

PropelPHL is a digital platform that aggregates and streamlines the workforce ecosystem into a one-stop-shop for:



Job seekers

to get matched to high-demand job opportunities that align with their skills, identify education/training programs, connect with community resources, and explore career pathways within leading industries in our region - at no cost



Employers

to optimize their talent pipelining efforts by engaging with a diverse, skilled, trained, and qualified pool of candidates, and save time and money in the process



Job Supporters

to give meaningful, targeted support for job seekers - while also using PropelPHL to track and report success

PropelPHL is putting the Greater Philadelphia region back to work, enhancing regional workforce development efforts, and promoting economic and social vitality in our city now and for years to come.

The following pages contain messages for use throughout various outreach efforts.

MESSAGING: STATS + FACTS

The impact of COVID-19 on Philadelphia workers was greater than those in other large U.S. cities.

- › Before the COVID-19 pandemic, one in four Philadelphians was living in poverty, less than one-third of our city's residents have a college degree, and nearly one in five lacked a high school diploma.
- › Nearly 600,000 workers in our region have lost their jobs since the stay-at-home orders were issued in March 2020. That makes Philadelphia's average unemployment rate in 2020 the third-highest among America's major cities in the wake of COVID-19, trailing only Detroit and Cleveland.
- › Philadelphia was already facing a higher unemployment rate than other large cities across the country. But, due to COVID-19, our average unemployment rate rose to 12.2%, more than four points above the U.S. average. That's a gain of nearly three points over our unemployment rate in 2019.
- › The city's unemployment rate more than tripled from 5.9% in February 2020 to 18.2% in June. Philadelphia ended the year with a jobless rate of 9.3%, but it has since increased to 11.2% as of February 2021, according to the U.S. Bureau of Labor Statistics.

Job loss affected vulnerable communities in Philadelphia at a disproportionate rate.

- › African-Americans and Latino Americans were disproportionately impacted by job losses across the country, and the majority of Philadelphia's population identifies as African-American and/or Latino and Hispanic.
- › Single-parent households account for around 55% of families with children in Philadelphia. These parents were more likely to have to drop out of the workforce due to demands like child care and home schooling.
- › The industries hit the hardest tend to offer lower-paying jobs, meaning those who faced unemployment were potentially more vulnerable to the financial implications of job loss.

MESSAGING: HERO MESSAGES

PropelPHL puts Philadelphia back to work.

- › Smart and strategic collaboration between employers, education + training resources, and workforce development organizations is critical to rebuilding our economy and putting our region back to work.
- › The solution: Hire! Philly's PropelPHL - the most comprehensive solution for career exploration, education, and employment support in the Greater Philadelphia region. PropelPHL puts the entire workforce ecosystem in one place.
- › PropelPHL is a digital platform that aggregates and streamlines the workforce ecosystem into a one-stop-shop for:
 - › Job seekers to get matched to high-demand job opportunities that align with their skills, identify education/training programs, connect with community resources, and explore career pathways within leading industries in our region - at no cost.
 - › Employers to optimize their talent pipelining efforts by engaging with a diverse, skilled, trained, and qualified pool of candidates, and save time and money in the process.
 - › Job Supporters to give meaningful, targeted support for job seekers - while also using PropelPHL to track and report success.

PropelPHL takes the Hire! Philly mission one step further.

- › Hire! Philly was created to serve as a conduit between employers, education + training resources, workforce development organizations, and those who need employment the most.
- › PropelPHL allows Hire! Philly to better support these critical connections by centralizing these resources and promoting collaboration within and across our region's workforce ecosystem.
- › By design, PropelPHL promotes equity by ensuring that all job seekers, employers, education institutions, training programs, and community resources within the nine-county service area can participate at no cost.

PropelPHL will provide a ripple effect of regional economic and social vitality for years to come.

- › The initial phase of PropelPHL is focused on getting those 600,000 Philadelphians forced out of the workforce back to work.
- › Phase 2 will utilize our region's community colleges and workforce development programs to create career pathways for youth.
- › Phase 3 will align more than 15,000 military occupation codes (MOCs) directly with high-demand, well-paying civilian jobs; and educate, train and expose returning citizens to viable career pathways and resources.
- › And Phase 4 will deliver portals that highlight industry news & events, internships, job opportunities, training & education programs, as well as support services for job seekers who are interested in a particular industry.

MESSAGING: KEY AUDIENCES

Job Seekers

- › **Matching skills and talent with opportunities.** Qualified candidates make real-time connections with employers, secure opportunities that match their skills, and learn about growing industries, average salaries, and any additional training required.
- › **Map your own path.** PropelPHL is more than just job listings. It's the beginning of a journey. Job seekers can learn about industries that interest them--including how the industry is growing, the careers that exist within the industry, average salaries, and the education and training needed for each career. Job seekers can also connect with a mentor who can provide meaningful support.
- › **PropelPHL puts the system to work for you.** PropelPHL lays out the career pathways that are available and the road required to achieve career fulfillment: tools and training, industry insights and projections, and related career opportunities - at no cost.

Employers

- › Skills-based hiring is key. Employers can connect directly with candidates who have the experience and training to be successful.
- › PropelPHL builds the pipeline. PropelPHL isn't just a place to post jobs. It puts employers directly in touch with informed, equipped candidates who have the right skills, training, and experience to be successful. With PropelPHL and the tools and resources it provides, employers have access to a pool of qualified job seekers to build their workforce pipeline.

Education + Training Resources

- › PropelPHL is where drive and development align. PropelPHL makes it easier for Philadelphia's workforce development agencies to do their jobs. By engaging job seekers in the appropriate training and services, agencies and organizations can provide meaningful, targeted support to job seekers - while also using PropelPHL to track and report success.