

INITIATIVE BRIEF

SAN ANTONIO WORKFORCE



The next step in the university's commitment to meet the region's skilled employment needs.

OVERVIEW

The San Antonio Workforce Initiative will promote continuing education and professional development programs for adult learners to support the city's growing need for a skilled workforce. In addition, it will advance UTSA's capacity to meet the educational needs of San Antonio employers through customized degree and certificate programs in various disciplines.

INITIATIVE LAUNCH June 2019

THE CHALLENGE

"The Decade of Downtown," as proclaimed by former Mayor Julian Castro in 2010, has resulted in a rapid increase in the number of businesses and workers in San Antonio's downtown. The city's ability to continue attracting businesses that support high-paying jobs depends on the presence of a qualified and educated workforce.

THE IMPACT

The San Antonio Workforce Initiative will impact the city by increasing the number and range of programs to support workers to advance in their current jobs, or to enable those without a college degree to finish and successfully compete for better paying jobs or new careers.

BENEFITS TO SAN ANTONIO AND THE STATE OF TEXAS

- » Educated and skilled workforce will help the city and state continue to attract businesses and entrepreneurs
- » Continual assessment of the needs of San Antonio businesses to assist in the development and implementation of new programs, certificates and other relevant educational opportunities
- » Increased outreach to San Antonio businesses, including those that previously had no relationship with UTSA

**FOR MORE
INFORMATION**

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COMPONENTS

- » Innovative online instruction, as well as traditional face-to-face and hybrid formats
- » Customized programs for corporate partners
- » Credit and non-credit offerings
- » Stackable certificates to allow students to build a sequence of credentials to demonstrate their qualifications

PARTNERSHIPS

- » San Antonio local employers
- » Chambers of commerce
- » SA Works
- » Greater: SATX
- » Other workforce development organizations

OPPORTUNITIES

- » Increase UTSA's market share of students pursuing master's degrees and graduate certificates
- » Increase the university's online offerings to meet demands of working adults
- » Increase the university's non-credit credential/certificate offerings to meet San Antonio workforce demands