



Strategic Planning for Diversity, Equity, and Inclusion



A Story and Perspective



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Agenda (?)

- How YUPRO advises employers on their DEI goals
- How YUPRO is a strategic part of employer DEI hiring strategies
- How YUPRO partners with talent developers / training providers / nontraditional training programs and community colleges to place Opportunity Talent
- Lessons learned from 20+ years of serving Opportunity Talent
- Grads of Life Advisory Services and key DEI stats
- Etc.

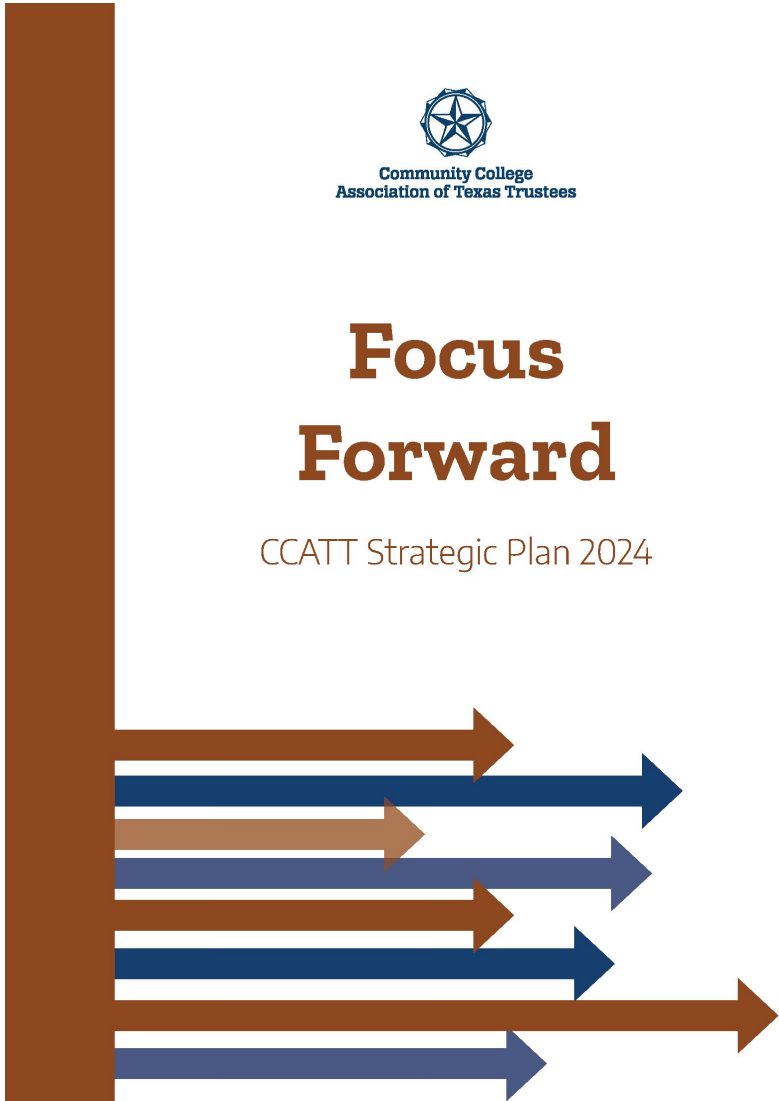




Focus Forward

CCATT Strategic Plan 2024

"Perhaps the most substantial issue for community college trustees in their governance role is the short and long-term sustainability of the colleges and the various factors that impact their stability and even viability. How colleges are funded, state and local economic well-being (again potentially impacted by COVID-19) and legislative policy on such factors as alignment of taxing and service boundaries and many other aspects of sustainability were considered in creating this plan. In addition, there is a sense in which community colleges are facing ever-greater competition on many fronts—from high schools with early college courses, universities, technical schools and the many options increasingly available through on-line learning institutions. Trustees set policy and guide their colleges understanding this competitive environment."



About Year Up: Who We Are

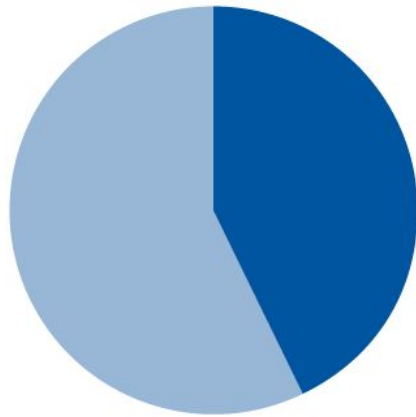
A non-profit, workforce development organization with 20+ years of experience, committed to:

- ▣ **Ensuring equitable access to economic opportunity**, education, and justice for all young adults
- ▣ **Bringing talented young adults and industry-leading companies together** to launch careers, power business, and build community
- ▣ **Providing a strategic source of Opportunity Talent** to some of America's largest and best-known employers



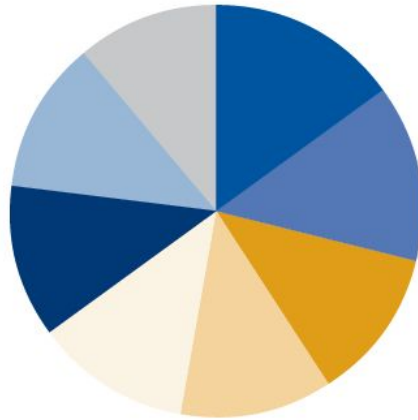
Who We Serve: National Reach

Year Up serves Opportunity Talent—underserved young adults who are often overlooked as a source of talent, but are motivated, resilient, and bring a diverse range of skills, experiences, and perspectives to the workforce.



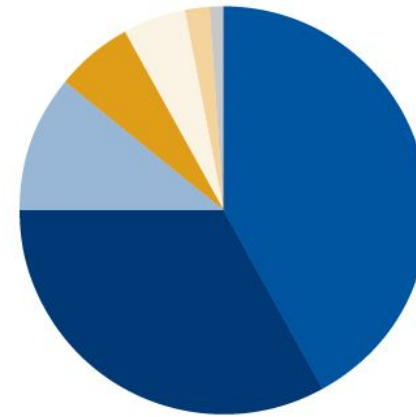
GENDER IDENTITY

■ 43% Female
■ 57% Male



AGE AT ADMISSION

■ 12% 18 ■ 12% 22
■ 15% 19 ■ 12% 23
■ 14% 20 ■ 12% 24
■ 12% 21 ■ 11% 25+



RACIAL IDENTITY

■ 11% Asian ■ 2% Other/Unknown
■ 42% Black or African American ■ 1% Native Hawaiian or Other Pacific Islander
■ 33% Hispanic or Latino ■ 5% Two or More Races
■ 6% White

55%

Students that have taken college classes before Year Up

45%

Students that experience financial challenges

53%

Students unemployed or underemployed at the time of application

Demonstrated Results: Overall Performance Outcomes

90%

GRADUATE PLACEMENT



Graduates employed and/or enrolled in postsecondary education within four months of program completion.

\$44,000

STARTING SALARY



Employed graduates earn an average starting wage of \$22.00/hr, equivalent to a salary of \$44,000/yr.

250+
**FORWARD-THINKING
CORPORATE PARTNERS**

1/3

**FORTUNE 100 COMPANIES
PARTNER WITH YEAR UP**

75%



FULL-TIME, TRAINING-ALIGNED ROLES

Graduates employed full-time in roles aligned with one of the five career pathways Year Up trains students.

95%

GRADUATE EMPLOYMENT RETENTION

Graduates placed in full-time, training-aligned roles working for the same company at 12 months post-program.



90%

**PARTNER
SATISFACTION RATE**



45%

**GRADUATES CONVERTED
TO HIRE FROM INTERNSHIP**

Who is YUPRO?

The nation's leading Opportunity Talent placement firm & a mission-driven Public Benefit Corporation.

- **YUPRO Talent** complete rigorous workforce development programs building job readiness skills that directly reflect industry trends & market demand.
- **Employer & Industry Partners** gain access to our strong pipeline of talent equipped with the knowledge, skills, & competencies for career paths that are upwardly mobile & recession resilient.
- **Training Provider Partners** leverage our turnkey ASA Award-winning job coaching and placement solutions & access our employer network to enhance programs & positive outcomes.

YUPRO Services



**Contract &
Contract-to-Hire**



**Direct Hire
Placement**



Retained Search



**Virtual &
Market-Based Hiring
Events**



**Career Readiness &
Advancement
Coaching**



**OnRamps@Work
Work-Based
Learning Programs**

Through our partnership, employers gain access to a strong pipeline of motivated talent that is equipped with the knowledge, skills, & competencies that directly reflect the needs of our employer partners & industry trends.

YUPRO | Our Unique Value Proposition



Reputation

We partner with **150+ influential employers** by hiring our skilled & trained talent across 19 markets



Retention

2021 ASA Award recipient for coaching program proven to drive **employee retention & career advancement**



Results

91.3% NPS exceeding our clients' expectations results in Best of Staffing **Client Satisfaction** award



Impact

93% Positive Outcomes representing FTE conversion & successful assignment completion while driving fair market wages

Our Partner Programs Result in Job Placement

YUPRO meets the growing demand for accelerated upskilling of entry-level & middle-skills talent

- ✓ **Pathways@Work** award-winning coaching program, guides our contract talent to on-the-job success, resulting in industry-leading retention, job satisfaction, & full-time job placement at wages exceeding market averages
- ✓ **OnRamps@Work** launching careers through our innovative placement & certification programs
 - ✓ **Apprenticeship** – Award-winning on-the-job career launch for entry-level & middle-skill talent
 - ✓ **SIE Certification** – Building a diverse, equitable & inclusive financial industry workforce
 - ✓ **IBM SkillsBuild** – Upskilling platform for career advancement free to our entire talent community
 - ✓ **Job Search Coaching Bootcamp** – Career readiness coaching & beyond

YUPRO | Top Training Provider & Industry Partners

Mission-aligned partnerships advancing job opportunities for traditionally underrepresented talent & receiving access to our employer partner network & job placement support programs.



What We Know

A majority of jobs require skills training beyond high school, but not a four-year degree

52%



43%

But too few workers have the skills training needed to fill these in-demand jobs

SKILLS MISMATCH

- 662,000 fewer students enrolled in undergraduate programs in spring 2022 than a year earlier, a decline of 4.7%.
 - Overall, total undergraduate enrollment has dropped by nearly 1.4 million — or 9.4 percent — during the pandemic.
 - Community colleges around the country have lost 827,000 students since the pandemic began in spring 2020. (The New York Times)
- Individuals who have faced instability or hardship in the form of disruptive events, or “adverse shocks” anticipate future shocks that could derail their educational plans.
 - These individuals opt for shorter, more flexible educational programs that they expect they can complete despite anticipated shocks. (National Bureau of Economic Research)



SKILLS MISMATCH

52%

of jobs require skills training beyond high school, but not a four-year degree, while only

43%

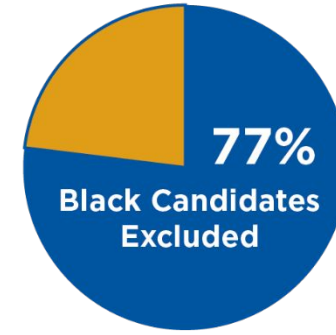
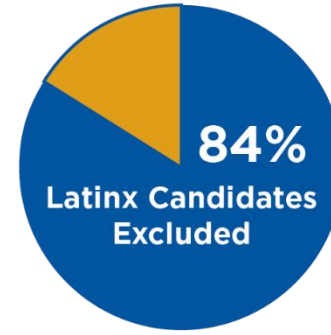
of workers have the skills training needed to fill these in-demand jobs.



DEGREE INFLATION

3 IN 5

Employers filter out applicants without four-year degrees that are otherwise qualified



EXCLUSIONARY HIRING PRACTICES

By adding a degree requirement to a job, employers overlook **84%** of Latinx job seekers and **77%** of Black job seekers.

OPPORTUNITY GAP

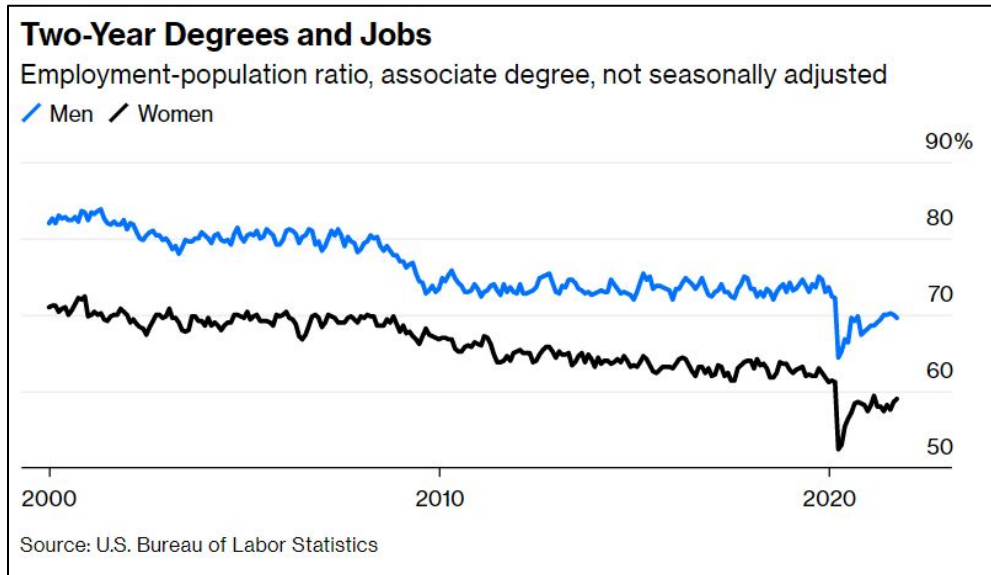
Millions of young people are disconnected from the economic mainstream and without access to livable-wage jobs



Meanwhile, employers face a growing need for diverse, skilled talent—the talent they need to succeed



The Movement: The Paper Ceiling



Two-Year College Degrees Have Diminished in Value

These graduates have experienced the biggest drops in employment since 2019 and haven't done all that well since 2000, either.

THE PAPER CEILING:

(noun) the invisible barrier that comes at every turn for workers without a bachelor's degree.

See also: no alumni network, biased algorithms, degree screens, stereotypes, and misperceptions.



Team [Research](#)

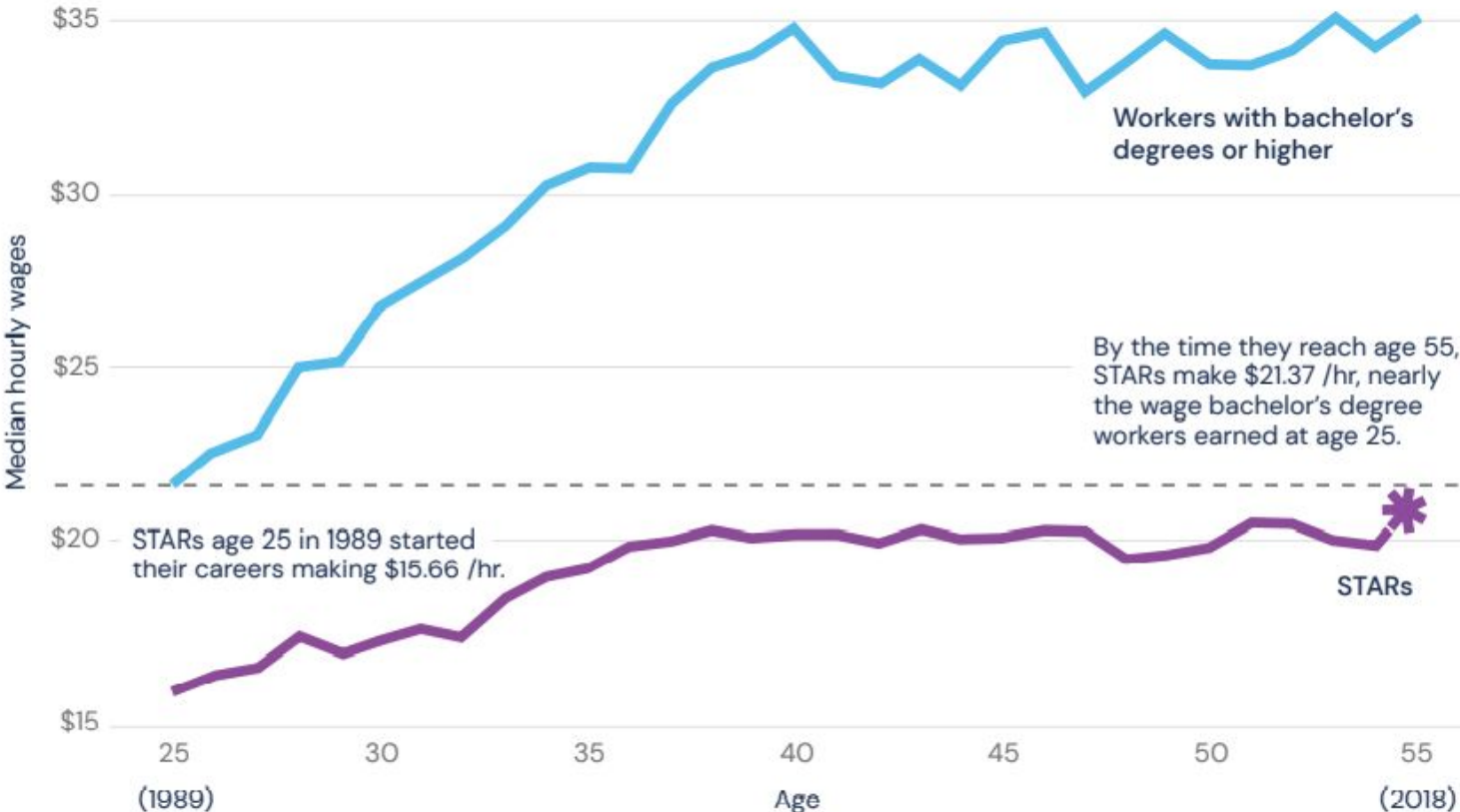
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The Emerging Degree Reset

The Need for Partnership

FIGURE 1: IT TAKES A STAR 30 YEARS TO REACH THE STARTING WAGE OF A COLLEGE GRADUATE

Progressive career wages from age 25 to 55



Note: Median hourly wages in 2019 dollars for workers aged 25 to 29 in 1989. Dotted line indicates median hourly wages for workers with a bachelor's degree at age 25 (\$21.59).

Source: Adapted from Blair, Debroy, and Heck (2021). Data are from the 1989 to 2019 Current Population Survey, Annual Social and Economic Supplement, Integrated Public Use Microdata Series.

Millions of Young People Lack Access to Living-Wage Careers

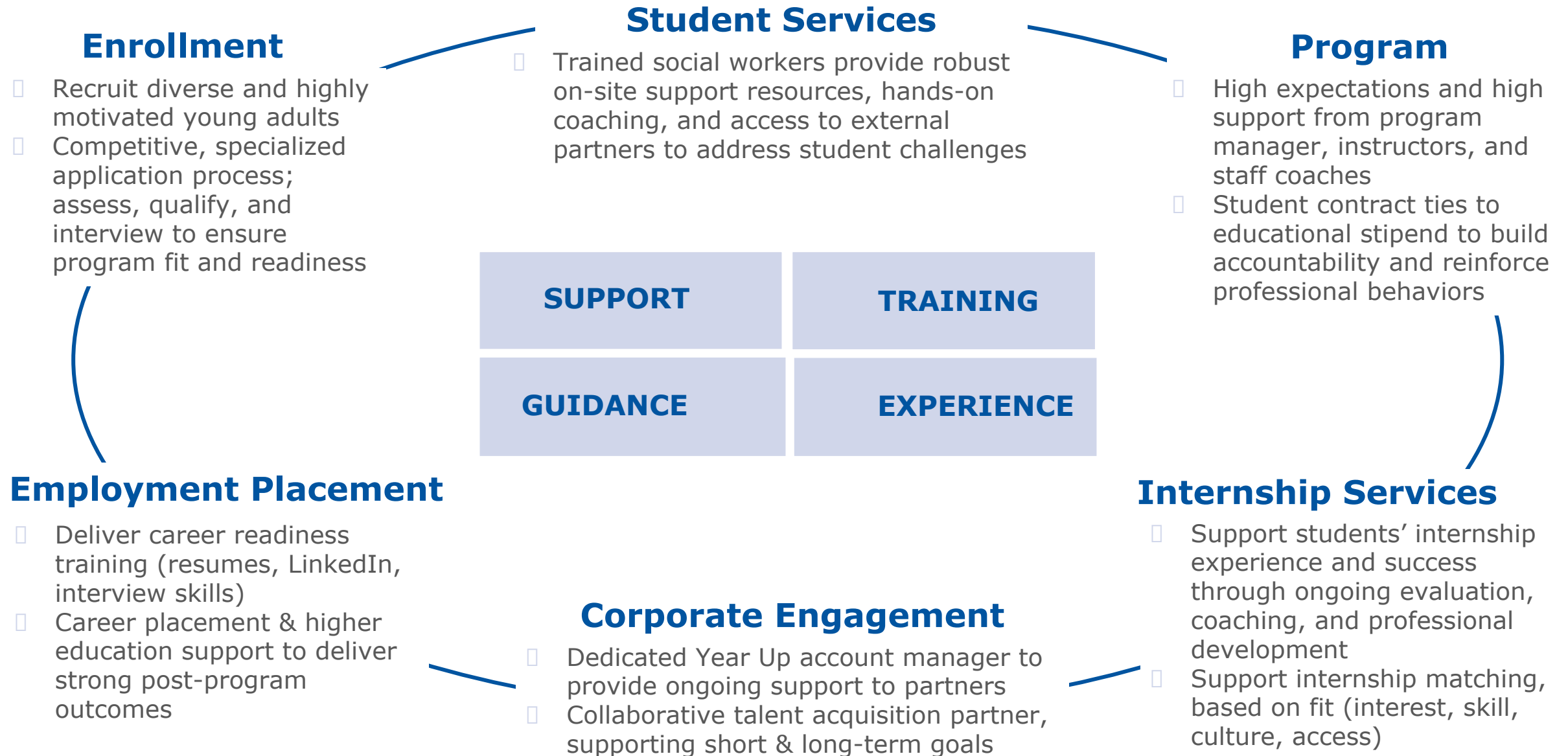
Social and economic inequities, systemic barriers, & an inefficient talent marketplace leave **Opportunity Talent** without access to quality jobs and economic mobility.



Employers Lack Access to Talent for the Jobs of Today & Tomorrow

Meanwhile, **employers face a growing need for diverse, skilled talent** to fill in-demand roles and remain competitive.

COVID-19 Impact: In 2020, we saw the pandemic erase nearly 10 years of progress in months. With students physically disconnected from schools and unemployment reaching its highest since the Great Depression, **young people with the fewest resources will ultimately face the highest barriers to reconnection.**



IBM SkillsBuild

UPSKILLING:

YUPRO provides free upskilling through **IBM SkillsBuild**. Talent gain in-demand skills and earn industry recognized certifications and professional badges leading to career advancement.

ASSOCIATE'S DEGREE:

YUPRO partners with **Eastern Gateway Community College** to give our talent community the opportunity to **earn an Associate's Degree for free**.



JOB SEEKER OFFICE HOURS:

Job seekers are welcome to join YUPRO coaches in **Virtual Office Hours** each Wednesday. We provide tools and resources to help navigate the job search.



SOCIAL CARE RESOURCES:

YUPRO provides access to **YUPRO.FindHelp.com**, a free-to-use social care services network of 875+ free and reduced-cost resources.



JOB SEEKER BOOTCAMP SERIES:

Coming January 2022, Job Seekers can attend monthly **Bootcamp Workshops** using state-of-the-art training tools designed to strengthen job search success.

IBM SkillsBuild

Through YUPRO's partnership with **IBM SkillsBuild**, Training Provider Partner talent receive **FREE** access to upskilling and certification programs

Learning Plans include:

- Digital Skills
- Customer Service Representative
- Data Analytics
- Cybersecurity
- Project Management & Agile
- Software Development
- PLUS custom content created specifically for YUPRO Talent Community

YOU ACCESS

Our vast network of 150+ Fortune 500 companies that offer your talent community priority access and front-of-the-line consideration to our employer partner opportunities and the support to be successful on the job.



YOU LEVERAGE

Our award-winning Work-Based Learning Program, which boasts 93% positive outcomes, to further advance your mission and goals.



WE COACH

Your talent during weekly drop-in job seeker office hours and monthly job seeker bootcamp style sessions built on our award-winning PrepSteps program that strengthen job search success for our shared talent community.



WE INVEST

In your mission when employer partners hire your referred talent and in career success and stability of our shared talent through our network of 875+ social care services.





34,000+
STUDENTS SERVED TO DATE

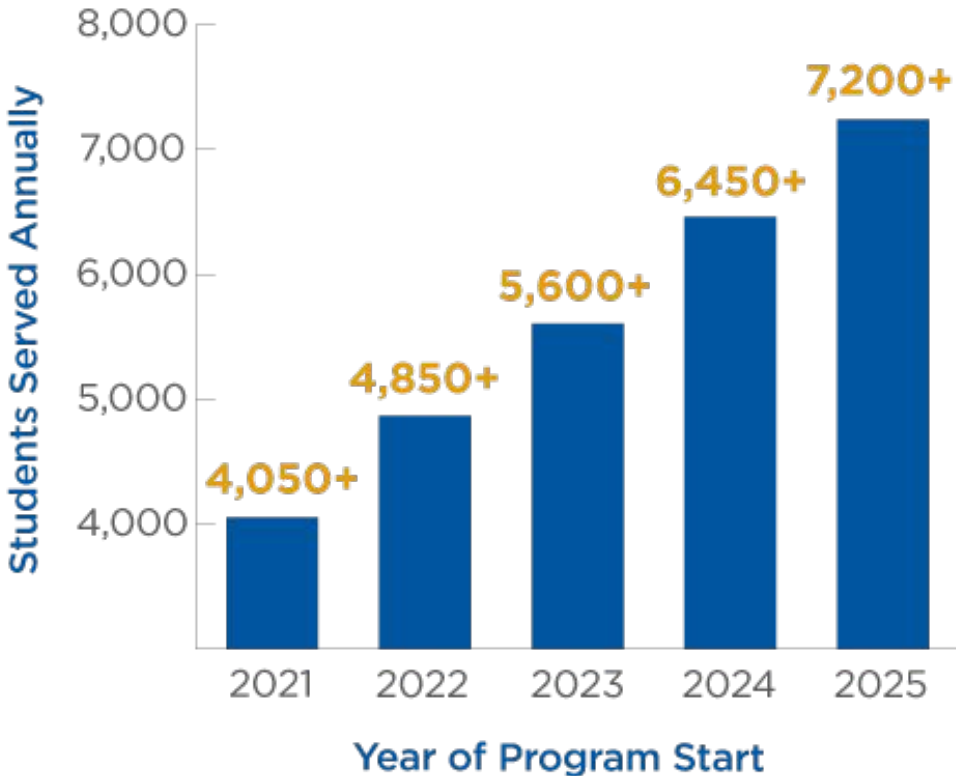
Between 2000-2020, we served 34,000+ young adults through its direct service model.

Between 2021-2025, we will serve 28,000 young people through a variety of program models.

In Dallas/Fort Worth, where we're partnering with Dallas College, we have served more than 940 young adults to date.

- 75% of graduates are employed or attending college within four months of completing the program, earning average starting salaries of \$41K/year.

STUDENTS WE WILL SERVE: 2021-2025 PROJECTIONS



Student enrollment projections by calendar year

Thank you for learning more today!

