



For the Gulf Coast's Opportunity Youth and Young Adults

The CHALLENGE

The disconnected youth and young adults in the Gulf Coast Region total

111,000



These individuals, who neither work nor attend school or college, are ages



of the area's young people are represented by this group.

Lack of college and career opportunity costs the Gulf Coast Region approximately

\$30B

78%

of these youth have a high school credential, but few resources exist to connect them to employment.



Meanwhile, businesses in the region invest millions to import workers for middle-skill jobs across a range of industries.



Source: Rice Kinder Institute for Urban Research study: *Houston's Opportunity: Reconnecting Disengaged Youth and Young Adults to Strengthen Houston's Economy*
JFF study: *Opening the Door: How Community Organizations Address the Youth Unemployment Crisis*

SERJOBS

SERJobs, a Houston community organization specializing in education, training, employment and financial empowerment to people from low income areas, has unique expertise in serving opportunity youth and young adults (OYYA) and placing them in the region's high-demand, middle-skill jobs.

SERJobs is partnering with Gutier LLC and MAREK to develop a data-informed pathway to high-demand, hard-to-fill commercial construction jobs. The pathways feature basic and on-the-job training in roofing and drywall.

Educate Texas awarded SERJobs partnership grant funding to implement their construction career pathway program, as part of the Bridge to College and Career Success initiative that launched in 2017. Funders include JPMorgan Chase & Co. and Trellis Foundation.

"My experience with the Gutier Company has been awesome! I've learned a different language, and also how to bond with other people. I am looking forward to seeing where this experience can take me in the future. I love to learn new things, and hopefully I will get to learn more as I continue on my journey."

ALEXIS

PARTNERS

Lead Organization

Partnering Organization



WHY SERJOBS EMPLOYMENT PARTNERSHIP?

SERJobs, Gutier and MAREK will work together at every stage of the pathway from recruitment to job placement, follow-up and coaching up to 12 months after participants begin full-time employment. The partners will provide ongoing individualized youth support and collect data for continuous evaluation and improvement.

SERJobs has customized its curriculum to reflect roofing-specific and drywall-specific content and employability skills to best prepare OYYA before entering the workforce. Participants will earn industry credentials during their on-the-job training.

HOW it WORKS



RECRUITMENT & INTAKE AT SERJOBS

- Information and interview sessions with SERJobs, Gutier and MAREK staff
- Self-sufficiency and career assessments



TRAINING AT SERJOBS

- Mental toughness + job readiness
- OSHA
- Environment and hands-on experience training



PAID TRAINING AT GUTIER OR MAREK

- Paid work experience: 34 hours/week
- Enrichment: 6 hours/week which includes work readiness and financial coaching
- Ongoing individual coaching and evaluations with Gutier, MAREK and SERJobs



EMPOWERMENT OPPORTUNITIES

- Preparation for job interviews
- Interviews
- Follow-up support up to 12 months after employment

Learn more about BCCS

Visit: edtx.org/bccs

Learn more
about SERJobs

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To donate, mentor participants,
or share work-based learning and
employment opportunities

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