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CITY SECRETARY  
DALLAS, TEXAS

## City of Dallas

1500 Marilla Street, Room 6ES  
Dallas, Texas 75201

## Public Notice

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POSTED CITY SECRETARY  
DALLAS, TX



### Workforce, Education, and Equity Committee

October 12, 2020

9:00 AM

The Workforce, Education, and Equity Committee meeting will be held by videoconference. The meeting will be broadcast live on Spectrum Cable Channel 95 and online at [bit.ly/cityofdallastv](https://bit.ly/cityofdallastv).

The public may also listen to the meeting as an attendee at the following videoconference link: <https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e135f813dcf839dbc1f804522a1947966>

## **2020 CITY COUNCIL APPOINTMENTS**

<b>COUNCIL COMMITTEE</b>	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Blewett (VC), Gates, McGough, Narvaez, Resendez, West	<b>ENVIRONMENT AND SUSTAINABILITY</b> Narvaez (C), Atkins (VC), Blackmon, Blewett, Gates
<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> Gates (C), Mendelsohn (VC), Arnold, Bazaldua, Kleinman, Narvaez, Thomas	<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> West (C), Thomas (VC), Arnold, Blackmon, Kleinman, Mendelsohn, Resendez
<b>PUBLIC SAFETY</b> McGough (C), Arnold (VC), Bazaldua, Blewett, Medrano, Mendelsohn, Thomas	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Arnold (C), Gates (VC), Atkins, Narvaez, West
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Kleinman (C), Medrano, (VC), Atkins, Bazaldua, Blewett, McGough, West	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Thomas (C), Resendez (VC), Blackmon, Kleinman, Medrano
<b>AD HOC JUDICIAL NOMINATING COMMITTEE</b> McGough (C), Blewett, Mendelsohn, Narvaez, West	<b>AD HOC LEGISLATIVE AFFAIRS</b> Johnson (C), Mendelsohn (VC), Atkins, Gates, McGough
<b>AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE</b> Thomas (C), Atkins, Blewett, Gates, Mendelsohn, Narvaez, Resendez	

(C) – Chair, (VC) – Vice Chair

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

**Call to Order****MINUTES**

- A. [20-2004](#) Approval of the August 10, 2020 Workforce, Education, and Equity Committee Meeting Minutes

**Attachments:** [Minutes](#)

**BRIEFING ITEMS**

- B. [20-2005](#) Workforce: United Way Job and Opportunity Workforce Equity Project [Andrea Glispie, Director, Career Pathways and Pathways to Work, United Way of Metropolitan Dallas; Michelle Thomas, Vice President of Global Philanthropy, Office of Corporate Responsibility, JPMorgan Chase & Co.; Monique Baptiste, Vice President of Global Philanthropy | Jobs & Skills, Corporate Responsibility, JPMorgan Chase & Co.]

**Attachments:** [Presentation](#)

- C. [20-2006](#) Education: Dallas County Promise Update [Eric J. Ban, Ed.D., Managing Director, Dallas County Promise]

**Attachments:** [Presentation](#)

- D. [20-2007](#) Equity: Cities and Counties for Fine and Fee Justice [Genesis Gavino, Resilience Officer, Office of Equity and Inclusion - Resilience Division]

**Attachments:** [Presentation](#)

**ADJOURNMENT**

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-2004

**Item #:** A.

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Approval of the August 10, 2020 Workforce, Education, and Equity Committee Meeting Minutes

# Workforce, Education and Equity Committee Meeting Record

The Workforce, Education, and Equity Committee meetings are recorded. Agenda materials are available online at [www.dallascityhall.com](http://www.dallascityhall.com). Recordings may be reviewed online at <https://dallastx.swagit.com/city-council>  
Note: This meeting was conducted via teleconference to comply with a social distancing mandate during a declared state of disaster.

**Meeting Date:** August 10, 2020

**Convened:** 9:01 a.m.

**Adjourned:** 11:02 a.m.

**Committee Members Present:**

CM Casey Thomas, Chair  
CM Jaime Resendez, Vice Chair  
MPT Adam Medrano  
CM Lee Kleinman  
CM Paula Blackmon

**Committee Members Absent:**

N/A

**Presenters:**

Kimberly Bizer Tolbert, Chief of Staff, City Manager's Office  
Elizabeth Saab, External Affairs Manager, Office of Strategic Partnerships and Government Affairs  
Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office  
Genesis Gavino, Resilience Officer, Office of Resilience  
Beverly Davis, Director, Office of Fair Housing and Human Rights

**Other Council Members Present:**

DMPT Adam McGough

## AGENDA

Call to Order (9:01 a.m.)

**A. Approval of the June 8, 2020 Workforce, Education and Equity Committee Meeting Minutes**

**Presenter(s):** Chair Casey Thomas

**Action Taken/Committee Recommendation(s):** A motion was made to approve the minutes for the June 11, 2020 Workforce, Education and Equity Committee meeting minutes.

Motion made by: Vice Chair Jaime Resendez

Motion seconded by: CM Paula Blackmon

Item passed unanimously: X

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

**B. 2020 Census Update**

**Presenters:** Kimberly Bizer Tolbert, Chief of Staff, City Manager's Office; Elizabeth Saab, External Affairs Manager, Office of Strategic Partnerships and Government Affairs

**Action Taken/Committee Recommendation(s):** Chair Thomas and Chief Tolbert provided brief introductions to the presentation, highlighting the new 2020 Census deadline of September 30, 2020 and the need to ensure a complete Census count within the shortened deadline. Ms. Saab provided an overview of the Census self-response rates in each district, ground outreach efforts shifting to virtual engagement during COVID-19, Census staff efforts, action items for City Council members, and updates on the Census vendor's work and contract. Committee members asked questions about engagement of enumerators, Census district ambassadors, and the faith-based community; outreach via social media and billboards; phone banking and block walking efforts; micro-targeting strategies in low response rate districts; response rate analysis by voter registration data; accountability measures for the Census vendor; and specific details about the vendor contract. Chair Thomas requested staff to provide the Census vendor contract to the Committee members and Vice Chair Resendez requested information on the use of CARES Act funding for the City's Census efforts. Information only.

**C. Equity and Inclusion Efforts Update**

**Presenters:** Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Genesis Gavino, Resilience Officer, Office of Resilience; Beverly Davis, Director, Office of Fair Housing and Human Rights

**Action Taken/Committee Recommendation(s):** Staff provided an overview of equity and inclusion efforts in the City. Highlights include:

- Officer Gavino provided a walkthrough of the Resilient Dallas Strategy webpage ([https://dallascityhall.com/departments/pnv/resilient\\_dallas/Pages/default-new.aspx](https://dallascityhall.com/departments/pnv/resilient_dallas/Pages/default-new.aspx)) and the Dallas Equity Indicators webpage (<https://dallascityhall.com/departments/pnv/dallas-equity-indicators/Pages/home.aspx>). Chair Thomas requested that the webpages in the presentation be provided to the Committee members via e-mail. He also asked how the Resilient Dallas Strategy can be highlighted and enhanced in the Fiscal Year 2020 – 2021 biennial budget.
- Director Davis provided an overview of the Office of Fair Housing and Human Rights' (FHHR) Eviction Assistance Initiative (EAI). The EAI will provide legal support to prevent evictions and assist in preventing homelessness. FHHR is developing a Request for Applications for non-profit legal service organizations, law firms, or law school legal clinics to provide legal support and representation to residential tenants who may face loss of housing due to the COVID-19 pandemic and CARES Act funding in the amount of \$500,000 will be utilized. This item will be going for Council consideration on the September 23<sup>rd</sup> Council agenda date. Chair Thomas requested information on the eviction protection provisions in President Trump's Executive Order issued on August 8, 2020.
- Chief Cedillo-Pereira provided an overview of the Office of Welcoming Communities and Immigrant Affairs' (WCIA) work. WCIA established the City of Dallas Emma Lazarus Resilience Fund (ELRF), a public-private effort providing \$500,000 in financial assistance to Dallas immigrant and refugee individuals and families who are impacted by COVID-19 and ineligible for federal COVID-19 relief programs. Non-profit organizations will be selected to provide one-time support of \$500 - \$1,000 per family. Chief Cedillo-Pereira also provided a walkthrough of the Community Resources Hub (<https://communityresources.dallascityhall.com/>), an online platform that lists free or reduced-cost social services, such as COVID-19 assistance programs, English literacy, food, transit, financial assistance, healthcare, education, work, immigration and legal services. Vice Chair Resendez asked questions about the ELRF non-profit application and when the funding will be available to residents.
- Officer Gavino provided an overview of the City's and the Office of Resilience's efforts to bridge the digital divide. \$10 million in CARES Act funding has been allocated to fund several interdepartmental internet equity efforts. Specifically, the Office of Resilience is developing an Interlocal Agreement (ILA) with Dallas Independent School District and other stakeholders to share in the cost of contracting an independent telecommunications consultant. The consultant will conduct a technical feasibility study for developing a network to connect students in their homes. The ILA will be going for Council consideration on the August 26<sup>th</sup> Council agenda date. In addition, the Office of Resilience is developing a digital navigators pilot program for digital literacy programming community engagement. This item will be up for Council consideration on the September 9<sup>th</sup> Council agenda date. Committee members asked questions about the telecommunications consultant, how CARES Act funding will be used, the use of e-rate funding, and the deployment of digital divide services. CM Kleinman requested a map displaying internet access gaps overlaid with a market value analysis and the racial and ethnical concentrated areas of poverty (RECAP) map. Chair Thomas requested a more detailed discussion on Resilience 2.0 and the FY21 biennial budget.

Information only.

Adjourn (11:02 a.m.)

**APPROVED BY:**

**ATTESTED BY:**

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**Casey Thomas, Chair**  
**Workforce, Education & Equity Committee**

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**Sommer Iqbal, Coordinator**  
**Workforce, Education & Equity Committee**



## Agenda Information Sheet

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**File #:** 20-2005

**Item #:** B.

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Workforce: United Way Job and Opportunity Workforce Equity Project  
[Andrea Glispie, Director, Career Pathways and Pathways to Work, United Way of Metropolitan Dallas; Michelle Thomas, Vice President of Global Philanthropy, Office of Corporate Responsibility, JPMorgan Chase & Co.; Monique Baptiste, Vice President of Global Philanthropy | Jobs & Skills, Corporate Responsibility, JPMorgan Chase & Co.]

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# Dallas Philanthropy and Jobs and Opportunity Project

October 2020

Michelle Thomas, JPMorgan Chase & Co., Vice President, North Texas Program Officer

Monique Baptiste, JPMorgan Chase & Co., Vice President, Jobs and Skills Program Officer

Andrea Glispie, United Way of Metropolitan Dallas, Director, Career Pathways and Pathways to Work

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## Our Commitment to Community

Our model for impact focuses on four strategic drivers of inclusive growth and reflects what the firm believes are the essential ingredients for creating lasting impact for our communities, customers and employees. We are putting this model into action through significant, long-term and data-driven investments in Dallas and communities around the world.

In 2019, JPMorgan Chase contributed more than \$11.6MM to nonprofits in the MSA.



## Our Local Workforce Investments

- In 2019, JPMC awarded a **\$175,000** grant to Education is Freedom to support **Dallas Works**, the Mayor's Summer Youth Employment Program, which seeks to create a high-quality skills based program and provide Dallas high school students with professional employment opportunities and workplace skills.
- 2020 Philanthropic Investments
  - A **\$750,000** grant to the United Way of Metropolitan Dallas will support the **Pathways to Work** initiative, a cross-sector collaboration of funders, employers and training providers work, as it shifts employer and industry practices to develop the talent pipeline and expand partnerships in healthcare, IT and construction that are likely to see continued demand in the aftermath of the COVID-19 crisis. UWMD will support dislocated and incumbent workers by organizing workforce, education, and training providers to be more responsive to employer needs.
  - A **\$100,000** grant to the United Way of Metropolitan Dallas will support the **Reentry Dallas Initiative** (REDI) to ensure formerly incarcerated individuals have access to economic opportunity in Dallas.
  - A **\$500,000** statewide grant to Texas 2036 will support the launch of the **Texas Center for Workforce Innovation**, a new initiative to transform the workforce landscape through research, analysis and subsequent recommended innovations that will reduce unemployment, increase the percent of workers earning a living wage, improve living wage equity and improve Texas employers' ability to access a trained labor force.
  - **Dallas Thrives** – Dallas County Promise and The Commit Partnership
    - In February of 2020, JPMC announced the global commitment to prepare young people for future of work. The five-year \$75 million global career readiness initiative aims to expand access to economic opportunity for young people by supporting 10 communities around the world to develop educational pathways that lead disadvantaged young people to higher education, high-value credentials, and real world work experiences connected to high-wage, high-skill, in-demand jobs. Dallas is one of the 10 global cities to receive multimillion dollar career readiness investment. The local investment focused on creating seamless links between high school and higher education and aligning pathways to in-demand careers and work-based learning experiences.
    - Dallas Thrives is an initiative established to double living wage attainment by aligning key stakeholders with five main strategies: 1) workforce pipeline alignment, 2) career exploration and guidance, 3) readiness, credential attainment and placement, 4) connections to the workforce and 5) employer investment.

# Our MULTIFACETED APPROACH

*“Our work around the world has made two things clear. The first is that there are some universal drivers of inclusive growth. The second is that making real impact requires the private sector to play a much more active role.*

*Companies must leverage their unique assets to help solve problems – not simply give away money and hope for the best.”*

**Peter L. Scher**, Head of Corporate Responsibility and Chairman of the Mid-Atlantic Region, JPMorgan Chase & Co.

At JPMorgan Chase, corporate responsibility is integral to how we conduct our business. Our multifaceted approach extends to and informs a range of activities and initiatives. Recent examples include:

### ADVANCING RACIAL EQUITY

JPMorgan Chase is announcing long-term commitments to advance racial equity, drive an inclusive economic recovery and break down barriers of systemic racism. Over the next five years, we will harness our expertise in business, policy and philanthropy and commit an additional **\$30 billion** to provide economic opportunity to underserved communities, especially the Black and Latinx communities.

Building on our existing investments, we expect these new efforts to:

- Promote and expand affordable housing and homeownership for underserved communities
- Grow Black- and Latinx-owned businesses
- Improve financial health and access to banking in Black and Latinx communities
- Accelerate investment in our employees and build a more diverse and inclusive workforce

### COVID-19 RESPONSE

JPMorgan Chase made a **\$50 million** global philanthropic commitment to address the immediate and long-term challenges resulting from the COVID-19 global pandemic.

### Dallas Philanthropic Investments:

- \$20,000 to Per Scholas delivering remote training for 50 students
- \$50,000 to Education is Freedom assisting in technology needs for 1,200 interns
- \$300,000 to On the Road Lending supporting LMI borrowers with financial coaching
- \$500,000 to JUST Community, Inc. impacting 1,500+ LMI female entrepreneurs

United Way of Metropolitan Dallas

# JOBS AND OPPORTUNITY PROJECT

Andrea Glispie

Director, Career Pathways and Pathways to Work



# JOBS AND OPPORTUNITY PROJECT

- Examines the indicators and drivers of workforce inequities facing women and people of color in Dallas & Collin counties.
- Develops strategies for closing equity gaps in employment and income.
- Provides a roadmap for how we can build a more equitable economy.
- Scheduled report release in January 2021.

*United Way's Pathways to Work Advisory Group driving the project.*

# PATHWAYS TO WORK

Creates innovative solutions for moving workers into good jobs and ensures employers have a pipeline of skilled and ready-to-work employees.

- **Convenes industry partnerships to** understand and respond to hiring needs or challenges.
- **Strategically invests in innovative training programs** to ensure entry-level workers earn skilled credentials and secure middle-skill jobs.
- **Strengthens capacity of funders, employers, and training providers** to support, develop, and implement programs that improve the outcomes of workers and help businesses to fill open positions.

*Pathways to Work's Advisory Group of business, education, philanthropic, nonprofit and public sector stakeholders provides input and strategic direction.*



# JOBS AND OPPORTUNITY REPORT WILL CENTER WORKFORCE EQUITY

## Definition of Workforce Equity as constructed by Pathways to Work Advisory Group:

We are working to achieve equity in our workforce. In an equitable workforce, race, ethnicity, gender and other demographic characteristics no longer predict one's success in the labor market. All workers are economically resilient and have equitable access to jobs that are safe, pay a living wage, offer benefits, and provide career pathways and opportunities for mobility. And we eliminate disparities in compensation and employment for all demographic groups across all occupations and sectors.

To close the gaps, we center communities most impacted by racial, ethnic and gender disparities to target improvements and to move beyond services to transform policies, institutions, and structures.

# FINAL REPORT WILL PROVIDE DATA ON THESE INDICATORS:

## **Portrait of the Workforce**

- Who is in/out of the workforce
- Wages by occupational group
- Joblessness by educational attainment

## **Wages**

- Workers earning at least \$15/hour
- Wages by educational attainment

## **Jobs and Opportunity in the Region**

- Job growth by wage level (low-, middle-, high-wage jobs)
- Occupational opportunity index (e.g. access to high- or low-opportunity jobs by education level)

# FINAL REPORT WILL PROVIDE DATA ON THESE INDICATORS:

## **The Future of Work and Workers**

- Demographics of student population (emerging workforce)
- Occupational projections, top growing/declining occupations (including educational requirements and wages)
- Occupations vulnerable to automation

## **Equity and Regional Economic Prosperity**

- GDP gains with racial equity for the working-age population (25-64)
- Income and employment gains

# FINAL REPORT WILL PROVIDE DATA ON THESE INDICATORS:

- Average commute times
- Percent using public transit by income
- Proportion of income spent on childcare
- Housing burden
- Percentage of households that are in poverty, that are the working poor (“ALICE”) and that are above the ALICE threshold



Data will be  
disaggregated by  
race/ethnicity and  
where possible by  
gender.



# EARLY DATA TRENDS

- Dallas and Collin Counties are ahead of diversity trends. Three out of every five workers are of color between the ages of 25-64.
- Educational attainment is not enough to eliminate wage inequities.
- Occupational segregation – when one demographic group is over or underrepresented in specific job categories – is pervasive in the local labor market.
- Addressing employment and income inequities would add billions to the economies of Dallas and Collin Counties.

# WHAT'S DRIVING EQUITY GAPS?

- Income disparities
- Inconsistent investments in people
- Barriers to entry and advancement in the labor market
- Inadequate investments in people

# POTENTIAL STRATEGIES TO CLOSE EQUITY GAPS

- Increase share of workers of color making \$15/hour or more by initiating strategies that improve job quality of entry-level or frontline positions where workers of color are disproportionately represented.
- Reduce occupational segregation by creating more pre-apprenticeships and apprenticeships in industries where people of color are underrepresented.
- Increase share of workers of color in underrepresented industries by reducing bias through skills-based hiring strategies.
- Remove barriers to entry and advancement in the labor market by investing in community-based digital literacy, adult literacy and integrated learning options.
- Identify workforce development interventions that can help workers of color succeed in the labor market through disaggregation of participant data from community-based workforce programs.

# THANK YOU

Andrea Glispie

[aglispie@unitedwaydallas.org](mailto:aglispie@unitedwaydallas.org)



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-2006

**Item #:** C.

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Education: Dallas County Promise Update  
[Eric J. Ban, Ed.D., Managing Director, Dallas County Promise]



DALLAS COUNTY  
**PROMISE**

# Dallas County Promise Update

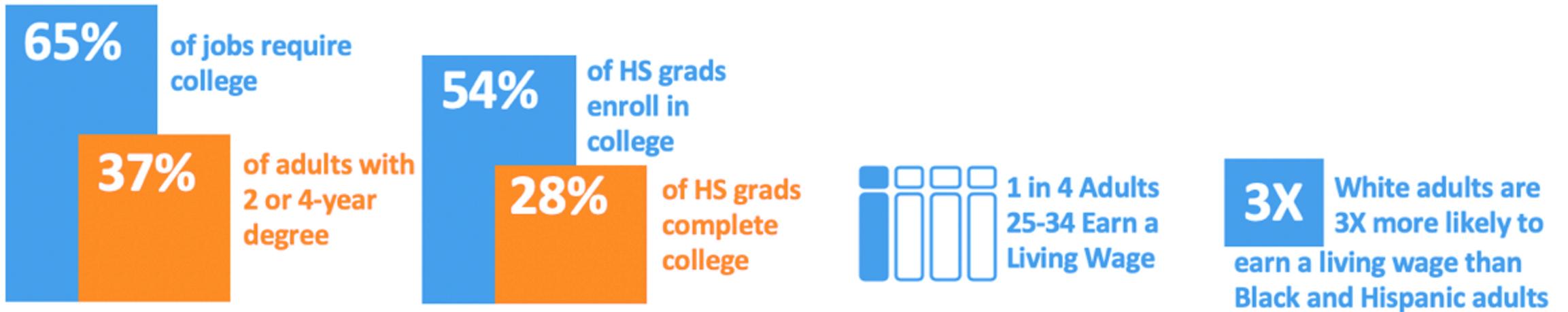
October 12, 2020

# The Dallas County Promise

## A Community Commitment

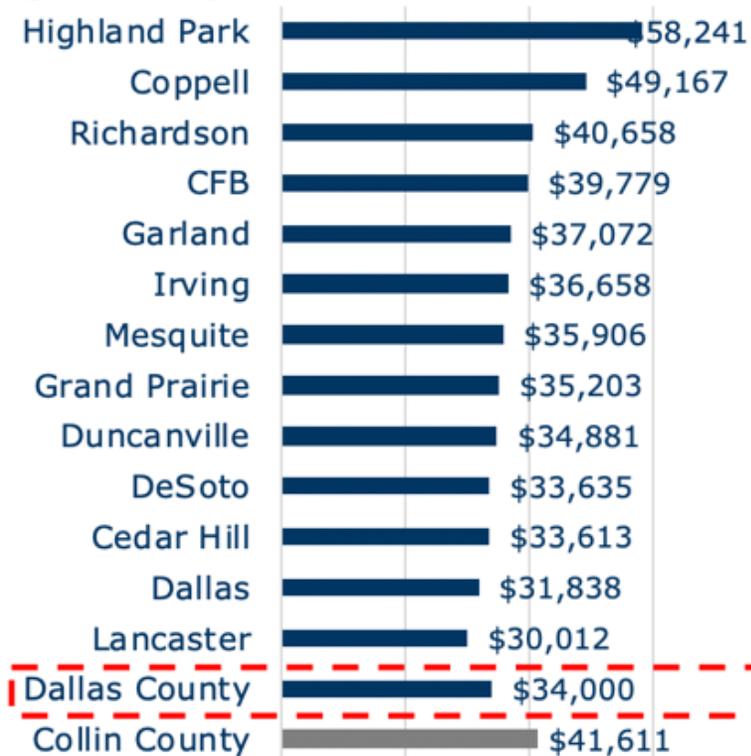
# What is our Promise challenge/mission?

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

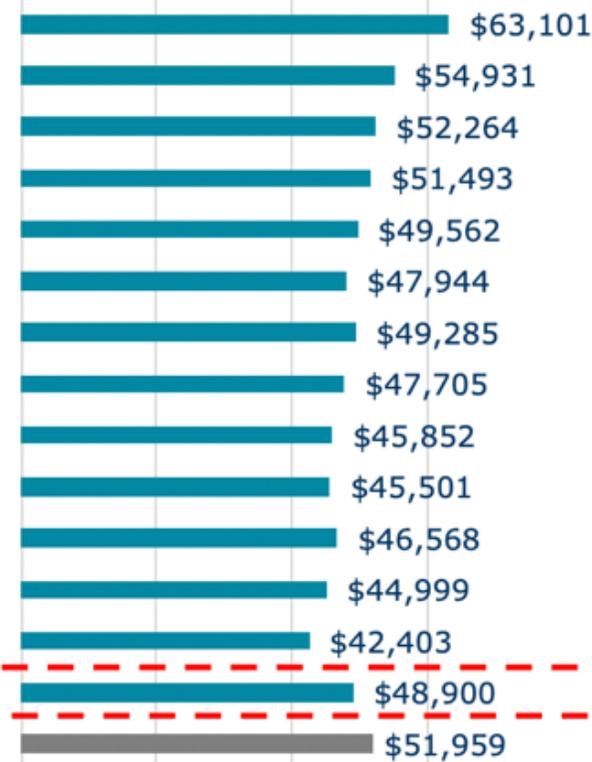


# The economic impact of earning an associate degree + \$50K salary is half a billion dollars per grad cohort per year in Dallas County

**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 <sup>th</sup> 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
<b>31,131</b>	<b>\$498.1</b>	<b>\$16,000</b>
<b>16,765</b>	<b>\$140.6</b>	<b>\$8,389</b>

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.

# The problem is too big and requires a community response



# 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	Persistence	Completion
<b>Cohort 1</b> 2018 HS Grads 31 High Schools 9,300 HS Seniors > 8 US States	<b>96%</b> of eligible students	<b>↑7%</b> 67% by July 1	<b>↑6%</b> Overall 57% Dallas College ↑30% UNTD	Dallas College <b>↑12%</b> 82% Fall to Spring	DCCCD: Year 1 to Year 2 doubled the number of students with 18 credits and above 2.0 GPA from prior year	Goal: Double the number of on time completers from prior year cohort at Dallas College
<b>Cohort 2</b> 2019 HS Grads 43 High Schools 16,500 HS Seniors > 12 US States	<b>98%</b> of eligible students	<b>↑5%</b> 67% by July 1	<b>↑6%</b> Overall 60% Dallas College, UNTD ↑20% TAMUC, MSU	Dallas College <b>↑8%</b> % of students enrolling in Spring on track with credits and GPA. Double the absolute #	Goal: Double the number of on track fall enrollments from 2017 at Dallas College Set goals by each university	
<b>Cohort 3</b> 2020 HS Grads 57 High Schools 21,000 HS Seniors > 17 US States	<b>99%</b> of eligible students	<b>↑4%</b> 68% by July 1	Goal: 65% College Enrollment with equity enrollment goals established			

# Dallas County Promise Strategies This Year

# Promise started with a challenge to solve equity in college enrollment.

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## The Promise Mission

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



## The Promise Mandate

Break down all barriers to **college enrollment**

# Promise Placed 2 Bets to Solve the Equity College Enrollment Challenge

## Bet 1: Empower Students

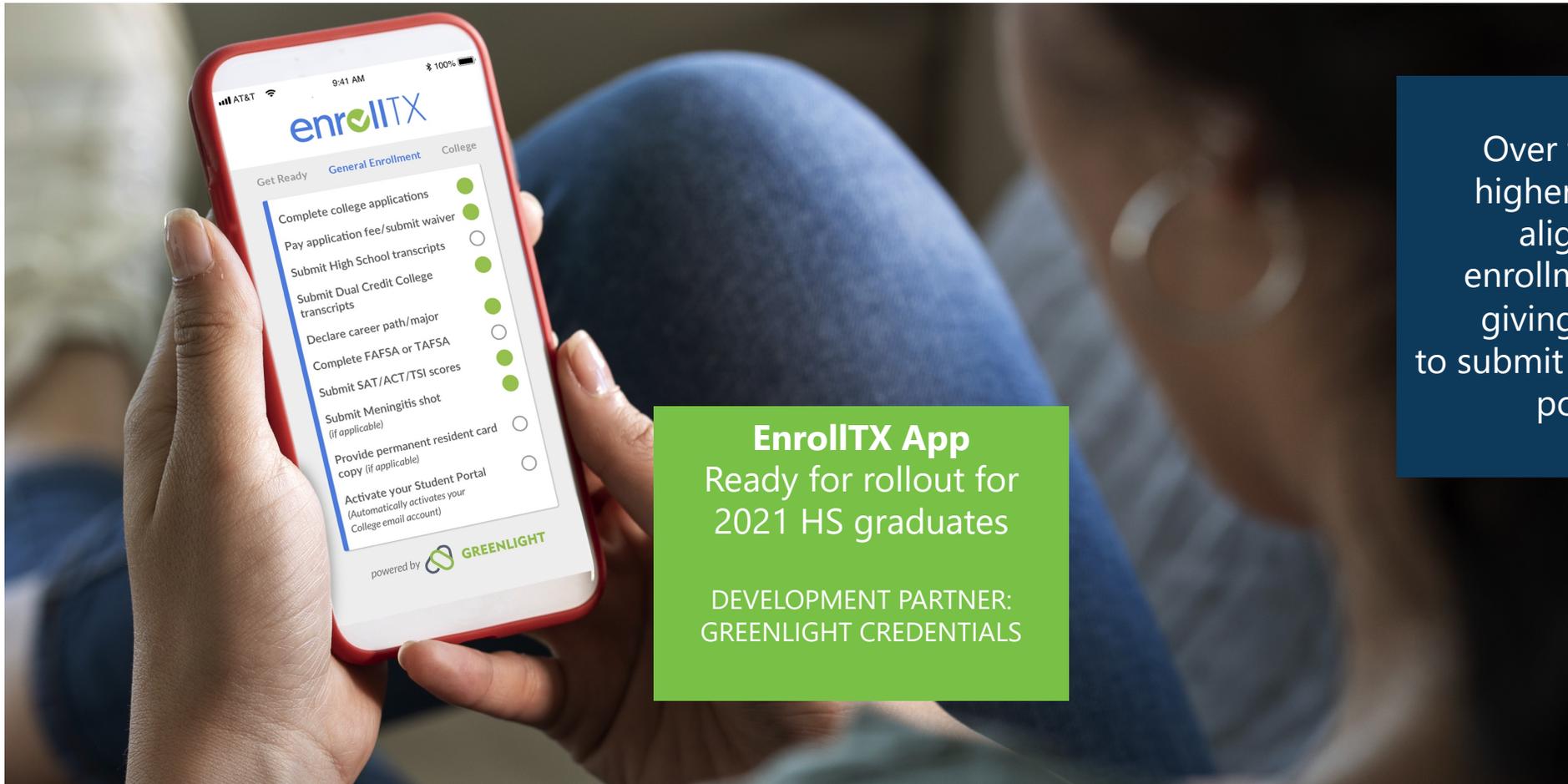
Simplify processes and empower the student with technology to manage their journey

## Bet 2: Empower Institutions

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



# Bet 1: Empower the Student: Helping students manage their journey with the information and tools they need in the palm of their hand



**enrollITX App**  
Ready for rollout for  
2021 HS graduates

DEVELOPMENT PARTNER:  
GREENLIGHT CREDENTIALS

Over the last 6 months higher ed partners have aligned on unified enrollment requirements, giving students agency to submit their information and power to enroll!

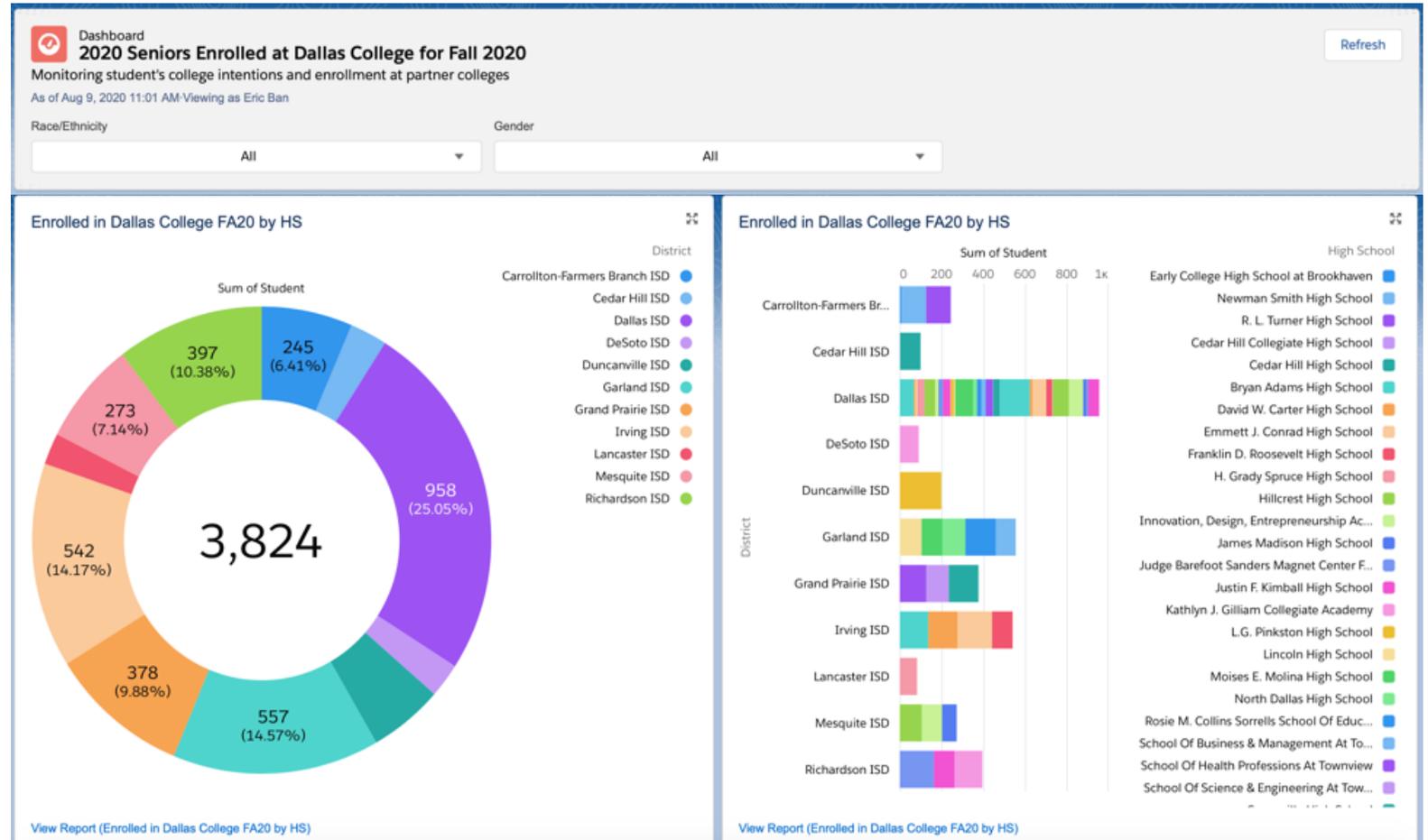
# Bet 2: Empower Institutions: with real time actionable information in Salesforce with the ability to view by race/ethnicity, and gender

## Salesforce

Active with ISDs  
and Dallas College

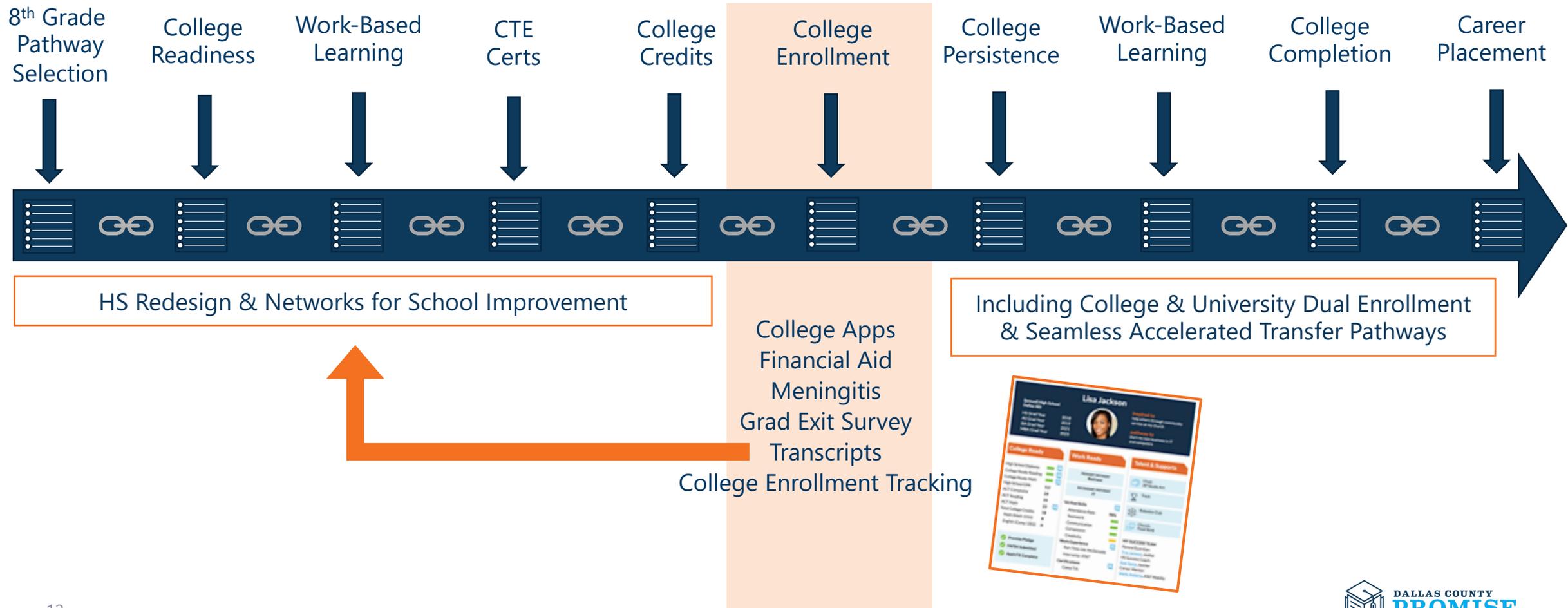
Planning for university and  
community partners for 2021

DEVELOPMENT PARTNERS:  
GREENLIGHT CREDENTIALS  
and SALESFORCE



# Next Generation Student Lifecycle Support

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



# Promise Champions: An additional equity intervention for HS with the lowest college enrollment

- Students from 15 high schools that demonstrate low college enrollment will have an opportunity to be partnered with a community mentor to support their best match and fit college enrollment journey.
- Students can opt in or be identified for support by their high school
- Promise Champions (community mentors) will be recruited and supported by Big Thought
- Students and mentors will build relationships, set goals, track progress, both with face to face meetings and with a next generation mentoring software (Chronus)



# Promise Champion Goals

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## Promise Goal

Increase college enrollment

**10%**

at 15 priority HS



## Champion Goal

**25**

Champions  
at each of the 15  
priority schools



## Chronus Goal

**1125**

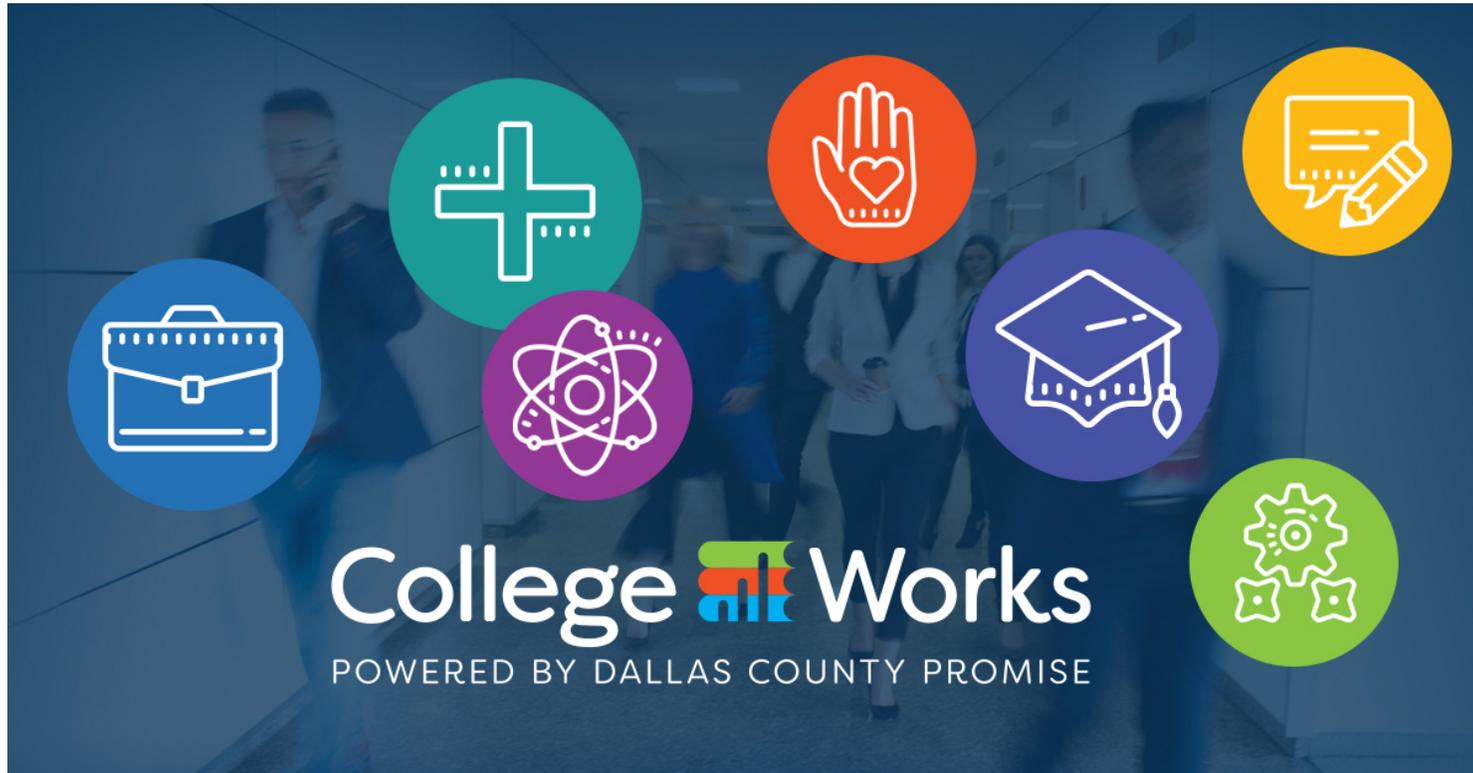
Champion/Student  
Matches



## Student Choice Goal

Capture student  
voice regarding the  
Champion  
and college journey  
experience at each of  
the 15 priority HS

# CollegeWorks Campaign CollegeWorks.org: Promote postsecondary programs to Dallas County HS Seniors that lead to good jobs



Translate the Dallas Thrives **jobs data (WFS/DRC/Dallas College)** 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.

# WorkReadyU – Helping connect students who do not want a traditional college program to high quality alternative programs.

## Goal: Enroll 3%

of the Promise pipeline in high-quality short-term training programs that lead to good jobs

Opportunity Youth Prevention



# Questions



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-2007

**Item #:** D.

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Equity: Cities and Counties for Fine and Fee Justice  
[Genesis Gavino, Resilience Officer, Office of Equity and Inclusion - Resilience Division]



**City of Dallas**

# **Cities and Counties for Fine and Fee Justice**

**Workforce, Education, and  
Equity Committee  
October 12, 2020**

Genesis D Gavino, Resilience Officer  
Office of Equity and Inclusion  
City of Dallas

# Presentation Overview



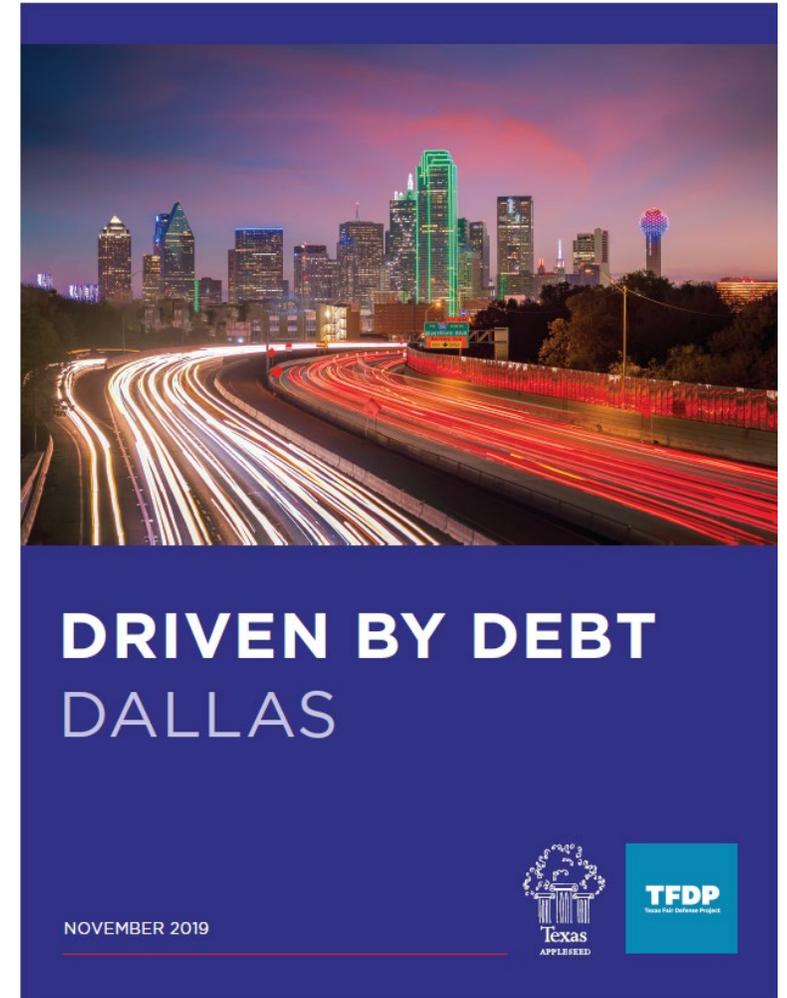
- Background/History
- Purpose
- Cohort Activities
- Next Steps



# Background/History



Ensuring Opportunity  
Through Driver's License  
Restoration & Reform:  
**What Cities Can Do Now**



# Background/History



- Cities and Counties for Fine and Fee Justice
  - \$50,000 Grant
  - 18-month program
  - Access to technical expertise and guidance
  - Membership in a cohort of other teams to develop customized solutions with community input



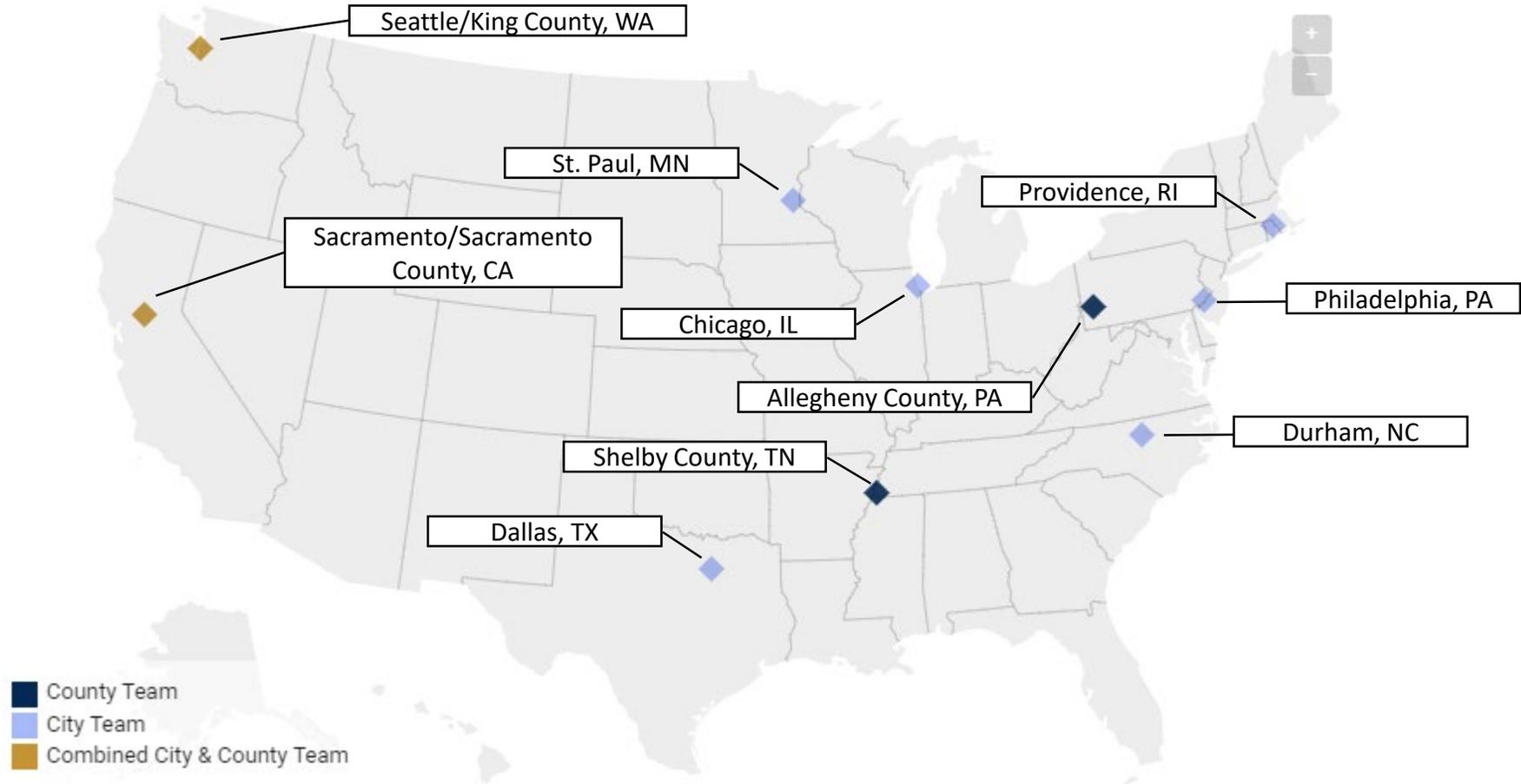
# Background/History

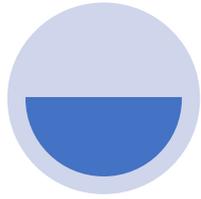


## Cities & Counties for Fine and Fee Justice

2020-2021 Cohort

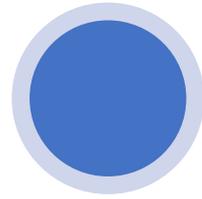
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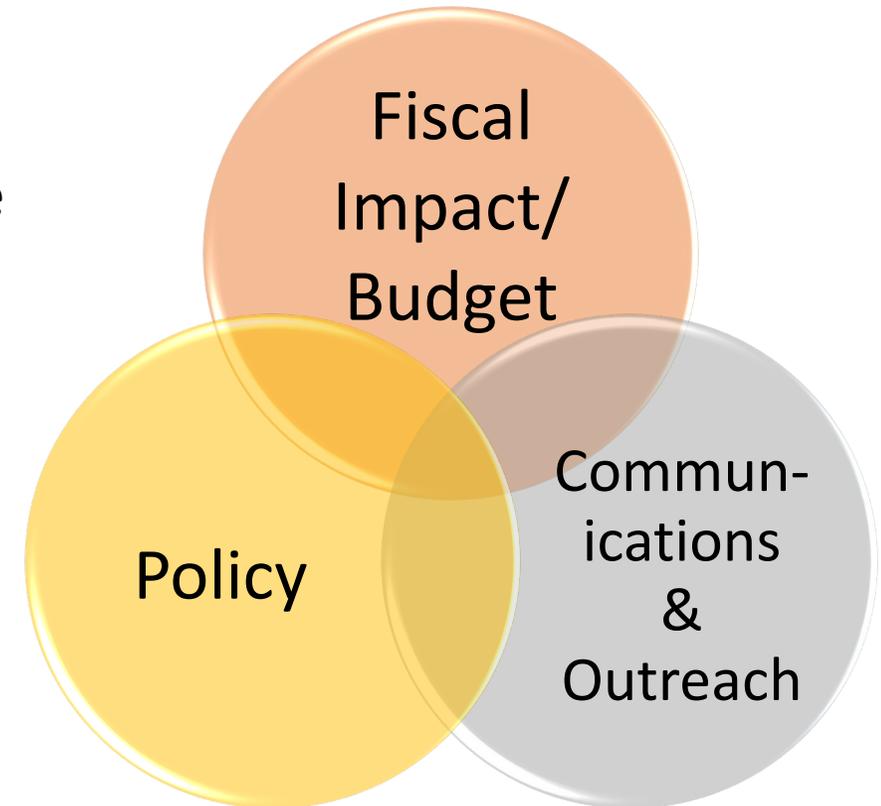
## Internal

- Dallas Animal Services
- Dallas Fire-Rescue
- Dallas Municipal Court
- Dallas Public Library
- Dallas Water Utilities
- Mayor and City Council Office
- Office of Budget
- Office of Communication, Outreach and Marketing
- Office of Community Care
- Office of Environmental Quality and Sustainability
- Office of Equity and Inclusion



## External

- Dallas County
- Texas Appleseed
- Texas Fair Defense Project
- Texas Organizing Project



# Purpose



- Fines and fees have increased in size and severity, and often exceed people's ability to pay them.
- When people cannot pay fines or fees, a cascade of consequences set in.
- Fines and fees disproportionately impact low-income people and people of color.

## Indicator 40: Fines and Fees

60 -3

### Definition

Ratio between the average amounts of fines and fees paid by Black and Asian defendants for cases adjudicated guilty by City of Dallas Municipal Courts.

### Results

2018: Black (B): \$369.90 Asian (A): \$256.77

B-to-A ratio = 1.44, score 63

2019: Black (B): \$368.72 Asian (A): \$243.85

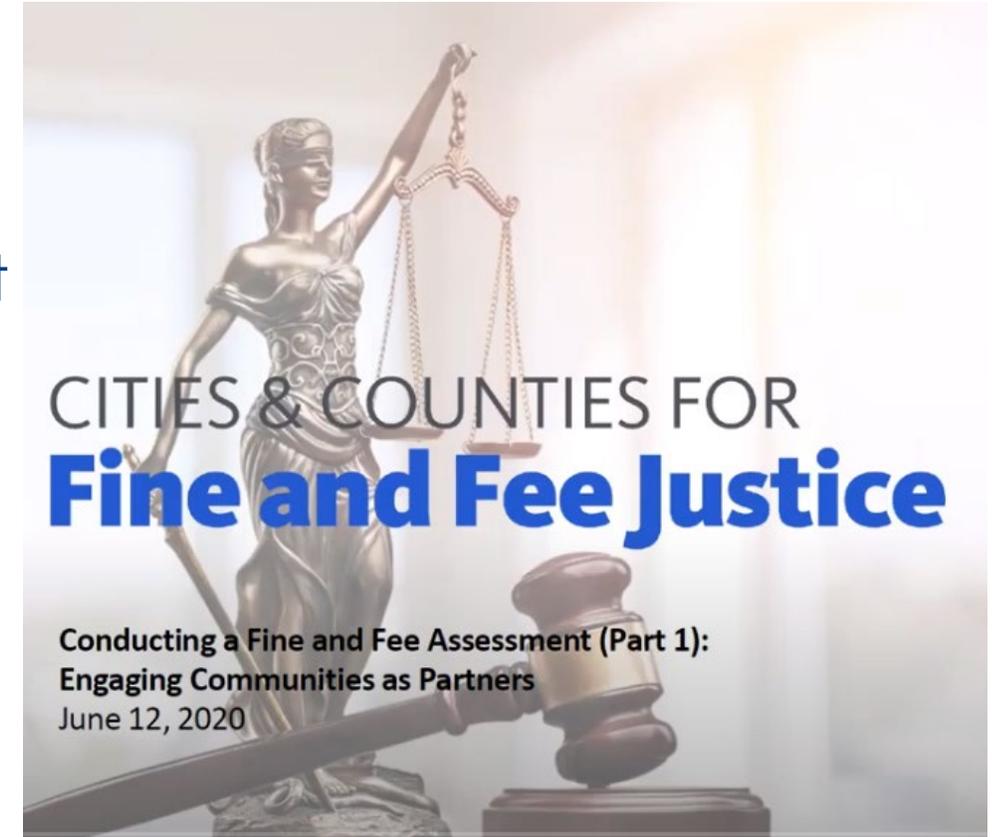
B-to-A ratio = 1.51, score 60



# Cohort Activities



- Webinars and deep dives into topics
  - Engaging community and government stakeholders to conduct fine and fee assessments
  - Effective framing and messaging
  - Understanding budget and revenue considerations
  - Developing, passing, and implementing policy agendas



# Cohort Activities



- Fine and Fee Assessment
  - Community Engagement to engage impacted individuals to understand which fines and fees are causing harm; develop an understanding about how imposing and collecting fines and fees impacts real people
  - Government Stakeholder Engagement to gather basic information regarding fines, fees, and collection practices from key government stakeholders.
- Fine and Fee Reform Plan
  - Target a specific fine or fee and develop a plan to reform or eliminate the fine or fee
  - Advancement or development of an actionable plan of at least three fines or fees



# Next Steps



- Council Action
  - October 13, 2020 - Agenda Item #36 – Acceptance of grant funds
- Committee Presentations
  - January 2021 – Cohort Update
  - April 2021 – Final Presentation and Recommendations





**City of Dallas**

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