Program and Service Overview

Presented to:
Secretaries’ Innovation Group (SIG)
November 17, 2021
Project QUEST is a valuable partner in developing a workforce pipeline connecting participants with better job opportunities and helping the city’s economic future and global competitiveness.

- Former Mayor Ivy Taylor
Rigorous independent study of QUEST validates long term participant impact

- Large, statistically-significant earnings impacts over the nine-year follow-up period.

- The annual earnings gains grew over time, exceeding $5,000 in the ninth year.

- Program participants’ earnings grew from an average of $11,722 to $33,644 over the course of the evaluation.

- Program graduates moved out of poverty and into the middle class, earning an average of $46,580.

- Participants over 34 years old and those with children experienced the greatest benefit.
**Economic Indicators for San Antonio, TX**

- **City Population:** 1,413,880
- **% Minority:** 74.0%
- **% in Distressed Zip Codes:** 28.7%
- **% in Prosperous Zip Codes:** 24.5%
- **City Inequality Rank:** 91 of 100

<table>
<thead>
<tr>
<th>Economic Indicator</th>
<th>San Antonio, TX</th>
<th>78207</th>
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</thead>
<tbody>
<tr>
<td>No High School Diploma:</td>
<td>18.6%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Housing Vacancy Rate:</td>
<td>8.1%</td>
<td>12.0%</td>
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<tr>
<td>Adults Not Working:</td>
<td>29.2%</td>
<td>46.4%</td>
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<tr>
<td>Poverty Rate:</td>
<td>19.8%</td>
<td>40.7%</td>
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<tr>
<td>Median Income Ratio:</td>
<td>87.9%</td>
<td>44.6%</td>
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<tr>
<td>Change in Employment:</td>
<td>9.9%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Change in Business:</td>
<td>71.1%</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Distress Score:</td>
<td>98.2</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>Core City</th>
<th>Total Population in Distressed Zip Codes</th>
<th>% Population in Distressed Zip Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bexar County, TX</td>
<td>San Antonio</td>
<td>412,520</td>
<td>22.6%</td>
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Mission

Project QUEST strengthens the economy and transforms lives by preparing individuals for in-demand, living wage careers.

Vision

Project QUEST will be San Antonio’s leading workforce development initiative; providing life-changing services, education, and career skills through collaboration and community partnerships.
A study by Steven Nivin quantifies QUEST’s economic impact over its first 25 years.

$\text{Graduates Increase in Income} = 823,937,723$

$\text{Economic Impact of Spending} = 523,446,493$

$\text{Welfare Savings} = 326,404,380$

$\text{Total Impact Over 25 Years} = 1.67 \text{ Billion}^{\uparrow} 19.32 \text{ Per Funded Dollar}$
Project QUEST, as a workforce intermediary, partners with dozens of organizations to deliver workforce services to Bexar County and San Antonio residents.
"It is scalable, and there is no reason every city and town in America can’t have something like it. It’s not just about training people, this provides real support for the people involved.

- Professor Paul Osterman; M.I.T. Sloan School of Management
QUEST Engages with a Broad Partnership Network

Training and Employer partnerships essential to successful workforce development outcomes
QUEST partners beyond the local level – good for SA
Active member of several national and state organizations

**Affiliate Workforce Organizations**
- Capital Idea – Austin
- Capital Idea – Houston
- ARRIBA – El Paso
- VIDA – Rio Grande Valley
- Arizona, Louisiana, Iowa
- Industrial Area Foundation
- Network of Texas Organizations
Participant Experience Life Cycle

From Prospect to Placement

Prospect → Applicant → Candidate → Enrollee → Participant → Completer → Placement

1. Outreach + Inform
2/3. Apply + Document
4/5. Assess + Certify
6/7. Enroll + On-Board
8. Train + Coach
9. Prepare + Search
10. Place + Persist

Sourcing and Intake Services → Quality Assurance Services → Coaching Services → Employment Services
QUEST’s nationally recognized wrap-around service model leads to participant success
QUEST participants attend VIP coaching sessions to build personal and job-readiness skills

- Bi-weekly group meetings
- 1X1 coaching
- Mandatory attendance
- Core topics
  - Goal Setting
  - Time Management
  - Stress Management
  - Communication
  - Financial Planning
  - Employment Readiness

Career Coach Maria Salazar facilitates a Vision, Initiative and Perseverance (VIP) coaching session on communication.
### QUEST’s unique wrap-around services aligned to 32 demand occupations in 3 key industries

**TRADES**

1. Advanced Manufacturing*  
2. Air Conditioning & Heating  
3. Aircraft Mechanic  
4. Auto Service Technician  
5. Construction Technology  
6. Diesel Mechanic  
7. Electrical Trades  
8. Logistics*  
9. Machine Tool Operator  
10. Plumbing  
11. Welding*  

*OSHA/Certified Logistics  
Associate/Maintenance & Repair Worker/Welding Technician

**HEALTHCARE**

12. Diagnostic Medical Sonography  
13. Dental Hygiene  
14. Health Information Technology  
15. Invasive Cardiovascular Technology  
16. Licensed Vocational Nurse  
17. Occupational Therapy Assistant  
18. Physical Therapy Assistant  
19. Radiography Technologist  
20. Registered Nurse  
21. Respiratory Therapy Assistant  
22. Surgical Technician  

*ACLS/BCLS/CNA/Acute Care Tech

**INFORMATION TECHNOLOGY**

23. Bookkeeping Specialist  
24. Computer Programming  
25. Computer Support Specialist  
26. Cyber Security  
27. Data Science  
28. Info. Assurance & Cyber Security  
29. Network Administrator  
30. Software Development  
31. Systems Administrator  
32. Web and Mobile Developer

PQ career tracks aligned to Alamo Colleges* and Training Partner Network
Historically, the City of San Antonio provided the foundational funding of QUEST services...and... 80% - 85% of all funding goes directly to program participants.
This past year ushered in the “new normal” for Project QUEST. Increased participants served by 100% and enrollments by 300%.

Data as of September 30, 2021
Overall participants served demographics aligned to targeted populations - as of September 30, 2021

- 68% Female
- 68% Age 34 and Under; Average Age 31
- 50% Parents
- 29% Single Parents
- 85% Diverse Populations (66% Hispanic, 15% African American, 4% Asian American)
- 69% are Below 200% of FPL
- 49% In Public Assistance Programs
- 4% Military Veterans
- 21% Have never been to college
- 63% In Healthcare Career Track
59% or 631 of 1,072 Participants currently in training are at Alamo Community Colleges - as of September 30, 2021
73% of 1,072 Participants Currently in Training are Enrolled in Healthcare and Biosciences Programs- as of September 30, 2021
92% of 1,072 Participants Currently in Training are Enrolled in a Long-Term Program - as of September 30, 2021

*ST is defined as a program lasting 10-19 weeks
LT is a program lasting 20 weeks or longer
51% or 295 of 578 Completers have Found Employment After Training - as of September 30, 2021

*The median hourly salary for all Job Placements is $21.54*
67% of 295 Placements Completed Training in Healthcare -- as of September 30, 2021
Talent Development
Play many roles, ranging from specialists such as trainers, instructional designers, coaches, consultants, or organization development professionals. TD are the leading agents of change and transformation in organizations.

Talent & Skill
Talent comes naturally while skill is something you develop through learning.

Talent definition: a natural aptitude, an inner quality that emerges effortlessly
Skill definition: an acquired ability, learned with effort

Talent Support
Puts the individual at the center. With support from a team of professionals and supports, the communities ideas and perspectives about what they need and what will be helpful drive all of the work in support (wraparound).

Private Sector
Ensures interventions are driven by the demand of the job market and employers’ hiring needs.

Public Sector
Support and expansion of labor-management training partnerships, helps cities and states raise standards for workers and employers, providing a meaningful benefit to the workforce, and help the community in the long term.

Philanthropic Sector
Strategically award grants to organizations to develop and implement initiatives, strategies, and programs in states, regions, or local communities that address workforce development needs.

Living Wage Careers
is a Team Sport

Living Wage Careers should be the main outcome
San Antonio is presented with community changing moment
On November 3, 2020 residents voted to invest in people development

• Strategic long-term approach to workforce development
• Repurpose expiring sales tax to scale for maximum impact
• Unprecedented investment in local residents for “jobs of the future”
• Creates pathway to opportunity, equality and mobility
• Train 10K per year for next 4 years
S.A. eyes how to get workers retrained

Program could be a benefit to 15,000 now unemployed

“I believe in education, I believe in up-skilling and training, and I believe that programs like QUEST help break the cycle of generational poverty,” Rocha Garcia said.

Councilwomen Adriana Rocha Garcia, Ph.D., a strong community advocate for Project QUEST and those who are highly underserved and marginalized in our community.
Stronger Together
Team = Together Everyone Achieves More

Thank You for Your Attention – Questions?