



DALLAS COUNTY
PROMISE

Dallas County Promise Economic Mobility Systems Update January 2021



Dallas Thrives North Star

Doubling living wage attainment in a single generation

Today

1 in 4 young adults¹
earns a living wage



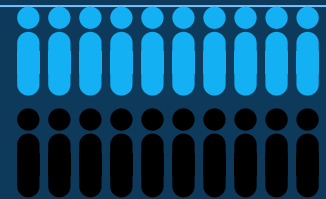
5 in 20 (25%)

White young adults are
over **3x** more likely
to earn a living wage

3x

By 2040

1 in 2 young adults
earns a living wage



10 in 20 (50%)

There is **equity** across
races and ethnicities
in living wage

1x

CAGR

4%

1. Young adults classified as 25-34

Note: Living wage equity index measure of how much likelier White residents are to earn a living wage than Black/Hispanic

Big Moves

To double living wage attainment in a single generation



Workforce pipeline alignment

Define and align on region's highest priority living-wage jobs and career pathways; regularly update and develop strategies to fill these jobs



Career exploration and guidance

Provide early and consistent career exposure and pathway guidance to inform student and parent choices



Readiness, credential attainment, and placement

Grow and support the number and percentage of young adults earning credentials and job placement that lead to a living wage



Connections to the workforce

Support all students and young adults to gain the necessary work experiences, networks, and coaching to achieve job placement in their desired, living wage careers



Employer investment

Increase the number of employers who are actively engaged in strengthening our local talent pool to enable economic prosperity for all

Each move is interconnected and coordinated across the collective

Who has
Joined
Dallas
Thrives
to date?

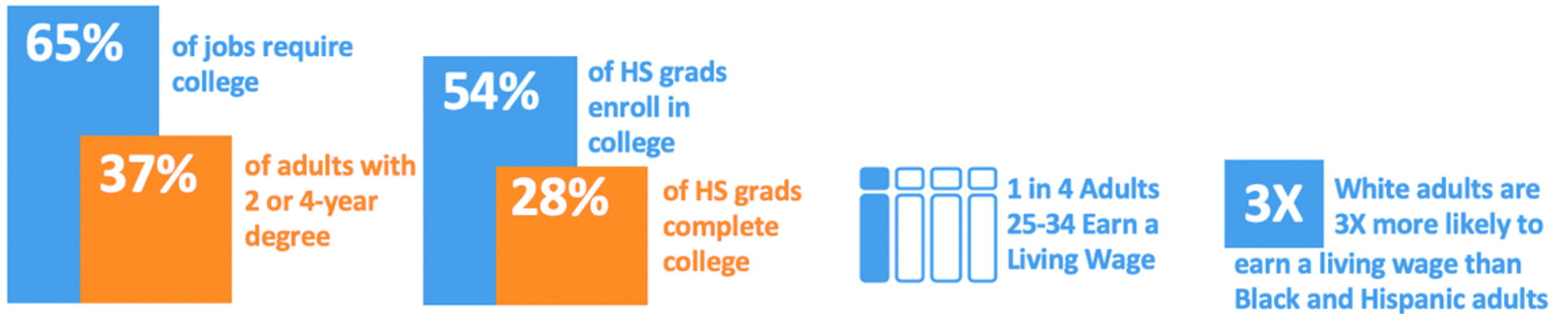


The Promise—A Community Commitment

There will be a first American Metro that eliminates the regional talent gap by producing college attainment and workforce earnings where there is no difference in socioeconomic status, gender, or race!

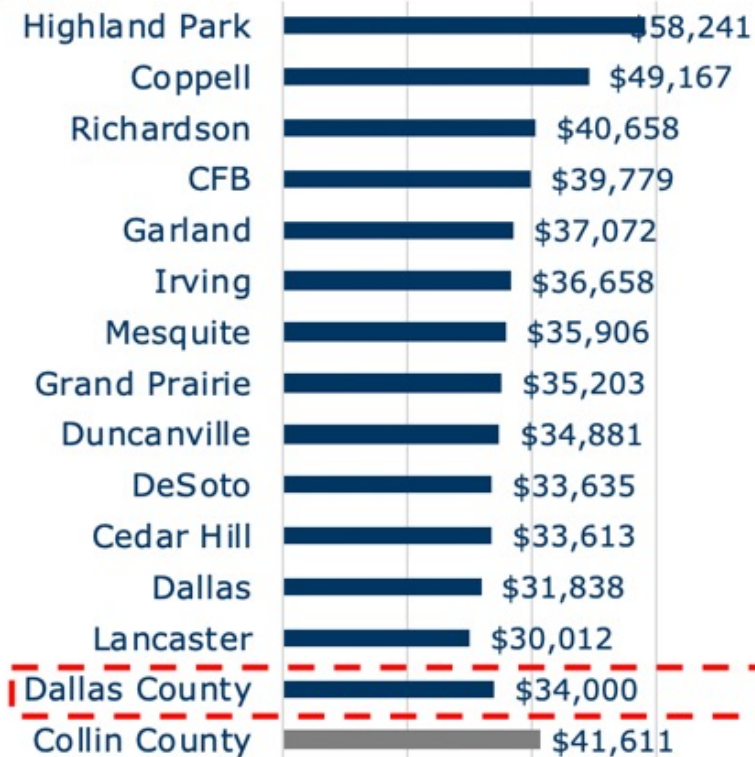
What is our Promise challenge/mission?

Help students dream, prepare, enroll, complete, and earn (with equity and workforce alignment)



The economic impact of earning an associate degree + \$50K salary is half a billion dollars per grad cohort per year in Dallas County

Average Salary for District Alumni for All Educational Attainment Levels (Ages 25-30)



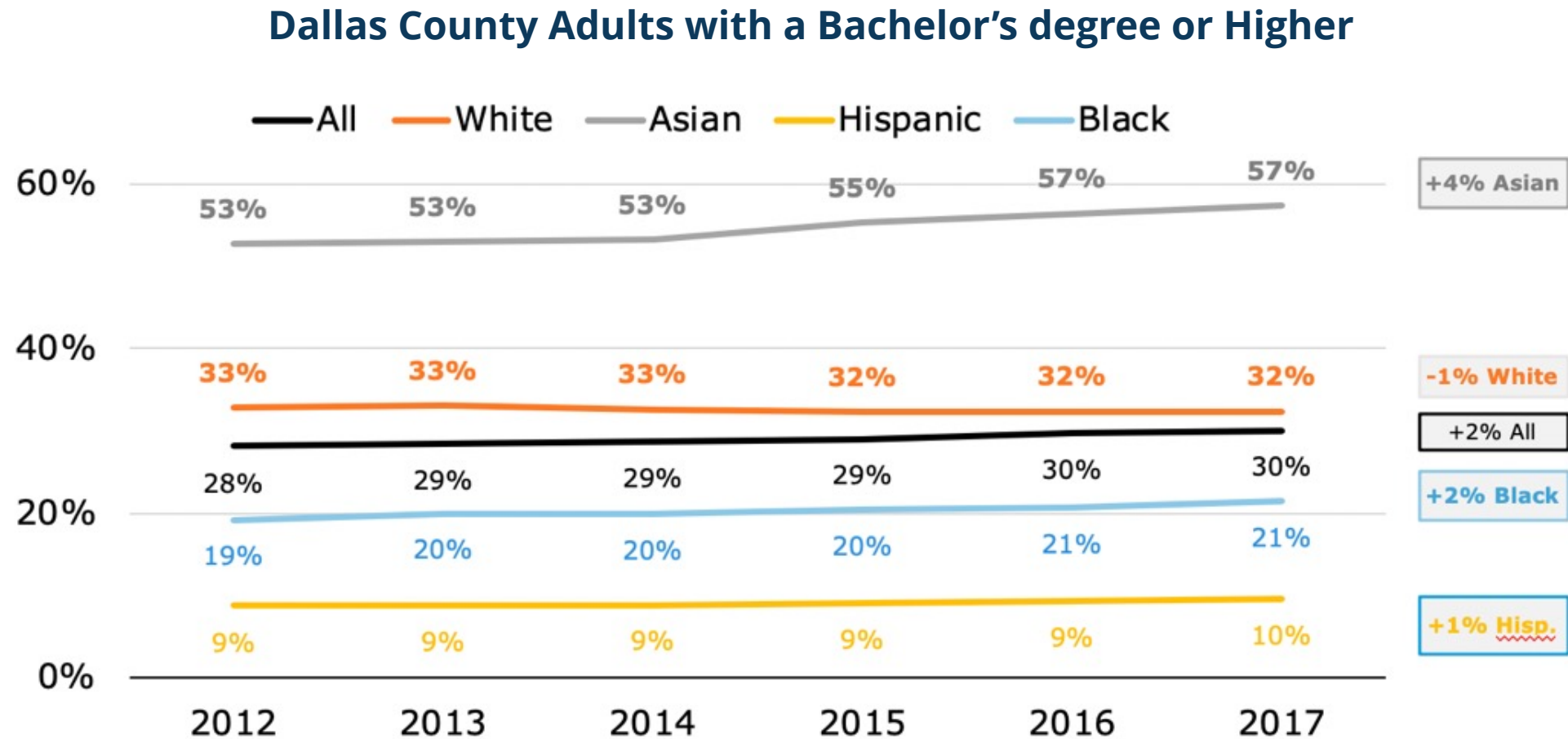
Average Salary for District Alumni with Associates and Above (Ages 25-30)



2018 8 th Grade Students	Incremental Salary if All Alumni @ \$50k (in Millions)	Incremental Salary per Student
538	n/a	n/a
1,018	\$0.8	\$833
2,742	\$25.6	\$9,342
1,796	\$18.4	\$10,221
4,222	\$54.6	\$12,928
2,497	\$33.3	\$13,342
3,108	\$43.8	\$14,094
2,179	\$32.2	\$14,797
1,025	\$15.5	\$15,119
772	\$12.6	\$16,365
625	\$10.2	\$16,387
10,092	\$183.3	\$18,162
517	\$10.3	\$19,988
31,131	\$498.1	\$16,000
16,765	\$140.6	\$8,389

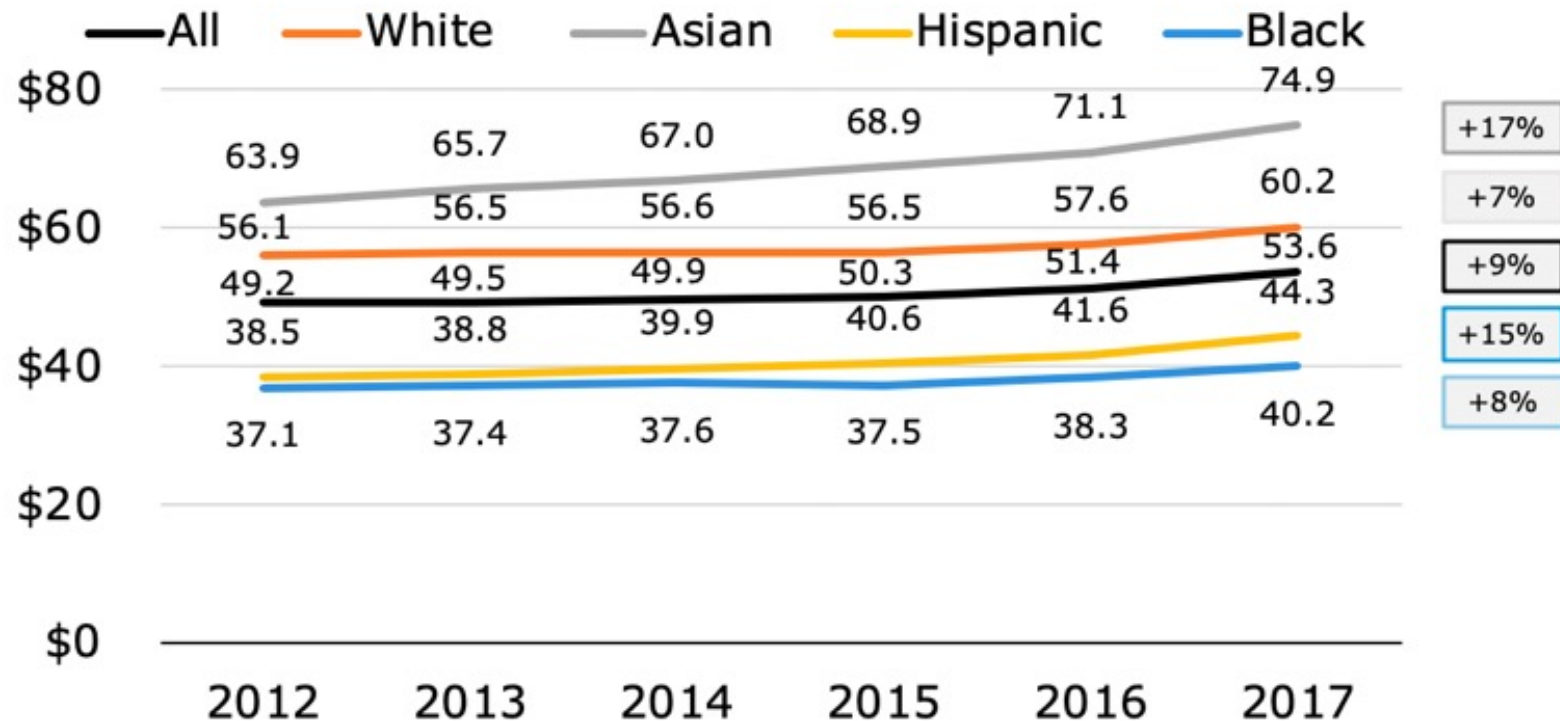
Source: Highland Park*; High School Graduates does not account for students that went to out of state PS institution, assuming Highland Park had a greater number of students going out of state for PS then returning to Texas could inflate the No PS attainment wage. TPEIR reports; The number employed is the count of individuals reported with wages by the Texas Workforce Commission who were between the ages of 25 and 30 during the earnings year and who graduated high school or dropped out of school (during grades 7 - 12) as reported by the Texas public school district. College data in this report represent only Texas public two-year or four-year colleges and do not include out-of-state or Texas private higher education institutions.

Dallas County demonstrates pronounced inequities in bachelor's degree attainment by race



Stark income gaps exist with black households earning only 67% of what white households earn in Dallas County

Median Household Income in Dallas County (Thousands)

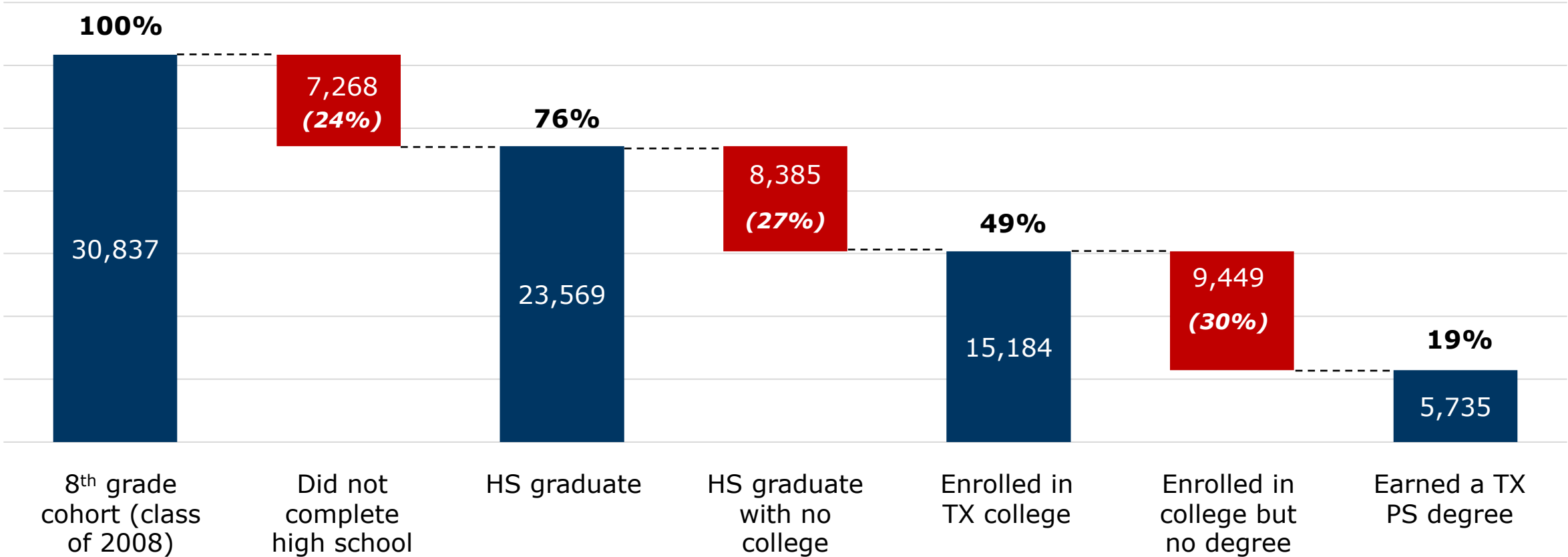


Takeaways

- The income gap between white and black households slightly grew; the gap increased 1% from 2012's 19% to 2017's 20% disparity
- Asians have seen double-digit increases in median income since 2012, while whites and blacks have increased 4 and 2 points respectively
- All races in Dallas County are earning less than the Texas Average for their respective race

Only 19% of Dallas County 8th Graders Earned a Postsecondary Degree in Texas by Age of 24, w/51% Not Enrolling in P.S.

THECB 8th Grade Cohort Pipeline to a Degree or Certificate (**ALL STUDENTS**), 2008 thru 2018



The problem is too big and requires a community response



Dallas County Promise Coalition Strategic Framework

Pro bono support from McKinsey & Company and Boston Consulting

60x30 TX with Equity

Increase Postsecondary Readiness, Enrollment, Completion, and Living Wage Job Placement

Dream

Students, parents, and the community are engaged to lead and inspire one another around a mission of economic mobility.

Prepare

Students are prepared and equipped with the aspirations, mindset, and skills for success in college, careers, and life

Enroll

Students are matched to best postsecondary programs that are affordable, achievable, and aligned to the workforce

Complete

Students navigate and complete college and career programs and systems through providing whole-student supports

Earn

Students launch into living wage career paths with the skills and social capital they need to succeed and grow

REMOVING BARRIERS, SUPPORTING STUDENTS AND FAMILIES, STRENGTHENING AND ALIGNING SYSTEMS

LEADERSHIP: Mutual Accountability, Community Champions, Community Coalition, Culture, Values, Trust, Strategy

FUNDING: Last Dollar Scholarship, Promise Backbone Organization, Enhanced Student Services and Supports

INFRASTRUCTURE: IT/data architecture supporting the personalized student journey while enabling mutual community accountability



Outcomes



Key Pillars



Foundational Enablers

Promise helps more students access federal PELL dollars that fully cover the cost of tuition and books

the average PELL grant is **\$4,010**

75%

of Dallas County students are economically disadvantaged

\$2,370

is the average annual tuition of Dallas College
(including instructional materials)

Dallas College Foundation cover any gaps for students who receive partial PELL, do not qualify for PELL, or who are Dreamer/DACA status

*universities are using existing scholarship dollars and strategies to maximize tuition free pathways for low-income first-generation students.

Dallas County Promise is built on 3 key strategies to drive talent with equity and workforce alignment



Tuition Free College

Removes financial barrier to college and transforms local student perspective on college access thanks to the vision of the Dallas College District Foundation



Success Coaching & Career Mentoring

Provides critical supports to local students who comprise primarily of those from low-income families that are first-generation college scholars. Support starts in H.S. and continues through college completion into the workforce

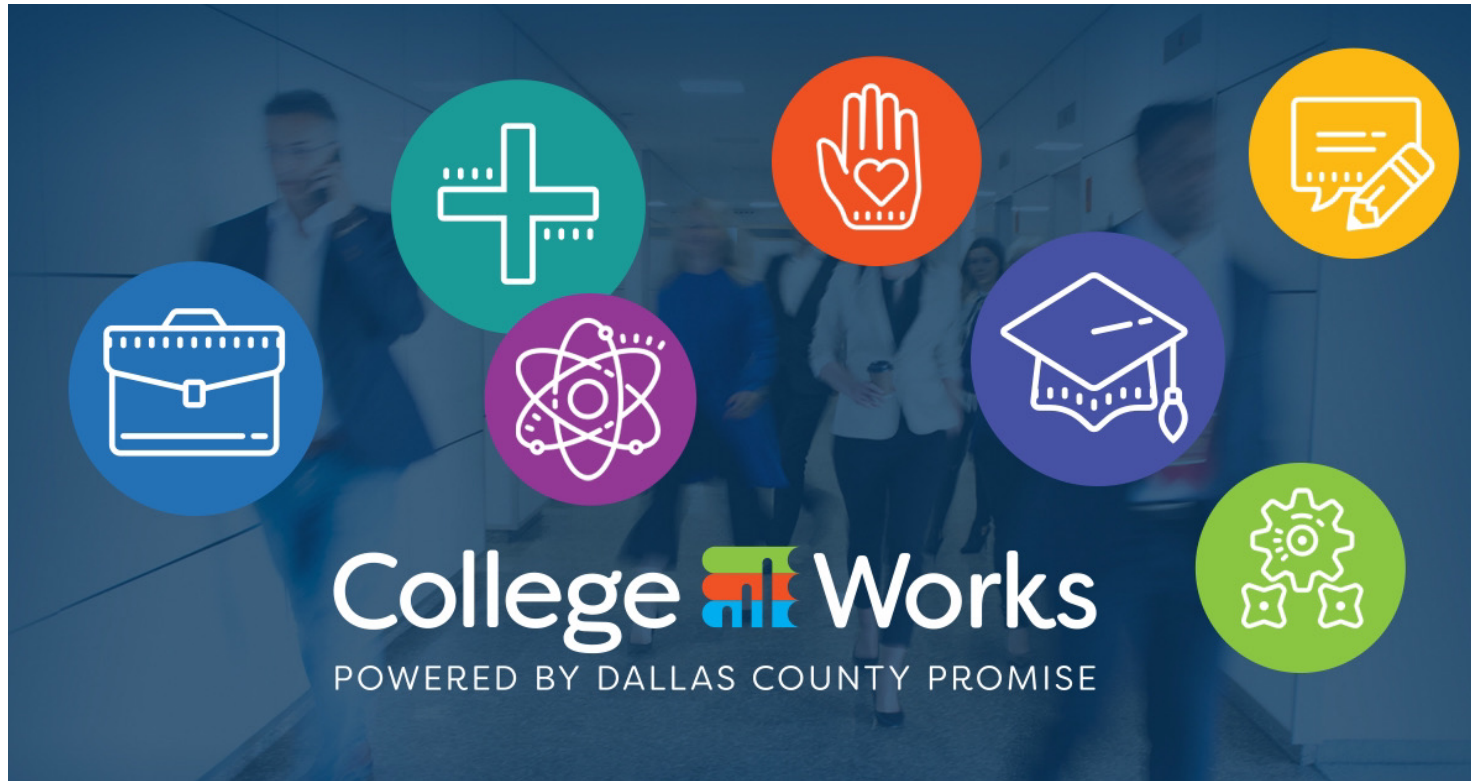


Career Pathways & IT System

Tracks student progress across education and workforce pathways and drives continuous improvement through real time reporting

CollegeWorks Campaign

Promote postsecondary programs that lead to good jobs



Translate the Dallas Thrives **jobs data** into a comprehensive marketing and recruitment campaign focused on promoting the postsecondary pathways that lead to living wage jobs.

Improve the **college match** and fit work of the Promise team with stronger regional job data.

Promise results

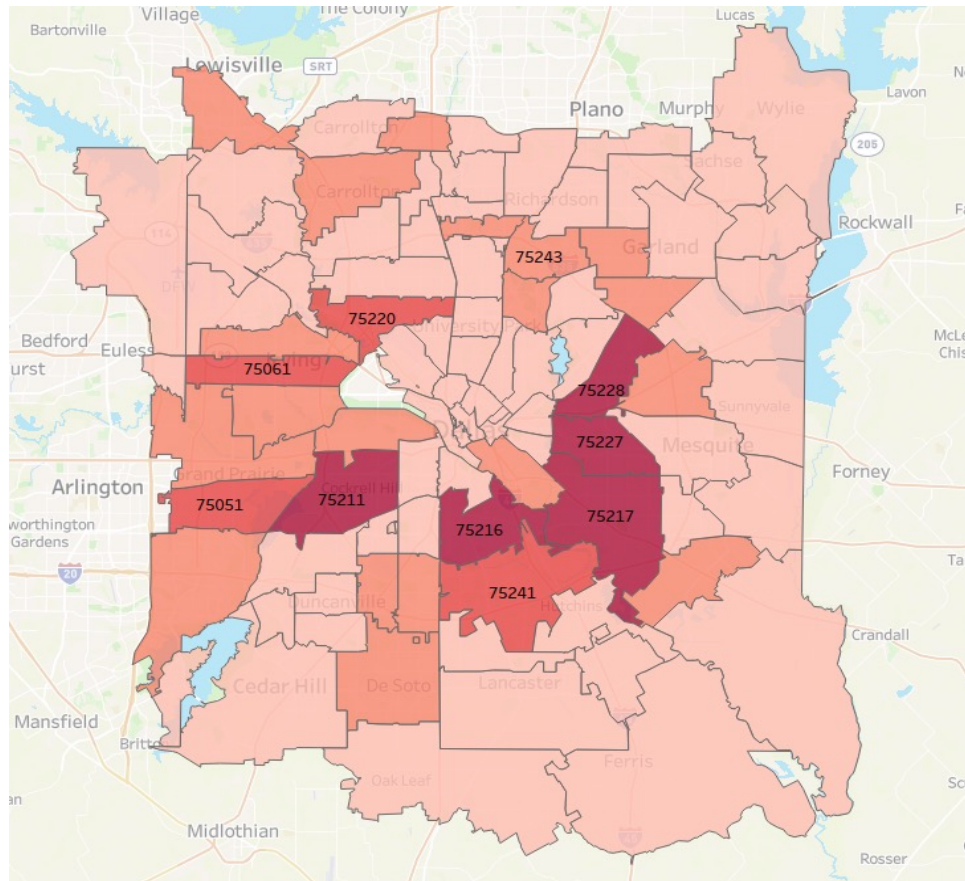
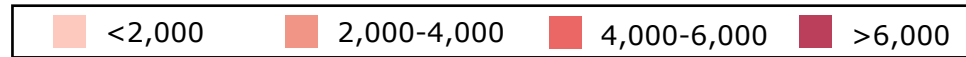
The Promise team is working with regional partners to improve the ability to understand the talent pipeline by ethnicity/race and gender

	Pledge	Financial Aid	Enrollment	Retention	Completion
Cohort 1 2018 HS Grads 31 High Schools 9,300 HS Seniors > 8 US States	96% of eligible students	↑7% 67% by July 1	↑6% Over all 57% Dallas College ↑30% UNT	Dallas College ↑5% Year 1 (Fall 18) to Year 2 (Fall 19) Minimum 18 credits and 2.0 GPA	
Cohort 2 2019 HS Grads 43 High Schools 16,500 HS Seniors > 12 US States	98% of eligible students	↑5% 67% by July 1	↑6% Over all 60% Dallas College, UNTD ↑20% TAMUC, MSU	Dallas College ↑9% Year 1 (Fall 19) to Year 2 (Fall 20) Minimum 18 credits and 2.0 GPA	
Cohort 3 2020 HS Grads 57 High Schools 21,000 HS Seniors > 17 US States	99% of eligible students	↑4% 68% by July 1	↓8% Over all 52% COVID		

Continuous Intelligence (CI): Real Time Promise and Community Data

High Concentration of Households (w/ Children) Without Broadband Subscription Primarily in Southern Dallas, Likely Due to Cost of Service or Insufficient Credit

of Households (with Children) Without Broadband Subscription by Zip Code, 2018



Top 10 Zip Codes with Highest # of Households (w/Children) Without Broadband Subscription out of Top 40 Zip Codes with Highest Pledge Counts

Zip Code	Community	Total Households (with Children)	# of Households (with Children) Without Broadband	% of Households (with Children) Without Broadband	% of Children in Poverty	Total # of Pledges	% of Total Pledges with Positive Outcomes	% of Total Pledges that Enrolled
75217	Pleasant Grove	29,719	12,890	43%	40%	935	27%	18%
75211	West Oak Cliff/Cockrell Hill	23,782	10,033	42%	37%	844	35%	25%
75227	Pleasant Grove	19,589	7,021	36%	36%	613	24%	18%
75216	South Oak Cliff	15,765	6,951	44%	45%	419	34%	19%
75228	Far East Dallas	21,061	6,774	32%	33%	574	24%	22%
75051	Grand Prairie	12,482	4,854	39%	29%	415	33%	31%
75241	Highland Hills	8,430	4,497	53%	38%	248	20%	13%
75220	Bachman Lake	12,216	4,209	34%	30%	305	23%	17%
75061	Irving/Plymouth Pk.	16,528	4,093	25%	28%	656	35%	35%
75243	Hamilton Park	17,223	3,993	23%	40%	450	31%	31%
Top 10 Total		176,795	65,315	37%	36%	5,459	29%	23%

Equity Platform Solutions



Economic Mobility Systems

The Learner Record and Customer Relationship Management are required platforms to help regions drive equity in economic mobility

Promise Placed 2 Bets to Solve the Equity College Enrollment Challenge

Bet 1: Empower Students

Simplify processes and empower the student with technology to
manage their journey

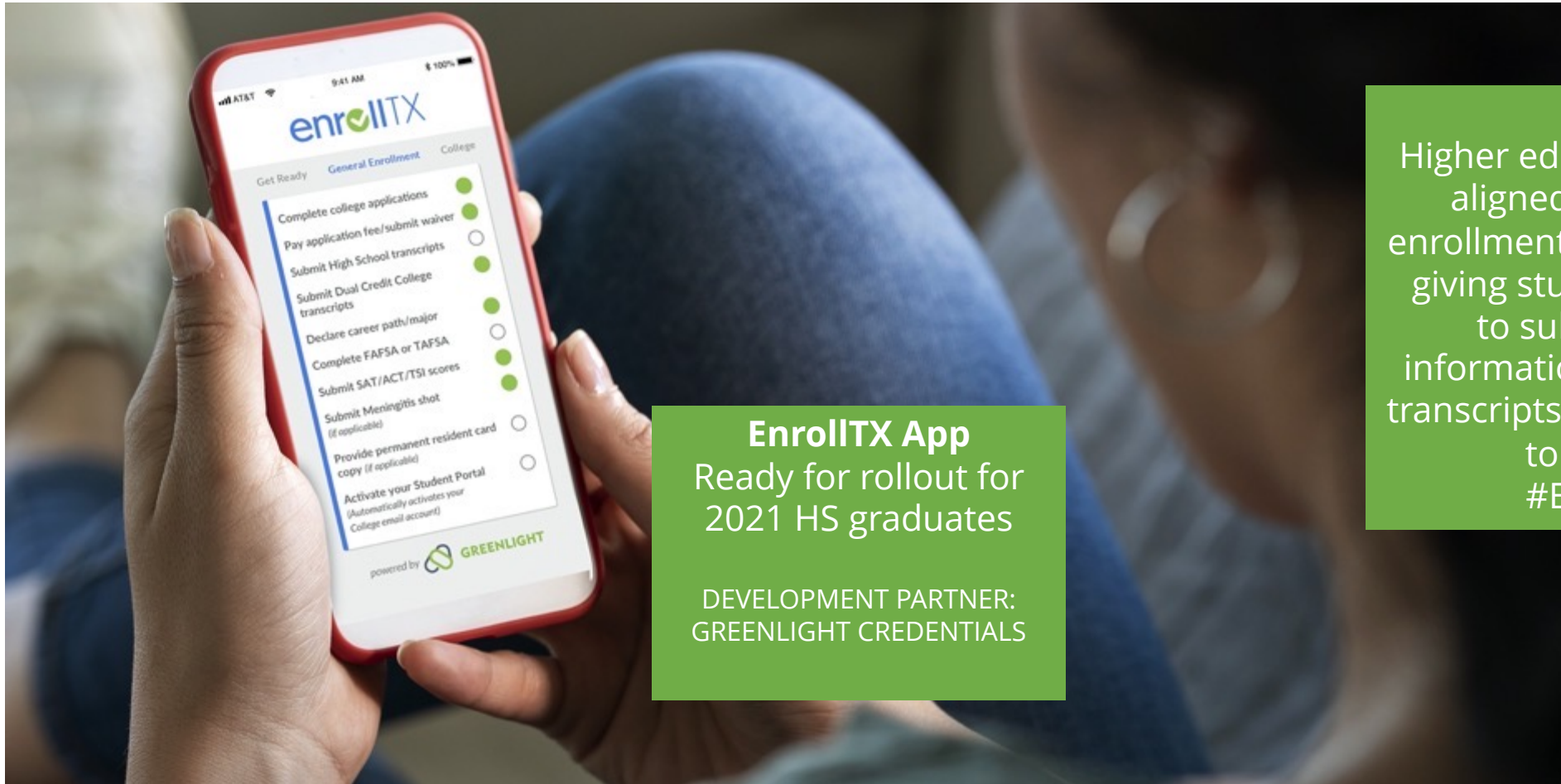


Bet 2: Empower Institutions

Help high schools, colleges, and community better
see the student journey
in real time
utilizing case management
tools to support



College Enrollment: Dallas launched the **EnrollTX APP** on Greenlight to empower students on their college enrollment journey



EnrollTX App
Ready for rollout for
2021 HS graduates

DEVELOPMENT PARTNER:
GREENLIGHT CREDENTIALS

Higher ed partners have
aligned on unified
enrollment requirements,
giving students agency
to submit their
information, move their
transcripts and the power
to enroll!
#EQUITY



College Readiness: Texas Education Agency launched Texas College Bridge to empower students on their college readiness journey



Texas College Bridge
Rolled out summer 2020

DEVELOPMENT PARTNER:
NROC/EdReady
GREENLIGHT CREDENTIALS

Prepare for college with Texas College Bridge

Students set up a Texas College Bridge Account and access personalized math and English courseware. When students demonstrate college readiness, they earn a verified badge in their Greenlight Account that can be shared with Texas colleges and universities.



Internships: San Antonio launched the Greenlight Internship Manager to equitably match students to internships and manage at scale

The screenshot shows the top of the San Antonio Works website. At the top left are social media icons for Facebook, Twitter, and Instagram. In the center is the 'SA WORKS' logo, which features stylized figures of people in various colors. To the right of the logo are links for 'Login | Resources | Contact Us'. Below the navigation bar is a large teal banner with the text '2020 VIRTUAL SUMMER INTERNSHIPS' in white. Below the banner is an orange button that says 'Register Today!'. On the left side of the page, there is a green box with the text 'Internship Manager Rolled out for 2020' and 'DEVELOPMENT PARTNER: GREENLIGHT CREDENTIALS'. Below this box is a video player showing a woman in a video call. To the right of the video player is a section titled 'CAREER EXPERIENCE GOES VIRTUAL' with a paragraph of text explaining that due to COVID-19, internships will be virtual and provide valuable career experience working from home.

San Antonio Works moved high school internships to the Greenlight Platform to help more equitably match students to internships.

2020 VIRTUAL SUMMER INTERNSHIPS

Register Today!

Internship Manager
Rolled out for 2020

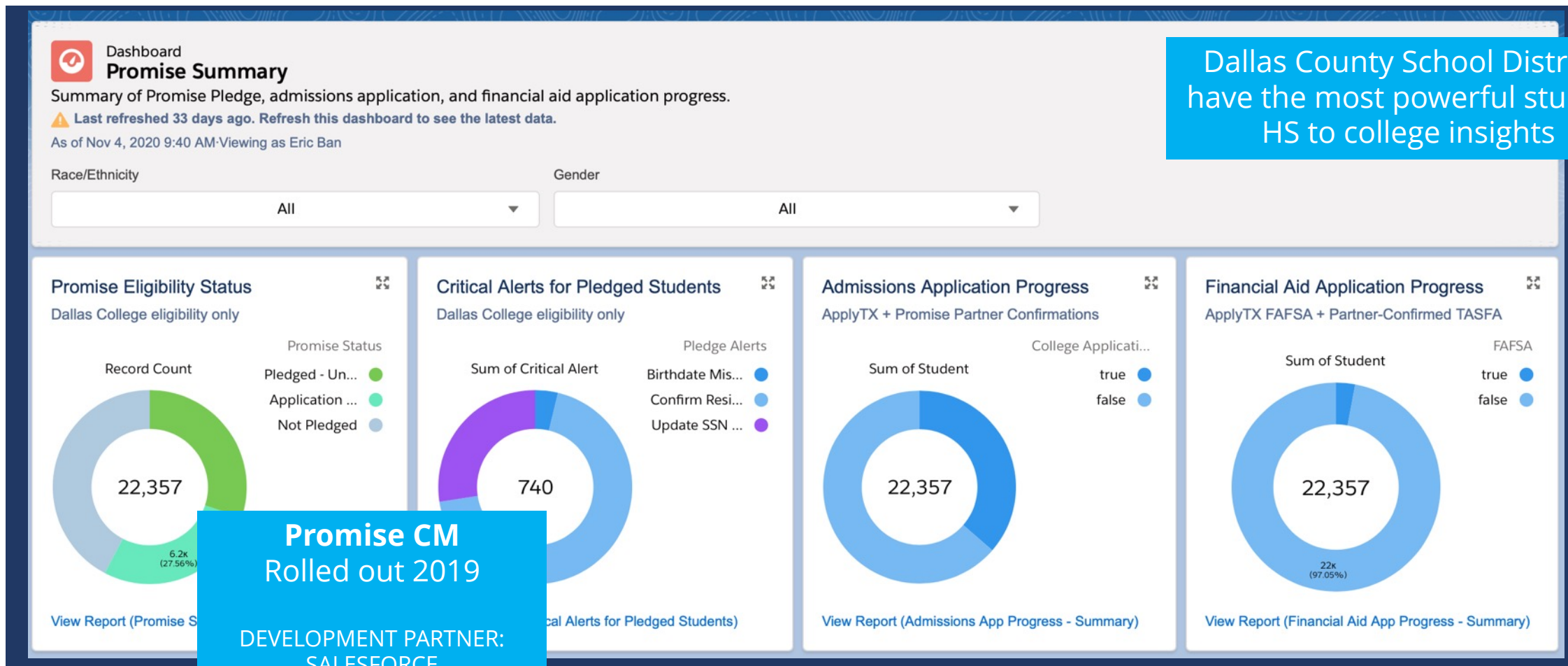
DEVELOPMENT PARTNER:
GREENLIGHT CREDENTIALS

CAREER EXPERIENCE GOES VIRTUAL

Due to COVID-19, this summer's internships will be virtual. You'll gain valuable career experience working from home for a great San Antonio company. Your employer will provide guidance and assignments while checking in regularly through internet-based video conferencing



College Enrollment: Dallas County School Districts and High Schools have powerful case management tools and data



Dallas County School Districts have the most powerful student HS to college insights

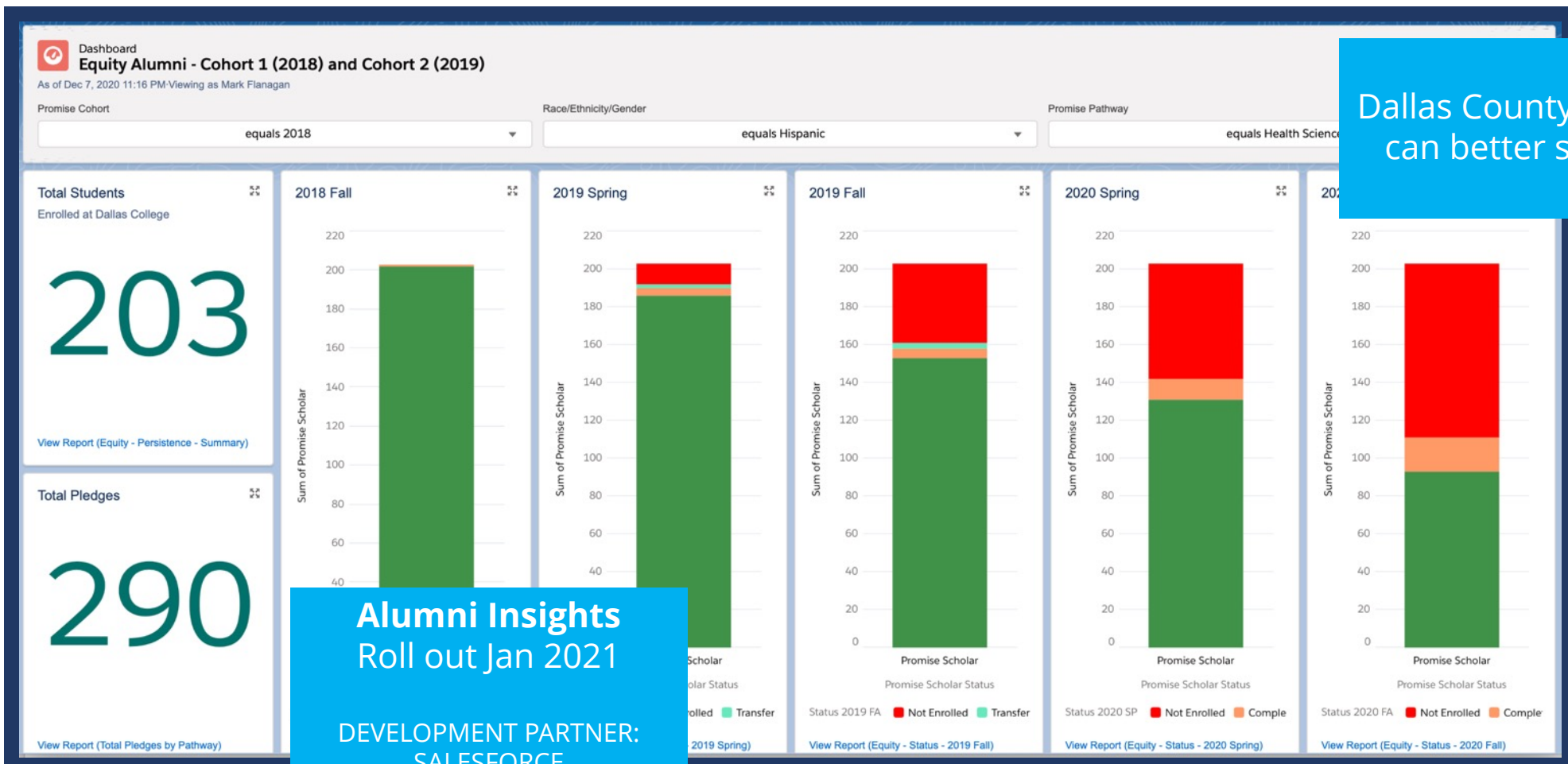
Promise CM
Rolled out 2019

DEVELOPMENT PARTNER:
SALESFORCE





HS Alumni Pipeline Insights: Dallas County School Districts and High Schools can follow students in real time through postsecondary by workforce pathway through the merging of institutional data and NSC



Dallas County School Districts
can better support alumni

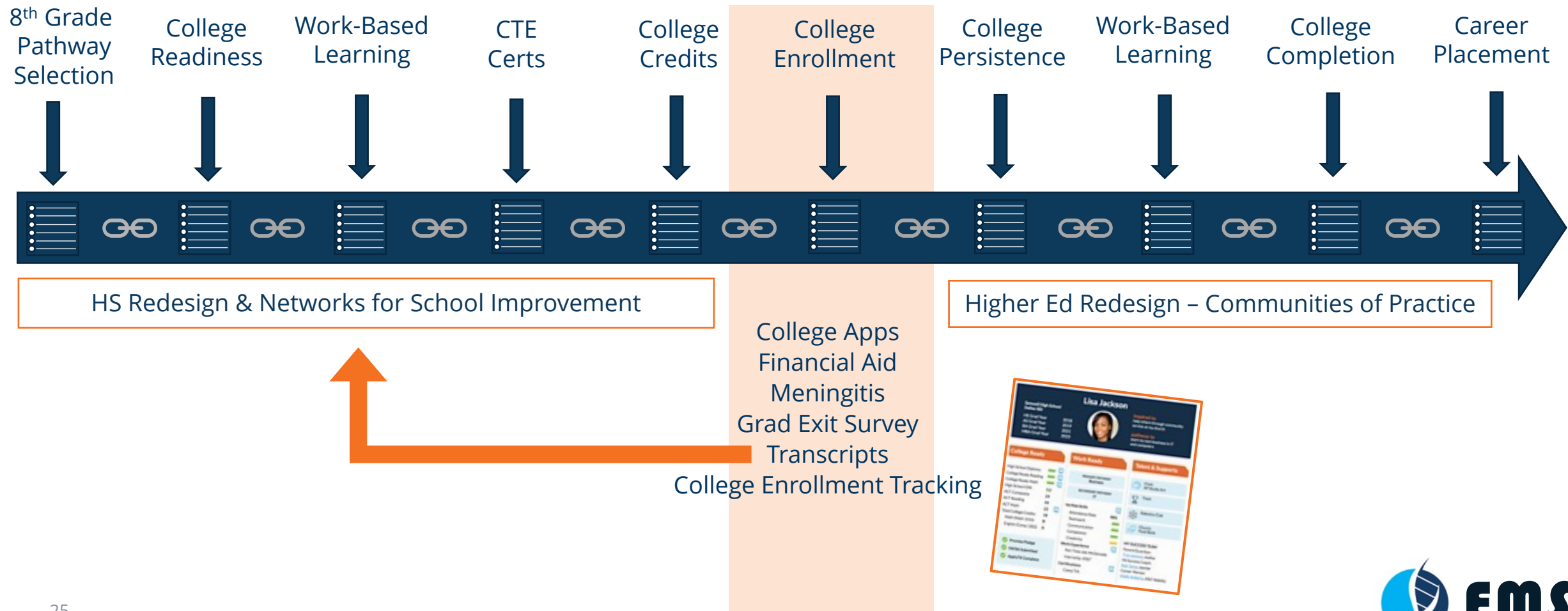
Alumni Insights
Roll out Jan 2021

DEVELOPMENT PARTNER:
SALESFORCE

salesforce

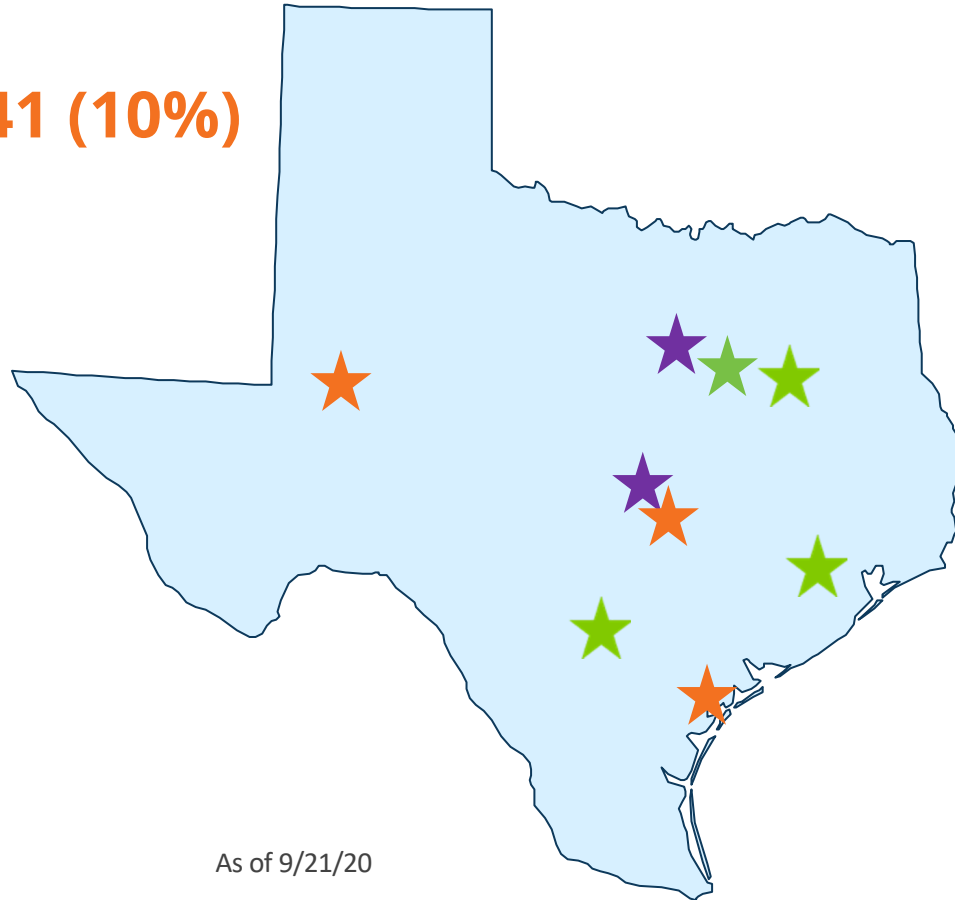
The Student Lifecycle: Solve one challenge

Greenlight and Salesforce are “equity platforms”, that help students set and track goals and more equitably access college and work opportunities, while helping institutions manage equity goals



Programs in Texas Participating in the Promise Learning Network

36,241 (10%)



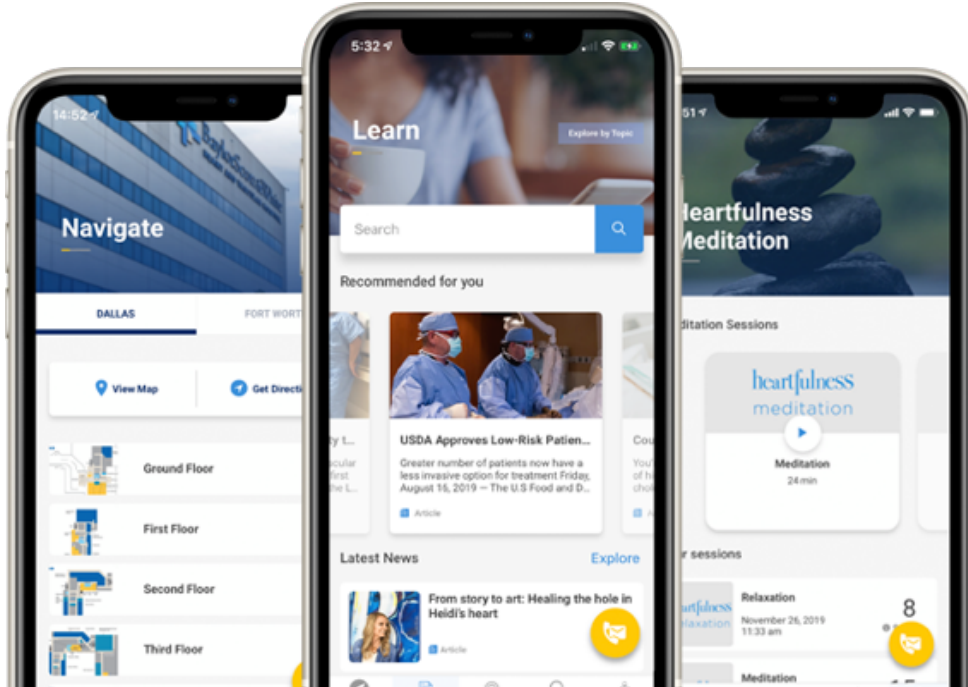
- ★ **Growth Regions**
with active programs
San Antonio, Houston, Dallas, and Tyler
- ★ **Emerging Regions**
launching in 2020-2021
Fort Worth and Killeen
- ★ **Exploring Regions**
Waco, Odessa and Corpus Christi

Talent Driven Marketplaces



Achieving equity in economic mobility is grounded in the ability of regions and states to create **fair, equitable, and consumer driven marketplaces** for scholarships, internships, college admissions, apprenticeships, and jobs ... and to **consistently hold their communities accountable**

Healthcare empowers users by providing identity management, data management, and online tools



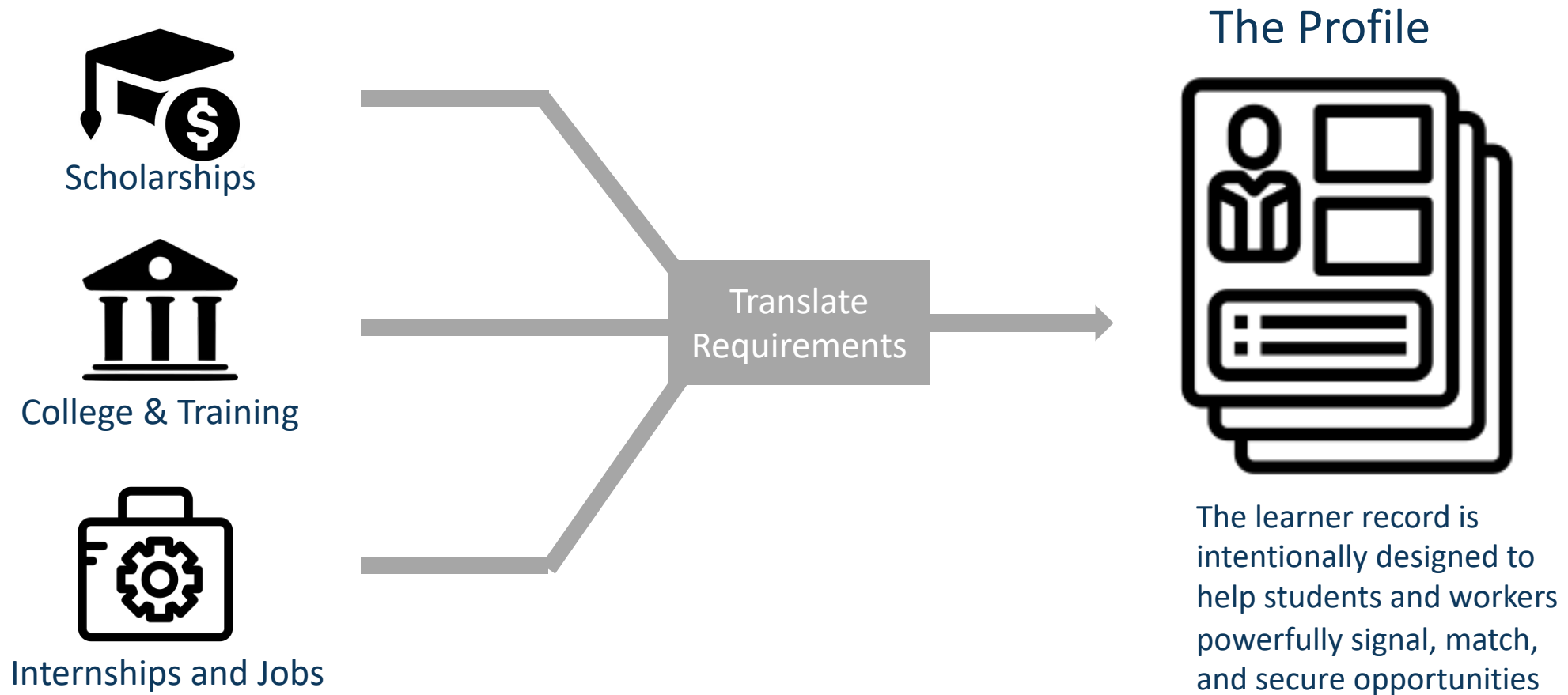
- Goldman Sachs says the digital revolution could save healthcare providers \$300 billion
- 240 million Americans own a Smart Phone
- Heathworks Collective:
 - **52% of smartphone users collect health-associated information** on their devices.
 - **93% of doctors** say mobile apps can **enhance the quality** of patient health.

Education is not equipped YET to manage a distributed education/work model at scale (learner record / CRM)



Program investments must also have infrastructure investments

Step 1: The Learner Record “Profile” - In any consumer driven approach, the system starts with the needs of and value to the consumer (student/worker)



Step 2: The data architecture: Once the marketplace requirements are defined, the data needs to accurately and securely move to the learner record.

