



## **YUPRO Overview**

Year Up Professional Resources, PBC (d/b/a/ YUPRO), is an Opportunity Talent placement and professional development firm utilizing coaching tools and work-based learning programs to upskill and place traditionally underrepresented young adults in full-time jobs offering economic mobility and career progression while earning fair market wages.

As a Public Benefit Corporation, YUPRO holds a shared mission with nonprofit parent company, Year Up, Inc. is to close the Opportunity Divide through its impactful career readiness and work-based learning programs to upskill and place traditionally underrepresented talent in good jobs. As part of our mission, YUPRO gives back a portion of our proceeds from our job placement services and work-based learning programs to our nonprofit talent developer partners.

YUPRO provides employers access to and benefit from Opportunity Talent – individuals who face barriers to employment, including lack of access to educational pathways. By helping employers develop and implement equitable and inclusive talent strategies, we help them to build stronger, more diverse organizations and promote economic opportunity and mobility in America.

## **YUPRO Social Impact**

In this new age of precarity, Opportunity Talent candidates need a means to acquire the hard and soft skills necessary to become productive and valuable employees, as well as work-based learning experiences, such as apprenticeships, where those skills can be honed, and where learning is balanced with deliverables for the assignment company.

As a socially responsible organization, YUPRO offers all talent access to a social care platform at <https://yupro.findhelp.com>, which provides access to free and reduced-cost assistance programs nationally, including emergency food, housing, health care, and much more. The YUPRO team is trained in navigating these resources in support of our talent, where they themselves are also able to navigate the resources privately and reach out to programs confidentially.

At YUPRO, we are creating partnerships within our ecosystem, between corporations, industries, non-profit training providers and job seekers, where access to free upskilling and reskilling is key to building our workforce and is essential in a pandemic and looming inflation. Our workforce upskilling partnerships with IBM SkillsBuild and Grow with Google are examples of providing talent with access to free reskilling and upskilling opportunities to prepare for careers in entry-level IT and non-IT roles in many industries.



## **YUPRO Strategy**

Employers require reliable and thoughtful partners to build skills-first hiring strategies as they source and hire talent, removing the 4-year degree requirement for entry-level roles. Clients need partners to provide strong programs that deliver the necessary support, skill development, and tools for Opportunity Talent to ensure that the experience is successful for all involved. Clients' desire to engage in skills-based hiring that promotes opportunity and provides economic mobility for Opportunity Talent requires partners who eagerly share the responsibility for the engagement.

Our strategy to support our employer partners includes rethinking degree and credential requirements for roles, encouragement to adopt skills-based hiring, and finally, develop career paths and create budget for an entry-level workforce program that hire early-career, pre-baccalaureate talent. Best practice programs include engagement in both work-based learning, such as internship and apprenticeship, and soft skills development, with additional supportive programming where possible, with the ultimate goals of continuity of work, skill development, and securing full-time employment post-program that meets a living wage and beyond.

By providing soft and hard skill development, as well as social assistance resources, we have developed thoughtful and comprehensive job placement programming that enables our talent to thrive. This results in a greater likelihood of continuity of work for traditionally underserved talent through full-time employment with our employer partners, as well as a huge leap forward in their careers that result in family sustaining wages and ultimately, workforce equity.

## **YUPRO Vision and Mission Statement**

At YUPRO, we are a performance-focused culture that drives a socially impactful and financially sustainable organization to close the Opportunity Divide.

Our mission is that all corporations take on the workforce strategy of '*placement with social impact is better business.*'



### **YUPRO Apprenticeships**

Our work-based learning, ‘earn and learn’ OnRamps@Work Apprenticeship Program allows our talent to grow and develop on the job without having to produce at a high-level immediately via the steep learning curve that comes with entry-level full-time employment. Our program provides apprentices multiple layers of support with coaches and professional development facilitators to ensure they have somewhere to seek guidance and ask questions, all with the knowledge that a team is cheering them along their way.

This program is offered as contract, full-time employment for the apprentice at a mission aligned YUPRO employer partners that support entry-level hiring programs that build workforce diversity, pay fair market wages, and support consideration of full-time employment at the partner company for the apprentice upon completion of the program.

### **YUPRO Upskilling**

YUPRO launched its partnership with IBM in August 2021 following [IBM's announcement](#) in June 2021 of more than 170 new academic and industry partnerships to collectively build skills for 30 million people by 2030 to support the jobs of tomorrow.

This program offers access to free certifications for talent who are experiencing barriers and, with these new skills, YUPRO supports job placement. We are expanding access to digital skills so that more people – regardless of their background, have future job opportunities that utilize their new skills. We want to open our digital economy job market to anyone who dreams to be a part of it.

This partnership affords YUPRO the opportunity to offer free upskilling opportunities to all talent in the YUPRO community, which includes nonprofit training provider partner participants, thus expanding our social impact to upskill early career young adults.

YUPRO now provides talent a solution to their reskilling and upskilling desires in the following areas through IBM SkillsBuild:

- Cybersecurity Professional
- Customer service representative
- Data Analyst
- Enterprise Computing Professional
- Linux System Administrator
- Project Manager
- Security Consultant



### **YUPRO Metrics**

We measure our social impact through wage growth of our talent, our positive outcomes to full-time employment, and tenure on contract assignments as compared to industry standards.

- YUPRO talent earn in excess of 7% the U.S. BLS wage for non-degreed, entry-level talent at \$26.00 per hour.
- YUPRO contract job assignments average 40 weeks as compared to the industry standard of 10 weeks.
- YUPRO 91% positive outcome is defined as contractor conversion to full-time employment along with successfully completing job assignments.
- YUPRO 85% positive apprenticeship outcome is defined as apprenticeship conversion to full-time employment along with successfully completing the 26-week apprenticeship program.