

**DR. MATT HEINZ**  
Supervisor  
District 2




33 N Stone Ave., 11th Floor  
Tucson, AZ 85701  
(520) 724-2702  
district2@pima.gov

## Pima County Board of Supervisors

### Memorandum

To: Julie Castañeda

From: Matt Heinz 

Date: April 21, 2021

RE: BOS Agenda 05/04/21 – JobPath Funding Request

---

Discussion/Action: Directing the County Administrator and county staff to allocate \$1.75M in the FY22 General Fund Budget to JobPath, per enclosed proposal.

**JobPath**  
**Request for Increased Investment from Pima County, FY22**

JobPath invites Pima County to increase your investment in our mission in Fiscal Year 2022 in order to positively impact more families during a time of extraordinary need.

JobPath will play a vital role in Pima County's economic recovery by supporting the reskilling efforts of adults who were displaced from the workforce due to COVID-19. As community colleges across the country faced declining enrollment this past year, JobPath's unique approach to supporting students led to a **90% retention rate during fiscal year 2020-2021**, and 140 graduates who will be fulfilling employers' workforce needs upon graduation in May.

The return on investment for every dollar spent on JobPath is 297% based on increased tax revenues generated and a reduction in public assistance expenditures once JobPath participants attain the average \$42,200 increase in salary<sup>1</sup> compared to their earnings before attaining their degree or certification. In order to address the increased reskilling need brought on by the extraordinarily high number of displaced workers who lost their retail, food service, or tourism jobs due to the Covid-19 pandemic, JobPath is requesting an increase of one million dollars to our current annual Pima County appropriation of \$750,000. This increased funding will enable JobPath to provide both financial and counseling support to an additional 315 students (for an anticipated total of about 670 students served in FY22), producing 283 additional graduates and 240 job placements within three months of graduation, while the county sees a 3x1 return on this investment.

| <b>Fiscal Year</b> | <b>Pima County Funding Received</b> |
|--------------------|-------------------------------------|
| 2016-2017          | \$ 500,000                          |
| 2017-2018          | \$ 600,000                          |
| 2018-2019          | \$ 622,000                          |
| 2019-2020          | \$ 706,000                          |
| 2020-2021          | \$ 750,000 + \$750,000 <sup>2</sup> |
| 2021-2022          | \$1,750,000 requested               |

The programs JobPath supports are aligned with the industry priorities that Pima County, City of Tucson, PCC, the University of Arizona, and various economic development entities have established for this region including manufacturing, IT, and healthcare. This alignment leverages existing initiatives and investments, maximizing the impact JobPath has on our community's

---

<sup>1</sup> Applied Economics, Economic Impact Study, 2019, <https://www.jobpath.net/how-to-help/investors-corner.html>

<sup>2</sup> In September 2020, JobPath received an additional \$750,000 in CARES Act funding from Pima County to help mitigate the devastating effects of COVID-19 on the students we serve. The funds helped ensure students persisted in their program of study in spite of additional financial hardships to their households.

workforce needs. Since the 2015/2016 fiscal year, 80% of JobPath students successfully have found employment in their field of study. The 2019/2020 fiscal year shows a COVID related drop in employment, with a rebound expected in 2021. JobPath has extended the support window for these participants and is working to modify services to foster employer relationships and better support our participants' employment efforts.

| <b>Fiscal year</b>                                | <b>Participant Total</b> | <b>Withdrawal Total</b> | <b>Carryover Total</b> | <b>Graduates Total</b> | <b>Percent Employed</b> |
|---|--------------------------|-------------------------|------------------------|------------------------|-------------------------|
| 2015/16   | 222                      | 28                      | 110                    | 84                     | 85%                     |
| 2016/17   | 265                      | 18                      | 153                    | 94                     | 90%                     |
| 2017/18   | 300                      | 20                      | 171                    | 109                    | 86%                     |
| 2018/19   | 303                      | 21                      | 180                    | 102                    | 82%                     |
| 2019/20   | 334                      | 36                      | 195                    | 103                    | 73%                     |
| 2020/2021<br>(to date)                            | 356                      | 26                      | 190                    | 140                    |                         |
| 2021/2022<br><br>(anticipated at \$1.75M funding) | 670                      |                         |                        |                        |                         |

Under the leadership of a new CEO, JobPath has revised and updated its recruitment processes and programmatic offerings to prepare for a large increase in the number of students served. Additionally, JobPath is developing a 3-year strategic plan to be enacted July 1<sup>st</sup>, that focuses on collaborative outreach and recruitment efforts with key stakeholders at the County, Pima Community College (PCC), Pima County Interfaith Council (PCIC), employers and other key organizations. We are confident in our ability to operationalize an increased investment from Pima County to serve many more students and ultimately create an even greater return on investment.

### **About JobPath**

JobPath was founded by Pima County Interfaith Council (PCIC) in 1998. In the mid 1990's PCIC knocked on 10,000 doors in our community to better understand the challenges Pima County residents faced. They learned that many adults were working multiple minimum wage jobs and yet still were unable to support their families. In addition, they learned that local employers struggled to find skilled employees to meet their workforce needs.

JobPath was created to address this workforce development gap. PCIC, members from the business community, and other community leaders advocated for local government funding to help meet an urgent community need for skilled workers through education and job training

programs that would lead to in-demand, high-wage careers. Initially, Pima County and the City of Tucson were JobPath's only sources of funding.

Our mission is to support the success of low-income adults through two-year-or-less degree and certificate programs that lead to high-wage, in-demand careers in healthcare, applied technology, and IT fields. Each of our students has a unique story and unique needs, so we meet students where they are financially and emotionally by providing a holistic support package that includes wrap-around case management services and financial assistance for both school and non-school related expenses (childcare, car repairs, minor emergencies). The funding each student receives is based on their financial need and the cost of their program of study. Below are several student successes stories that highlight the impact of our approach.

### **Student Success Stories**

#### **Martin S.**

Martin's mom was pregnant with him when she came to the U.S. from Mexico in hopes of escaping poverty and creating a better life for him. Martin had to go to work after graduating from Tucson High to help support his family. College was out of the question. He says of putting college on hold, "I knew that it was just another hurdle for me to overcome, and my time would come soon." When Martin finally enrolled at Pima, he continued to work full-time as an elementary school monitor so he could contribute to his family's expenses, but it wasn't enough to also pay his college expenses. He didn't want to have to choose between helping his family and going to school. He needed help.

Luckily, he was connected to JobPath. During Martin's one-year program, JobPath provided him with \$1,600 in financial assistance and helped Martin get scholarships. These funds provided him with a computer and paid for internet service so he could do his homework. He was able to get to his classes because JobPath also helped him with car insurance and gas.

Martin graduated from Pima's *Get into Energy* program. He was one of only four in his class to be selected for the internship program at Tucson Electric Power. Eventually, he was hired as a full-time field technician with TEP.

Martin is very grateful for his family's support but he also recognizes the support of his community. He says, "thank you to everyone who supports JobPath so that hard-working students like me have the opportunity to go to college and get our dream jobs," and adds, "If you can dream it, you can achieve it! JobPath is there to help!"

#### **Astrid N.**

After working as a CNA, Astrid knew she could do more and began taking nursing pre-requisite classes. She was scared to apply to nursing school, because she feared failure more than

anything. She had no idea how she would manage two jobs and school with no support system. Nonetheless, she applied and was accepted.

The program is rigorous, and Astrid had quit one of her jobs to focus on her studies. Then came COVID-19. Astrid lost her other job and struggled to find work. "After this, I was in survival mode for a long time," she says.

Astrid learned about JobPath as a member of the Student Nurses Association at Pima. "When I found JobPath in the summer of 2020, I could not believe how great it was because for the first time in a long time, I was not in survival mode" she says. Since Astrid has enrolled with JobPath during the summer of 2020, JobPath has provided her with \$3,600 in financial assistance, including CARES Act funding received from Pima County.

Through CARES Act funding, JobPath helped Astrid with rent, auto insurance payments, and even helped with costly car repairs. Astrid remains awestruck by the level of support from her community.

Astrid will graduate in May 2022 as a Registered Nurse. She hopes to work in a Critical Care Unit so that she can work directly with patients who are in the most need.

## **Rudy S.**

Rudy was working at Bombardier as an apprentice but could do very little work as a mechanic without his licenses, so he went back to school at the age of 27 - the first in his family to go to college.

It was far from easy going to school and continuing to work to support his young family. He worked 45 hours per week and was in school for 40 hours. "Thankfully," he says, "I had JobPath."

Job Path provided Rudy with essential case management, supportive services that included providing him with baby food from our pantry, and \$3,500 in financial assistance over the course of his 19-month program that covered car repairs, rent, textbooks, testing fees, and uniforms. We also connected him to Arconic Foundation, which gave him a grant to cover costly tools needed for his program.

Rudy adds that "JobPath helped me through the hardships of being a full-time student and a full-time father to my two wonderful boys. For that, I cannot thank JobPath enough."

Rudy graduated from the Pima Aviation Technology Center with his Airframe and PowerPlant Mechanic License and Associates in Applied Science in 2016. He's now an A&P mechanic at Bombardier Aerospace and loves what he does.