to expand employer engagement, build partnerships, and advance workforce development innovations.
- Inform education innovation and incubation possibilities while advancing sector-based replication strategies.
- Offer insights to advance the campaign, inclusive of communications strategy, to upskill and reskill Texans and close skills gaps.
 - Offer guidance to expand employer-informed, high demand certifications and micro-credentials providing accelerated completion serving all learners.
 - Advise efforts to accelerate the return of dislocated workers to reemployment by building multiple, high-demand pathways to careers (TRUE Pathways).
- Inform strategies to build workforce development capacity in rural Texas.
- Advise on work-based learning integration and expansion strategies.

TRUE Outcomes

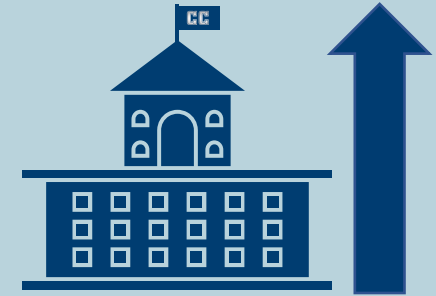


Work and coordinate with state (TWC, THECB, others) and local partners (LWDBs, Chambers, EDCs, others) to **put Texans back to work.**



Workforce reskilling and upskilling through educational opportunities aligned with good careers.

- **New accelerated employment training leading to credentials** of value that can be completed in weeks or less than six months.
- Certificates may be stacked leading to additional skills and credential attainment aligned to current COVID-impacted workforce needs.
- **Sustainable talent pipelines** to meet local and regional workforce needs of the future.

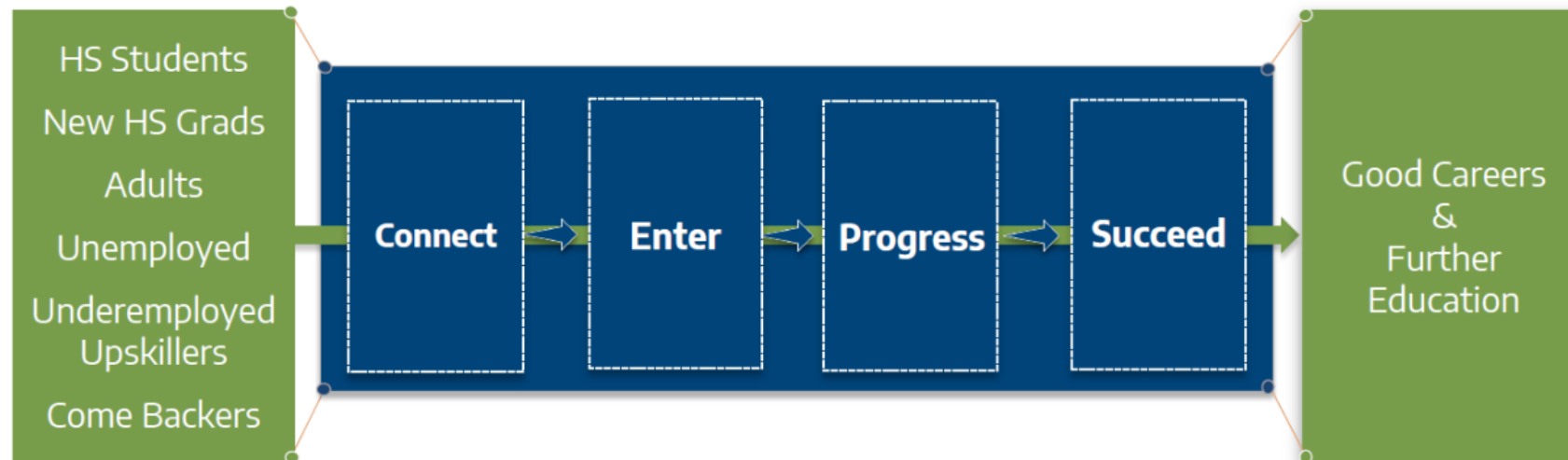


Short term credentials increased and **recognized under 60x30TX plan** to meet the goals of Texas higher education plan.

- New credentials identified under this initiative used to inform funding formula recommendations related to institutional appropriations of funds for public junior colleges.

Texas Pathways: A critical framework for scaling TRUE statewide

- TRUE will deliver high-quality credentials aligned with labor market demand that can be stacked.
- Texas Pathways provides a critical framework for leveraging the investment made through the TRUE legislative and appropriations request.
- Colleges' success and momentum scaling Texas Pathways provides the foundation needed to build sustainable talent pipelines.



TRUE Labor Market Impact: A Stronger Texas Economy

- **Texas workers benefit from attaining more and relevant skills.**
 - **For every \$50 million in investment, more than 30,000 Texans receive job training in high demand fields during the biennium building a stronger Texas workforce.**
 - Earn certificates or micro-credentials representing high-demand marketable skills acquisition.
 - Dislocated workers more efficiently transition back to careers.
 - Programs developed also benefit incumbent workers and other students.
 - Reskilled and upskilled workforce earn higher wages.
 - According to a recent Comptroller report, workers with college or an associate degree earn an average of \$8,393 more annually than high school graduates.
- **Texas Employers benefit from a more skilled workforce.**
 - Address immediate workforce needs while strengthening future workforce and market alignment.
 - Labor market skills gaps reduced in high-demand occupations.
 - Productivity gains realized as workers equipped with needed skills increase.
 - State and local tax benefits, including in unemployment Insurance Trust fund. **(As of December 2020, more than \$5.8 B. has been borrowed from the federal accounts for the UI Trust fund to respond to pandemic demand.)**

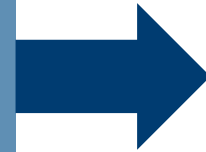
Communication Efforts

Landing Page

TEXAS ASSOCIATION OF COMMUNITY COLLEGES
| TRUE

Texas Reskilling & Upskilling through Education (TRUE)

Texas community college leaders have worked tirelessly to support the state's response to the COVID-19 national crisis, during which millions of Texans have filed for unemployment and the mismatch between workforce needs and skilled workers has deepened. A majority of these displaced workers lack the skills and education needed to successfully and quickly reenter the workplace. Texas community colleges currently provide **more than 90%** of credit-bearing career technical education and are best positioned to close these skills gaps to good-paying jobs.



TRUE: Texas Reskilling & Upskilling through Education

A Workforce Initiative of Texas Community Colleges
87th Texas Legislature

Texas community college districts are the state's nimble higher education engine for quickly upskilling and returning large numbers of dislocated workers to careers that are vital to economic recovery. **Community colleges engage students with high-quality programs that lead to credentials with workforce value.** As the current provider of 92% of workforce credentials in Texas, community colleges are uniquely positioned to leverage labor market data, existing in-house expertise, and industry partnerships to develop new short-term and micro-credentials that put Texans back to work and fuel the state's economic recovery.

TRUE will:

- Design sustainable talent pipelines to fill critical regional workforce needs and provide ongoing support to Texas businesses and the state's economic recovery.
- Expand employer-informed micro-credentials and short-term certificates that will enable displaced and underemployed workers to lead fulfilling and economically self-sufficient lives by getting them work-ready in as little as a few weeks to six months.
- Identify high-demand, short-term credentials to be recognized as a part of the 60X30TX plan for higher education.

In the post-pandemic workforce, students and displaced workers will need to acquire in-demand skills for available occupations in their region.

TRUE is a collaboration between colleges and business partners across the state to rapidly provide well-designed short-term credentials ensuring displaced and underemployed workers are armed with the skills and credentials needed to fill high-demand industry needs that have shifted due to the impact of the COVID-19 pandemic.

As of 10/24/2020,
3.7 million
Texans have filed for unemployment relief since mid-March.

Texas' unemployment rate was
8.3%
in September, up from 3.5% in September 2019.

Texas community colleges seek a state investment of **\$50M** to support implementation of the initiative across all regions of the state.

TRUE Explainer Video



Q & A



Texas Association of
Community Colleges



Carlton Schwab

CEO, Texas Economic Development Council

Thank you!



TEXAS ECONOMIC DEVELOPMENT COUNCIL

