



UP**SKILL**HOUSTON

An Initiative of the Greater Houston Partnership

Houston's Two Gap Challenge:

UPSKILL HOUSTON—DEVELOPING HOUSTON'S TALENT PIPELINE



February 13, 2019

Today's Topics

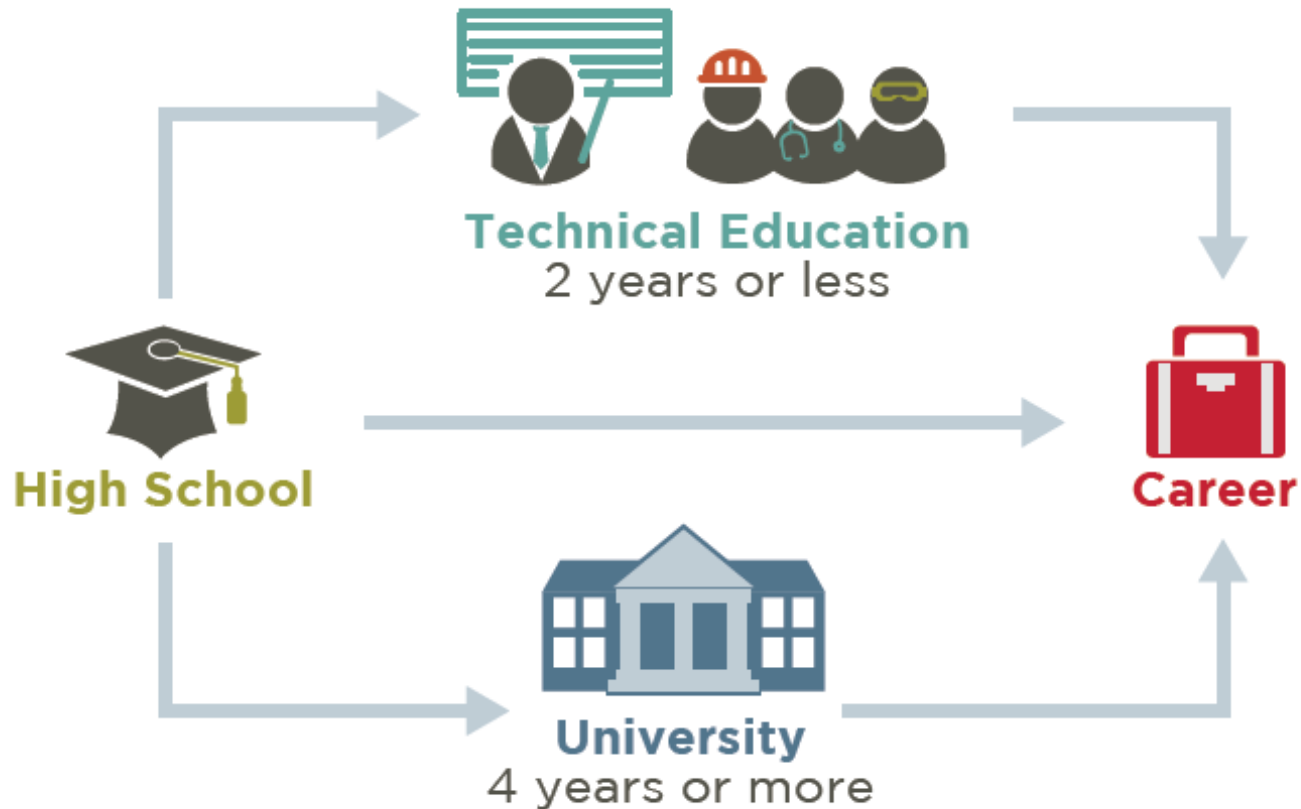
1. Houston's Economy: The **Two Gap Challenge**
2. UpSkill Houston: **Business Leadership and Collective Action**
3. Awareness and Perceptions: ***What are you up for?***





Houston's Regional Economy:

Our residents are our greatest asset



Houston's Key Industry Sectors



CONSTRUCTION



PETROCHEMICAL



HEALTH CARE



PORT AND MARITIME



ADVANCED
MANUFACTURING



OIL AND GAS



UTILITIES



TRANSPORTATION



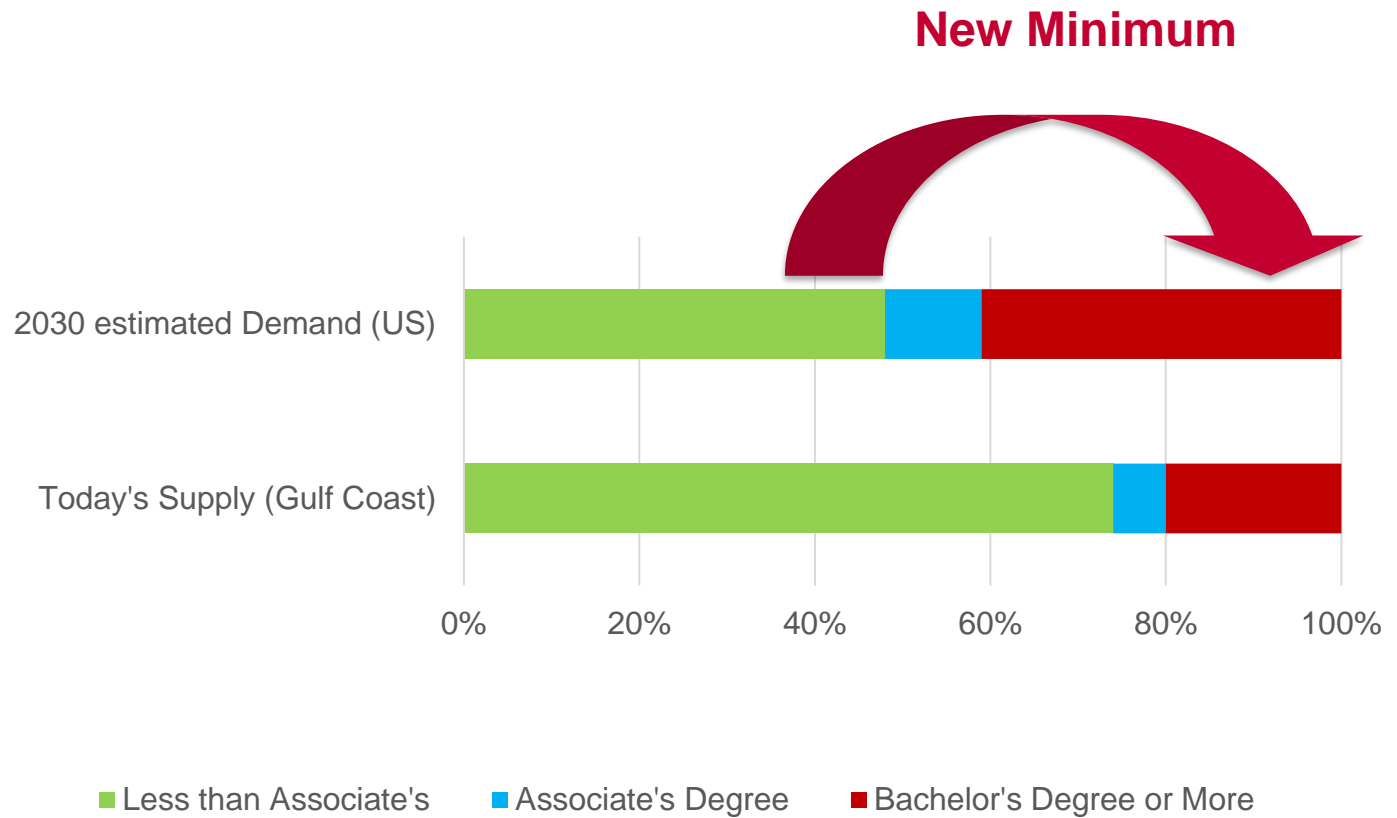
The Two Gap Challenge

Two Gap Challenge:

- **Skills Gap:** People lack the skills they need for the careers industry offers.
- **People Gap:** Employers cannot find the workers they need, when and where they need them.



Mismatch in Talent Pipeline





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GREATER HOUSTON
PARTNERSHIP®

Making Houston Greater.





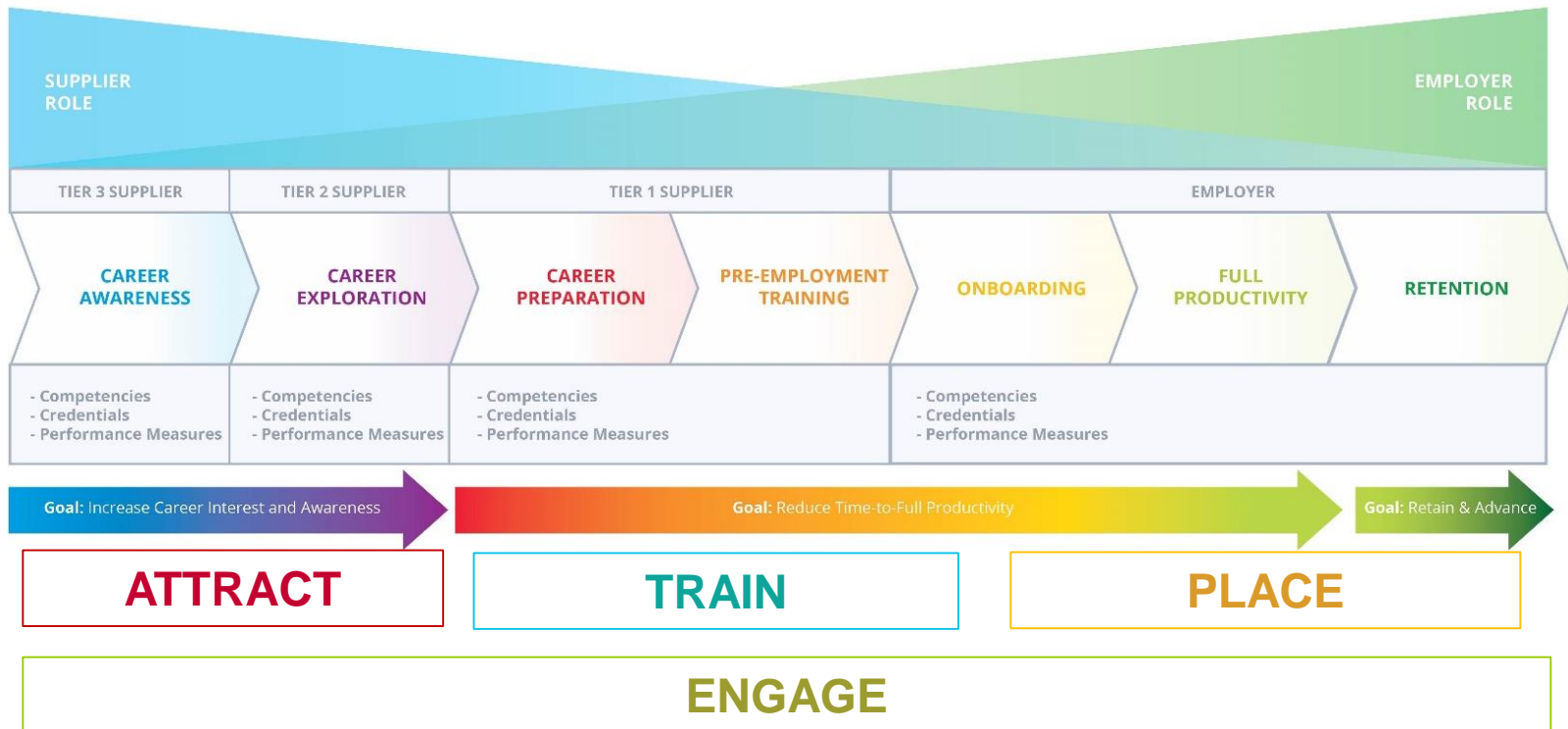
Up**Skill** Houston: Elements

- ✓ **Employer Leadership:** Focus on industry sectors and work with business leadership to address common workforce needs and challenges.
- ✓ **Collective Solutions:** Strong collaboration among employers, educational institutions, social service organizations, and public sector.
- ✓ **Awareness Challenge:** Increase awareness about industries and careers and inspire students to explore careers in Houston's industries.
- ✓ **Improve Employability Skills:** Improve skills and mindsets of potential workers to be successful in employment.

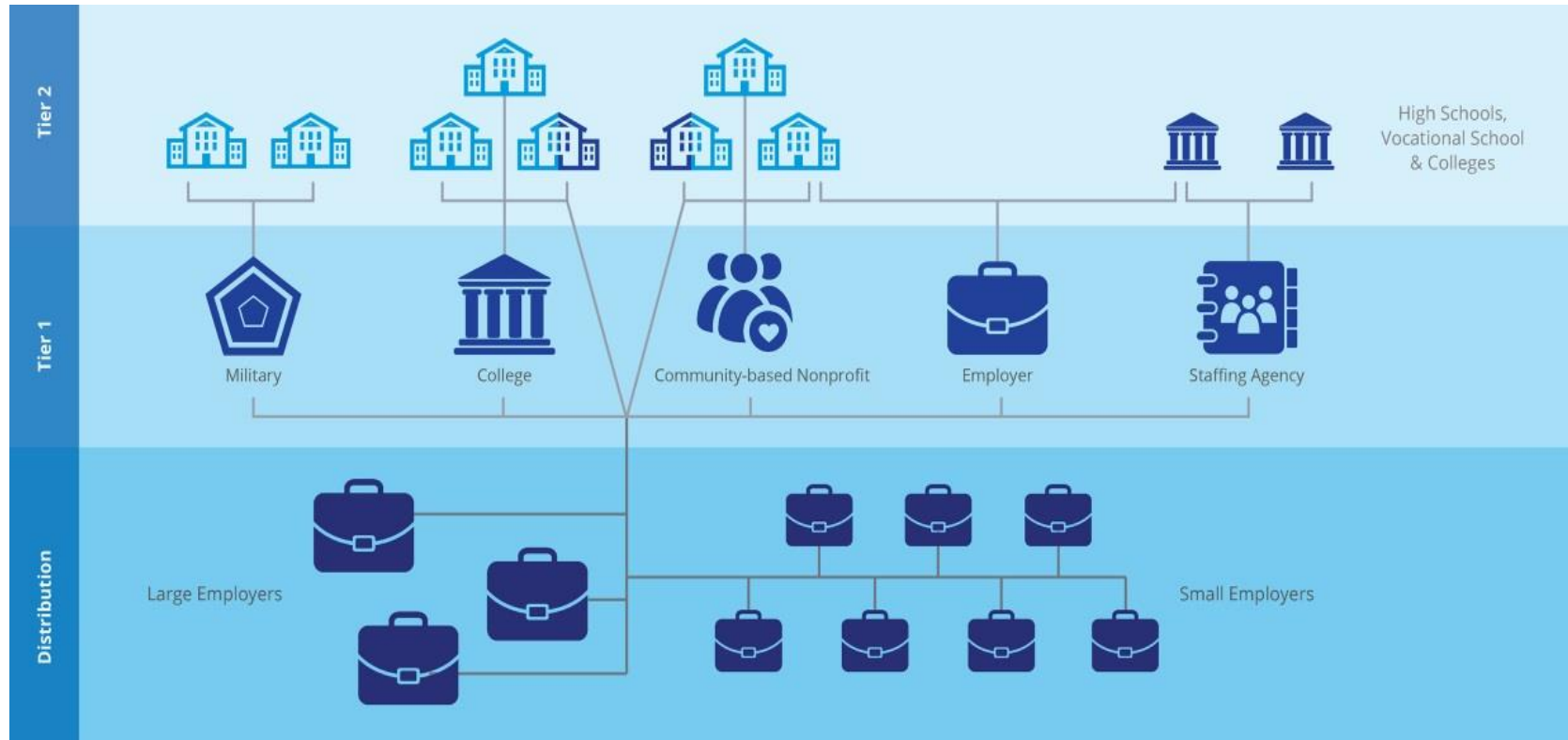




UpSkill Houston: A Regional Talent Pipeline



The Talent Pipeline: A Supply Chain Problem



- **Opportunity for Miscommunication of skills and competencies needed to be successful?**





Collective Employer Leadership



INEOS

JACOBS®



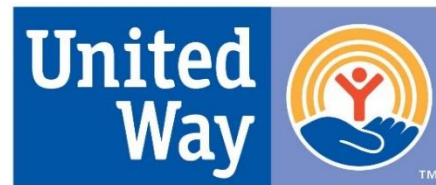
ExxonMobil

TURNER
INDUSTRIES

- **Demand Planning:** Getting the facts for decision-making
- **Competency Mapping:** Agreeing on skills and competencies
- **How Talent Flows into the Industry:** Where do we get our best talent



Align and Coordinate



United Way of Greater Houston



Helping families **THRIVE**





Prototypes

- **Women in Construction:** S&B Engineers and Constructors and United Way of Greater Houston THRIVE Network



Trio Electric: Program for pre-apprenticeships: Trio Electric, Spring Branch ISD, HCC





Awareness:



Awareness: The Challenge

- Mission Completed: We have convinced America that the only pathway to success is a four-year college degree
- Advanced and technical careers confront an awareness and perception challenge
 - Dirty, hard, and unsafe
 - Menial and not challenging
 - No opportunity for advancement
- Parents and Students have trusted sources
 - Family, friends and neighbors
 - School counselors and teachers
 - Faith institutions



Awareness: The Opportunity

- **Industry-specific** overviews
 - Messages around safety, stability, and growth
 - Company can be a proxy for stability and growth
 - Resources about careers, salaries, and pathways to get to them
- Stories about young people in successful these **careers**—put a face to the careers
 - Why they enjoy the careers
 - How it makes a difference
 - What they get to do
- Opportunities to meet with industry leaders
- In-person observation of the careers



My Life As . . .



www.UpSkillMyLife.org



Key Learnings

- **Collective Mindset**: Go where Employer already meet and create the mindset that they share a workforce
- **Collective Learning**: Help stakeholders translate how employers and others think—common language
- **Collective Doing**: Prototype approaches to address a meaningful pain point





VISIT
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FOR MORE INFORMATION



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