

# The Greater Houston Partnership

## Overview

The partnership based in the Greater Houston region, led by the formally titled Greater Houston Partnership (GHP), will focus on establishing and strengthening a collective impact approach; launching and maintaining a central platform for communicating about and marketing high-demand careers; and working with three industry sectors to achieve measureable results.

**Industry/Sector focus:** Petrochemicals, construction, and healthcare

## Rationale/Need

Houston is the nation's fourth largest metro economy and has enjoyed four years of extraordinary growth, creating more than 480,000 jobs since the bottom of the recession—three jobs for every one lost. But this growth has also intensified employers' struggle to fill key occupations, particularly in the middle-skill careers and professions. UpSkill Houston projects that Houston will have nearly 75,000 annual openings for middle-skill jobs over the next five to seven years. Within the seven priority sectors alone—including petrochemicals, construction, healthcare, advanced manufacturing, ports and maritime, utilities, and oil and gas—there will be more than 30,000 annual openings that require more than a high school education but less than a four-year college degree.

Houston's workforce skews moderately younger, likely due to a more attractive and faster growing economy relative to the United States as a whole. Nonetheless key industries face potentially crippling shortages of workers caused by a rapidly aging skilled workforce and younger workers' lack of interest in or sufficient exposure to these industries. The region's postsecondary education system is currently not producing enough graduates with the appropriate credentials and the necessary technical and employability skills to meet this deficit.

This partnership based in the Greater Houston region will develop effective approaches for attracting potential job candidates and students by reaching into the schools, neighborhoods, and churches with career information and assessing alternative marketing approaches. It will strengthen the transition from attracting to training potential candidates at community colleges and other community-based training providers. Finally, it will develop a continuous feedback approach with the business community to improve the quality of graduates and hires from key educational and training providers.

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# CTWP Learning Objectives

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- How can the partnership implement a “collective impact” approach that will enable cascading levels of collaborative work and support mutually reinforcing activities?
- How can the partnership scale and sustain at consistency in developing a potential workforce with the necessary basic employability skills and mindset at a regional level?
- How can the partnership integrate on-the-job learning and training experience into critical educational and workforce pipelines?
- How can the partnership support the transition, preparation, and training of underemployed workers for middle skills careers?

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## Lead Agency and Partner Organizations

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### The Greater Houston Partnership

- United Way of Greater Houston
- San Jacinto College
- The Gulf Coast Workforce Board

## Target Region

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This partnership serves an 11-county region covering 9,432 square miles (just smaller than Maryland but larger than New Jersey). It is home to a diverse population of 6.3 million people, of whom 2.3 million are Latino (4th in the US), 1.1 million are black (7th in the US), and 438,349 are Asian (7th in the US).