



2024 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Name of Community or Workforce Board

Contact Name and Title

Email Address

Telephone Number

Community Population (as of the most recent census or as officially marketed)

TEDC Member Name (must be individual TEDC member, not organization)

SUMMARY and INSTRUCTIONS:

Please attach a brief description of the workforce development initiative. Within this description, address the award criteria of Innovativeness, Transferability, Community Commitment and Leverage, Measured Objectives and Secondary Benefits. Please provide the start date of the project and completion date, if applicable.

The program or initiative is to be for the period of January 1 to December 31, 2023. Please provide measurable results for that 12-month period. The workforce development initiative can be a long-term project, however, it must show measurable results within the award year. **The submittal must be the application page and four conventionally formatted 8.5" x 11" pages. Therefore, no more than five (5) pages in total for the award submission. Any award submission that exceeds the five-page limit will be disqualified.**

Please submit this completed nomination form and your project summary via email to Amy Swank at amy@texasedc.org on or before 5:00 PM, Friday, April 26, 2024. You may also submit up to five (5) photographs of your workforce project as separate jpeg or png files.

Questions regarding the Workforce Excellence Award program or procedures should be directed to Amy Swank, Chief Operating Officer, Texas Economic Development Council, amy@texasedc.org, 512-480-8432.

Applications are to be submitted via email to Amy Swank amy@texasedc.org.

TEDC Workforce Excellence Award

TITLE: Workforce Solutions Greater Dallas - Prologis Partnership

INNOVATIVENESS

The collaborative effort between [Workforce Solutions Greater Dallas](#) (WFSDallas) and Prologis stands as a beacon of innovation in workforce development, particularly within the logistics sector. Initiatives such as the [Prologis Learning Academy](#) and the [Prologis Community Workforce Initiative](#) (CWI) have revolutionized training methods, offering access to cutting-edge resources and real-time enrollment opportunities. By leveraging online platforms, strategic partnerships, and the implementation of best practices, including employer engagement strategies and targeted outreach efforts, Prologis has set new standards for talent acquisition and skill development. This innovative approach ensures a skilled and adaptable workforce, addressing critical needs within the Transportation, Distribution, and Logistics (TDL) industry.

As we look at growth in Dallas County and surrounding areas, we strive to approach every Employer and industry need with innovative solutions such as this collaboration. Workforce Solution Greater Dallas anticipates growth in industries by using a plethora of data to accurately convey to our industry partners that we understand the evolution and advancement of their individual sectors and how to rise to prepare not only the workforce but the community for those changes. With that in mind we have a few examples as to how this collaboration with Industry, Education, training, and community partners meets the forecast and current needs of Industry and Employers alike.

Workforce Solutions Greater Dallas leverages all resources within its centers and community partners to provide a robust and multicultural pipeline of candidates willing to upskilling via online training with Prologis and with person training provided by local workforce centers. The collaboration has yielded great opportunities for upward mobility once hired and increased employer profiles in the community. This partnership establishes the employers that benefit not as a business on a particular side of town, but as partners in the community willing to invest in the residence that surrounds its doors. As job fairs are had at local workforce centers and larger venues Workforce Solutions greater Dallas reaches out to U.I claimants recently separated from employment with transferable skills and inform them of opportunities to engage with Employers that can benefit from their experience, knowledge, and ability to upskill with the help of our Prologis partnership.

In an industry where certifications are becoming more and more needed, Prologis and Workforce Solution Greater Dallas have offered multilevel forklift and OSHA certifications that meet industry standards. Access to an online portal like the Prologis Learning Academy is unique and innovative as Transportation, Distribution and Warehouse careers are in-person and hands-on yet the digital nature of the training where individuals learn the basic and essential part of the job and industry allows WFSDallas to provide this flexible and easy to use service real-time. These certifications as well as the many other

logistics certifications offer places our job seekers ahead of the curve when they interview with employers. We are offering not only reskilling into TDL careers for unemployed individuals but upskilling for current workers that employers can provide at no cost.

Each year, WFSDallas has a Prologis Learning Academy booth at the annual Veteran focused, Hiring Red, White and You! Job Fair held at Gilley's Dallas. This year, we set up the booth at registration immediately after folks entered the event. The booth was fully staffed with experts assisting with online registrations, featured flyers with information about the training and business cards and event maps of employers who were looking to fill TDL positions at the event. There was an amazing buzz about free training for TDL careers and forklift driver certifications that over 100 people stopped by the booth and 41 individuals registered on the spot.

TRANSFERABILITY

The success of the Prologis-WFSDallas partnership serves as a model for similar initiatives worldwide. Its adaptable framework and collaborative approach offer valuable insights for economic development agencies, workforce groups, and practitioners seeking to address workforce challenges. Lessons learned from scalable programs like the CWI and partnerships with industry stakeholders provide a blueprint for building robust talent pipelines and fostering economic opportunities in diverse communities. By sharing best practices and innovative strategies, Prologis has demonstrated the potential for widespread adoption and replication of successful workforce development models. Prologis was originally targeting those in the warehouse and logistics industry to upskill current employees in their positions. We noticed that more and more customers were wanting to become included in the field to learn new skills. Prologis has helped over 600 new participants enter the logistics field with many of them entering higher positions with greater pay. Working with companies such as Walmart, Amazon, and FedEx as well as Logistics staffing agencies has allowed many of the participants to enter many arenas of logistics such as Warehouse Management, Logistics Coordinators and Freight Coordinators. Prologis has also afforded them the opportunity to learn transferable skills such as time management, conflict resolution and basic computer skills that could go toward any industry.

Workforce Solutions Greater Dallas and Prologis have also partnered with a local logistics company to provide forklift certification to those that complete the online portion. They are earning a 3-year forklift certification as well as OSHA certification to assist them in their job search and placement.

COMMUNITY COMMITMENT AND LEVERAGE

Prologis's commitment to community engagement and resource leverage has been instrumental in driving the partnership's success. Through a significant investment of \$500,000 in funding and access to the Prologis Learning Academy, Prologis has empowered job seekers and strengthened the local workforce. Collaborative efforts with industry partners like the [Dallas County Inland Port](#) and engagement with public/private stakeholders have expanded training capacity, enriched TDL-specific certifications, and

fostered greater economic resilience and prosperity within the community. By leveraging resources and fostering strategic partnerships, Prologis has demonstrated a deep commitment to community impact and sustainable growth. The collaboration between WFSDallas, the Southern Dallas Inland Port Transportation Association and Dallas Regional Chamber yielded an informational video that recalls the magnitude of the opportunity for economic development and growth within the region. View the [Video](#) here, using the password: port. On April 19, 2024, WFSDallas had the opportunity to participate in a panel discussion at the 2024 Inland Port Symposium titled Building a Workforce Pipeline. WFSDallas, Dallas College, ReadyToWork and Walmart discussed ways we have already worked together to provide a talent pipeline into the Inland Port and specifically for Walmart. You can find information about this discussion and the impact WFSDallas and others are having in the region at the [Symposium](#) site. In addition, on April 24, Prologis CWI representatives joined WFSDallas in a presentation to the Prologis Account Management office to share information about the Community Workforce Initiative and discuss ways to bring no cost employer services to the over 200 Prologis customers throughout the DFW area. From an HR perspective, Walmart felt the SWAT Team approach used to address their hiring needs really made the difference. It started with Dallas College providing strong candidates for the entry level positions for the Grocery Supply Distribution Center. As they needed to ramp up their hiring, it was helpful to have multiple partners on the call to help them get a diverse candidate pool for different positions. Getting everyone on the call together allowed the team to talk through the details of the positions and the process all would follow.

Lessons learned at Walmart are to use a QR code that directs you to the specific job posting for that location vs making candidates try to find it. Provide a transparent application process – informing folks that they will do an assessment as part of the process. Also have tours as part of the application process to make sure folks are good with cold temp environments. The benefits of SWAT Team approach and in general are that they allowed everyone to share what they can bring to the table, helped identify who are the best partners for the open roles, some who came to info sessions might not be the right candidate for technician, but good candidate for the entry-level role and each partner got the word out into the community.

MEASURED OBJECTIVES

The impact of the Prologis-WFSDallas partnership is measurable and substantial. Since Q4 2020, 3,141 individuals have been enrolled, completing 10,888 courses with 1,814 individuals successfully placed in the TDL industry. These concrete outcomes reflect the program's success in creating jobs, upskilling workers, and driving economic growth within the region. Prologis's commitment to continuing the partnership through 2024 underscores its dedication to achieving sustained impact and measurable outcomes. In 2023 alone, 1,658 enrolled completing 5,124 courses with 614 placements in TDL industry-related careers. In partnership with ReadyToWork, a local best-in-class workforce development and corporate training provider for the Southwest region of Dallas County, committed to increasing economic mobility 108 individuals have been trained and certified on Power Industrial Trucking (forklift) with an average reported post-training wage of \$21.24. 55% of trainees report that this training helped them secure higher pay.

Looking forward, Dallas County employment will expand by 57,000 jobs in the next 2 years. 1 in 8 of those jobs will be in the Transportation and Warehousing Industry. More than 1 billion square feet of warehousing development is either completed or in progress across the DFW area. Dallas stands to remain a supply chain powerhouse given its large business presence and geography. We are excited to continue to support entry-level employment in the logistics industry to encourage both living wage employment and upward mobility.

In 2023, 72 employers reported hires in the TDL industry. We have already far exceeded that number in 2024 with 141 employers reporting placements in this growing industry. As a whole, the Prologis Community Workforce Initiative has trained, upskilled and reskilled over 30,000 individuals, with 16% gaining employment. Participants come from diverse backgrounds with 42% female, 36% GED/High School, 31% 18-24 years of age, 38% African American, 31% Latino and 18% White. Increasing placements and providing more career and growth opportunities is a priority of the project for 2024 and beyond.

SECONDARY BENEFITS

Beyond its primary objectives, the Prologis-WFSDallas partnership has generated significant secondary benefits for the local economy and community. By enhancing the skills and employability of individuals in the TDL sector, the initiative has catalyzed ancillary benefits for other economic activities in the region. Furthermore, through innovative models in outreach, training, and partnerships, Prologis has fostered a culture of continuous learning and collaboration, contributing to the overall resilience and competitiveness of the community. The Prologis Community Workforce Initiative has provided over \$120,000 in monetary equivalent incentives to participants in Dallas with the completion of the Leadership, Essential Skills and Job Readiness training and the obtainment of employment in the TDL industry.

The program's holistic approach to workforce development has not only addressed critical workforce challenges but also laid the groundwork for sustained economic prosperity and community well-being. With such an important sector that drives economic growth this program has increased its participants' quality of life due to increased wages and boosted local economy. Industry leaders recognizing the pipeline of knowledgeable and well-trained staff creates more opportunities for economic growth and stronger, sustainable communities. Chambers of commerce are able to speak to the potential sector leaders about relocating to a region that truly understands their current business needs and showcase how workforce Boards, Education and Industry adapt to meet them using strategic and intentional planning.

CONCLUSION:

The Prologis-WFSDallas partnership epitomizes excellence in workforce development, embodying the principles of innovation, collaboration, and community impact. As a trailblazer in the logistics industry, the partnership is truly deserving of the TEDC Workforce Excellence Award for its outstanding contributions to advancing workforce development and driving economic growth within the DFW region.



To whom it may concern:

We are pleased to provide this letter of support to Workforce Solutions Greater Dallas for the TEDC Workforce Excellence Award. At Prologis, we take seriously our commitment to the communities where we do business. Our teams live and work in these communities.

Giving back has long been part of our DNA. One way we do that is by leveraging our scale and expertise as a global leader in the logistics real estate industry to create local training and job placement opportunities.

In 2018, we launched Community Workforce Initiative (CWI), a training program that revitalizes career pathways and creates economic opportunity in the communities where we operate. The online training platform developed with JFF, a national nonprofit driving transformation in the American workforce and educational systems, teaches essential workforce skills across distribution and logistics industries, such as equipment training, inventory and warehouse management and environmental impact.

To facilitate job placement, Prologis collaborates with regional workforce development boards and jobs programs to help job seekers find employment opportunities and support.

Further, CWI supports increasing skilled warehouse talent through the Supply Chain Warehousing Certificate, developed in partnership with the Association of Supply Chain Management (ASCM). ASCM administers the first-of-its-kind program to help people establish a core skills competency in logistics. The curriculum has been established in collaboration with Prologis' customers, including NFI and GEODIS.

We expanded CWI in 2021, creating training programs in six more major U.S. markets, including Dallas.

We engaged [Workforce Solutions Greater Dallas](#), the leader in workforce development in Dallas County to provide logistics training to job seekers in the Dallas-Ft. Worth area. We have provided several resources, including \$500,000 in funding and access to the [Prologis Learning Academy \(PLA\)](#), a learning management system.

This partnership has helped achieve a lasting impact for the DFW community. Since Q4 2020:

- 3,141 people have been enrolled in learning
- 10,88 courses have been completed, with an average of over 3 courses per learners, and
- 1,814 have been placed in the Transportation, Distribution and Logistics (TDL) industry

Overall, CWI has trained 30,384 people since 2018 and helped place more than 4,800 of them in logistics jobs. We have already exceeded our goal of training 25,000 people by 2025.

We could not achieve this level of impact without partners like Workforce Solutions Greater Dallas. We are grateful for their time and dedication in helping build career pathways in the logistics industry and strengthen the Dallas-Ft. Worth community.

Sincerely,

Marv Cunningham
Global Head of Operating Essentials
Prologis