

THE CHALLENGE: HOUSTON'S SKILLS GAP

Finding and retaining skilled labor is the top priority of any business. The talent pipeline in your industry is challenging with competitors hiring away your best talent, underpromoted educational pathways, and fragmented resources developing the talent you require. This leaves you frustrated – you feel compelled to act, but are not sure how. It also makes you feel impatient – a city with a talent pool like Houston should be ahead of the curve, not behind. As an employer of an in-demand industry, a skilled workforce is the backbone of your bottom line and continued growth.

Through your leadership in UpSkill Houston, you understand this perpetual mismatch between the skills employers need and career seekers have. You know the business hardships but also the community impact. This skills-gap threatens our region's economic growth and limits the financial well-being of millions of Houstonians. All Houston residents deserve a quality education and opportunity for upward mobility.

BUILDING MOMENTUM: A BRIGHTER FUTURE

Your leadership with the Greater Houston Partnership and UpSkill Houston is helping our region close the skills gap. Since its inception in 2014, momentum is building:

More than **90**
EMPLOYERS ENGAGED



Petrochemical
Manufacturing

4X INDUSTRIES
ENGAGED



Commercial
and Industrial
Construction



Healthcare



Transportation

Enrollment **INCREASED 50%**
from 2012 to 2017



5,000+ HOUSTONIANS received
technical education in
petrochemical manufacturing

EMPLOYEE TESTIMONIAL: “My Life As An Auto Technician”



“I needed a job that was secure, that I could grow into. With a short-term technical school education, I found a great employer that helps me provide for my family long term.”

**Stephanie Williams, Toyota
Automotive Technician**

BECOME AN EMPLOYER CHAMPION

Now is the time to take the next step: Our goal is to secure \$250,000 in annual support from the companies who are leading UpSkill Houston. By contributing to our 2018 Employer Champion Campaign, you are an example to others and are leaving an imprint on the community. Your investment is setting Houston on a better path and improving the skilled workforce and economy for generations to come. Help us make Houston greater.

Your support will strengthen UpSkill Houston by:

- Broadening the scope of UpSkill Houston to include more industries and employers
- Reporting better demand and labor market data to inform decisions
- Expanding the “My Life As” campaign and virtual job shadowing to improve student and parent perceptions and attitudes about careers in Houston’s industries
- Creating pathways with essential economy employers for adult populations to obtain better jobs

A stronger UpSkill Houston will improve:

- Educational attainment with increased completions in education programs and industry certifications
- Employer perceptions of talent and workforce quality and quantity

EMPLOYER CHAMPION BENEFITS

| Benefits | Gold Champion \$25,000 | Silver Champion \$10,000 | Bronze Champion \$5,000 |
|--|---------------------------|-----------------------------|----------------------------|
| Recognition at UpSkill Events: Champions will be recognized at UpSkill Events including UpSkill Works Conference and Regional Faculty Summit. | ✓ | ✓ | ✓ |
| Special recognition from the stage at UpSkill Events | ✓ | | |
| Acknowledgement in Program Materials at UpSkill Events | ✓ | ✓ | ✓ |
| Participation in “My Life As” Videos: Employer Champions will have priority placement and opportunities in My Life As series. | ✓ | ✓ | ✓ |
| Complimentary “My Life As” video production, upon request | ✓ | | |
| “My Life As” video production provided at discounted rate, upon request | | ✓ | |
| Mission Participation: Priority placement in UpSkill promotion and programs such as career fairs, public service announcements, social media campaigns, public relations activities, etc. | ✓ | ✓ | ✓ |
| Speaking opportunities at UpSkill and Partnership Events | ✓ | ✓ | |
| Invitation to join UpSkill Executive Committee | ✓ | | |
| Invitation to join UpSkill working group or industry sector council | | ✓ | ✓ |
| Recognition in published UpSkill materials | ✓ | ✓ | ✓ |



UPSKILL HOUSTON

An Initiative of the Greater Houston Partnership

YES, I will be an Employer Champion by pledging \$ _____ a year for _____ years. My payments will begin on _____.

Company Name (as you wish it to appear on print materials)

Main Contact associated with UpSkill Houston:

| Contact Name | Title | E-mail | Phone |
|--------------|-------|--------|-------|
|--------------|-------|--------|-------|

| | | | |
|-----------|--|------|--|
| Signature | | Date | |
|-----------|--|------|--|

Contribution Information

The UpSkill Houston Employer Champions Campaign is an annual opportunity and is supplemental to any membership dues or sponsorship dollars you may already be investing in the Greater Houston Partnership. Employer Champions may direct their contributions to either the Greater Houston Partnership as a business expense (similar to your membership dues) or to the Greater Houston Partnership Foundation as a charitable contribution. Your Employer Champion investment will be designated specifically to support the work of UpSkill Houston.

Contributions to the Employer Champion Campaign of \$125,000 or more will be applied to your company's overall support of the planned capital campaign to be launched in 2018/2019.

Business Expense: 501 (c)6

May be deductible as an ordinary and necessary business expense.

Please make check payable to:

Greater Houston Partnership
P.O. Box 301767
Dallas, TX 75303-1767
(EIN: 76-0267896)

Charitable Contribution: 501 (c)3

May be deductible as a charitable contribution under Section 170 of the Internal Revenue Code.

Please make check payable to:

Greater Houston Partnership Foundation
701 Avenida de Las Americas, Suite 900
Houston, TX 77010
(EIN: 20-8179135)