



In 2020, 600,000 Philadelphians were displaced from work due to the COVID-19 pandemic.

It is time to power a new model of workforce collaboration that brings together job seekers, job creators, and job supporters.

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

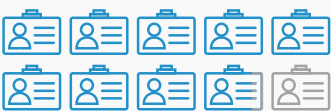


Job Supporters

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



The Stats



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.



Philadelphia ended the year with a jobless rate of 9.3%, and it has since **increased to 11.2% as of February 2021**, according to the U.S. Bureau of Labor Statistics.

The PropelPHL Solution

We are connecting people with opportunity.

Job seekers can map their own path.

Qualified candidates make real-time connections with employers, secure job opportunities that match their skills, and learn about growing industries, average salaries, and any additional training required.

Employers can build their pipeline. Skills-based hiring is key. Employers can connect directly with candidates who have the experience and training to be successful.

Job supporters and educators can provide enhanced support. With PropelPHL, workforce development efforts are streamlined, collaborative, and effective.



A Phased Approach = A Ripple Effect



PHASE 1

Put the Philadelphia Region Back to Work

Match current job seekers, particularly the 600,000 displaced due to COVID-19 with high-demand job opportunities through proprietary skills-latticing technology.



PHASE 3

Career Support for Returning Citizens + Veterans

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.



PHASE 2

Career Exploration for Young Talent

Utilize our region's community colleges and workforce development programs to give young talent early exposure to high-demand occupations and align their training with the needs of area employers.



PHASE 4

Hub Experiences for Major Industries

Introduce 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.

PropelPHL is powering Philadelphia's workforce development ecosystem and promoting economic and social vitality for the Greater Philadelphia region for years to come.

Let's PropelPHL and put Philadelphia back to work!