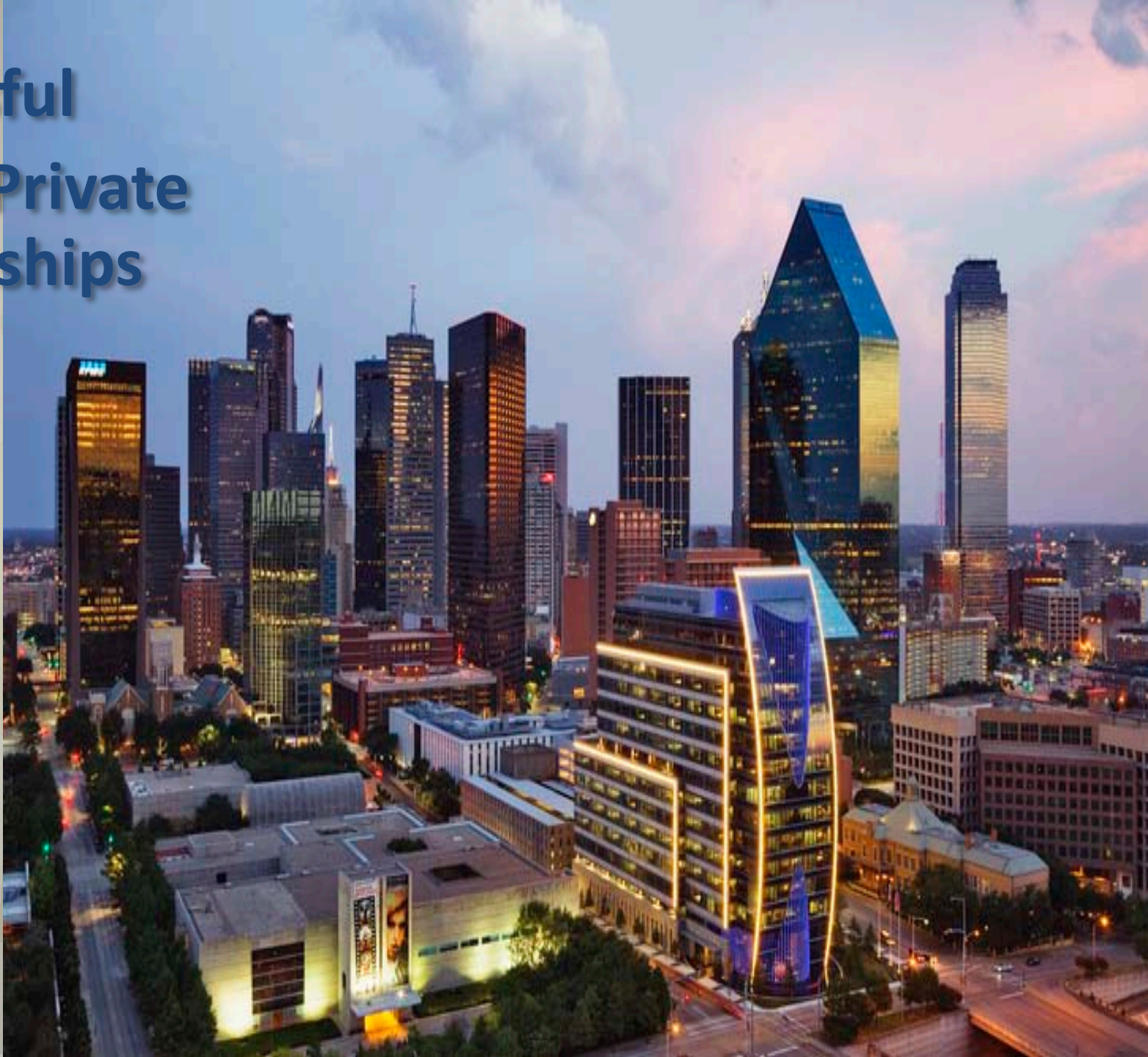


Successful Public/Private Partnerships

Dallas





City of Dallas

MICHAEL S. RAWLINGS
MAYOR

WORKFORCESOLUTIONS
G R E A T E R D A L L A S

LAURIE BOUILLION LARREA
PRESIDENT

AGENDA

- **The Foundation for Success**

A personal biased conceptual framework

- **The Key Ingredients for Workforce Engagement**

- **Workforce Solutions Greater Dallas**

Keys to Success

- **Bringing It To Life**

Examples of Why It Works

DALLAS BY THE NUMBERS

- 10 Fortune 500 companies
- 68,016 Employers
- 1,299,542 Citizens
- 612,153 in the Workforce
- 562,474 Working
- 49,679 Unemployed



DFW Region 3rd in US with 127 new or expanded corporate facilities in 2010

DALLAS

November 2011 – 8.1% vs. November 2010 – 8.8%

Gained employment for 11,297 people
Net recovery of 3400 from unemployment
Absorbed a growth of nearly 8000 people

Texas

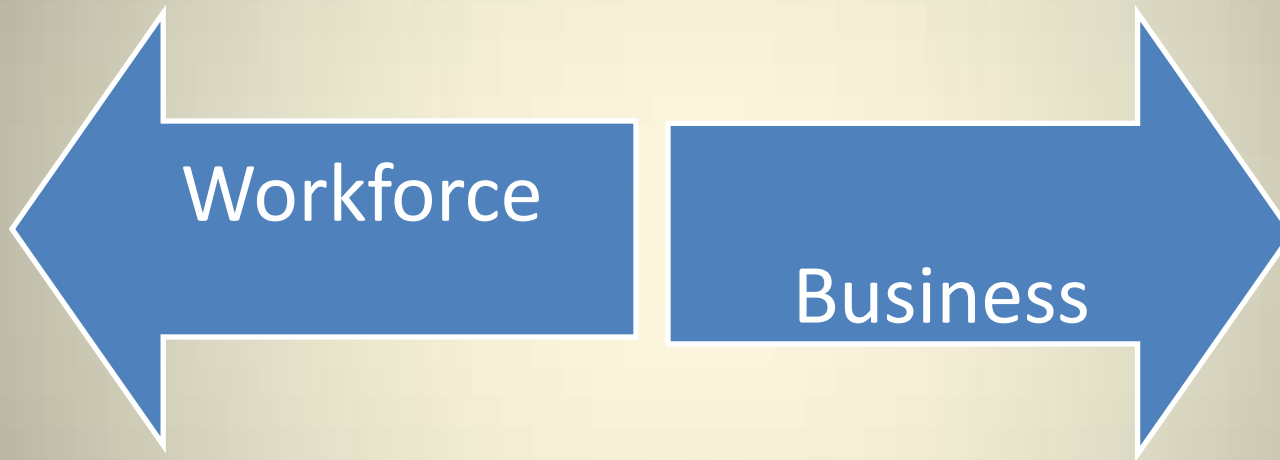
November 2011 – 7.5% vs. November 2010 – 8.2%

Gained employment for 216,751 people
Net recovery of 84,000 from unemployment
Absorbed a growth of over 134,000 people

United States

December 2011 – 8.3% vs. November 2010 – 9.3%

Currently: The Tyranny of the “Or”*



Future: The Genius of the “And”

**Jim Collins: From Good to Great*

THE KEY INGREDIENTS

A Workforce Needs

1. An Environment for Business Growth

- Economic & Financial
- Public Policies
- Technological
- Infrastructure

2. Preparation for Success

- Basic Education
- Training Programs
- Higher Education
- Portfolio of Workforce Abilities

3. An Organizational Catalyst

- Make it easier not harder
- Knowledge and Data
- Strategic as well as tactical

WORKFORCESOLUTIONS
GREATER DALLAS

THE KEYS TO SUCCESS

A Successful Business

- Clear and Bold GOALS
- A COMPETITIVE VALUE PROPOSITION for product or service
- A SUSTAINABLE OPERATING PLATFORM to deliver to customers
- An outgoing drive for EFFICIENCY
- Clear METRICS for success
- NEWS – continually creating INNOVATION

THE KEYS TO SUCCESS

Workforce Solutions Greater Dallas

- Clear and Bold GOALS: **115,000 Jobs each year!**
- A COMPETITIVE VALUE PROPOSITION for product or service: **Employer Focused ONE-STOP Shop!**
- A SUSTAINABLE OPERATING PLATFORM to deliver to customers: **No Silos. Cross-trained Professionals**
- An outgoing drive for EFFICIENCY: **“Re-invent the bottom line”**
- Clear METRICS for success: **Jobs, Jobs, Jobs - Ends not Process**
- NEWS – continually creating INNOVATION: **Technological solutions, On-line Workforce Center**

EXAMPLES

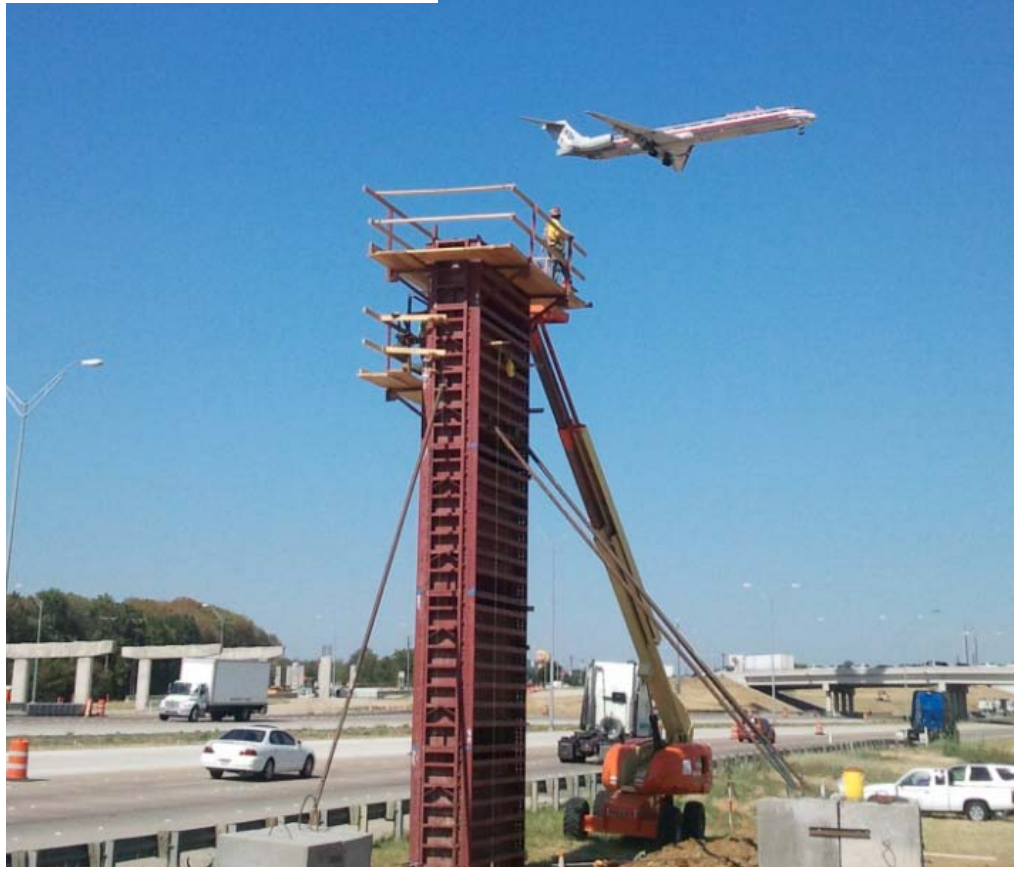


DALLAS

Where **Business** and Workforce Connect



NORTHGATE



Workforce Challenges

- Grant required Diversity
- Training
- Time Crunch! –

Sector-specific response
Working WITH the
Employer!



RESULTS

- 51 Hires and 25 pending!
- 22% women
- 47% UI claimants
- 33% Texas Back to Work
- 22% are veterans



2011
Texas Workforce
Commission
Employer of the Year

OMNI



DALLAS



Convention
Center

HOTEL

GRAND OPENING 11-11-11

- Community involvement
- High quality staffing

522 working NOW
with a goal of 750
by March 2012!

READY workforce PARTNERSHIP

- »Employer/customer directed
- »Coordinated and Leveraged funding
- Community participation and ownership!

WORKFORCE SOLUTIONS
GREATER DALLAS



ECONOMIC IMPACT

- **700 FULL TIME JOBS**
- **\$2.5 Billion in Economy over the next 30 Years**
- **Over 55 convention bookings!**
- **1,001 NEW guest rooms**
- **67 Luxury Suites**
- **3 Presidential Suites**



THEN-Six-acre parking lot owned by the City of Dallas

NOW-\$500 million Hotel

Cornerstone of a revitalized area of downtown

U.S. Green Building Council LEED Silver Certification

FUTURE WORKFORCE

Affordable Quality Childcare = Ready Workforce

**Employers DEPEND on Employees
- who DEPEND on childcare –
in order to work!**

**Tomorrow's workforce begins
with early learning Today**



RESULTS

2011

- 24,000 + children annually
- 11,185 kids in care daily!

WORKFORCESOLUTIONS
GREATER DALLAS

Workforce and **Business** align to build a future workforce and provide childcare for today's working families.



DALLAS



WORKFORCE SOLUTIONS
GREATER DALLAS

