

# 2021 IMPACT REPORT



**SER** JOBS

WHERE OPPORTUNITY WORKS

TO BE BOLD. TO BE RESILIENT. TO BE A PROVIDER. TO BE CREATIVE. TO BE A GOOD CITIZEN. TO BE KIND. TO BE THOUGHTFUL. TO BE A CDL DRIVER. TO BE BRAVE. TO BE A CHAMPION. TO BE CREATIVE. TO BE A WELDER. TO BE A VISIONARY. TO BE A BANKER. TO BE INVINCIBLE. TO BE A PARENT. TO BE A DREAMER. TO BE A FRIEND. TO BE STRONG. TO BE A BUDGETER. TO BE EVER GROWING. TO BE A LEADER. TO BE FINANCIALLY STABLE. TO BE A HOMEOWNER. TO BE A FREIGHT BROKER. TO BE A THINKER. TO BE A DO-ER. TO BE AN ELECTRICIAN. TO BE AN APPRENTICE. TO BE HELPFUL.

TO BE WHO YOU WANT TO BE.

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# A Legacy of Resilience



## The History of SERJobs

SER – Jobs for Progress of the Texas Gulf Coast, Inc. (SERJobs) was founded in 1965 through the combined efforts of the League of United Latin American Citizens (LULAC), the G.I. Forum, and the Department of the Navy. It began as a volunteer job bank for Hispanic Veterans and is now a nationwide network of 42 affiliates operating in over 200 offices.

### HUMBLE BEGINNINGS

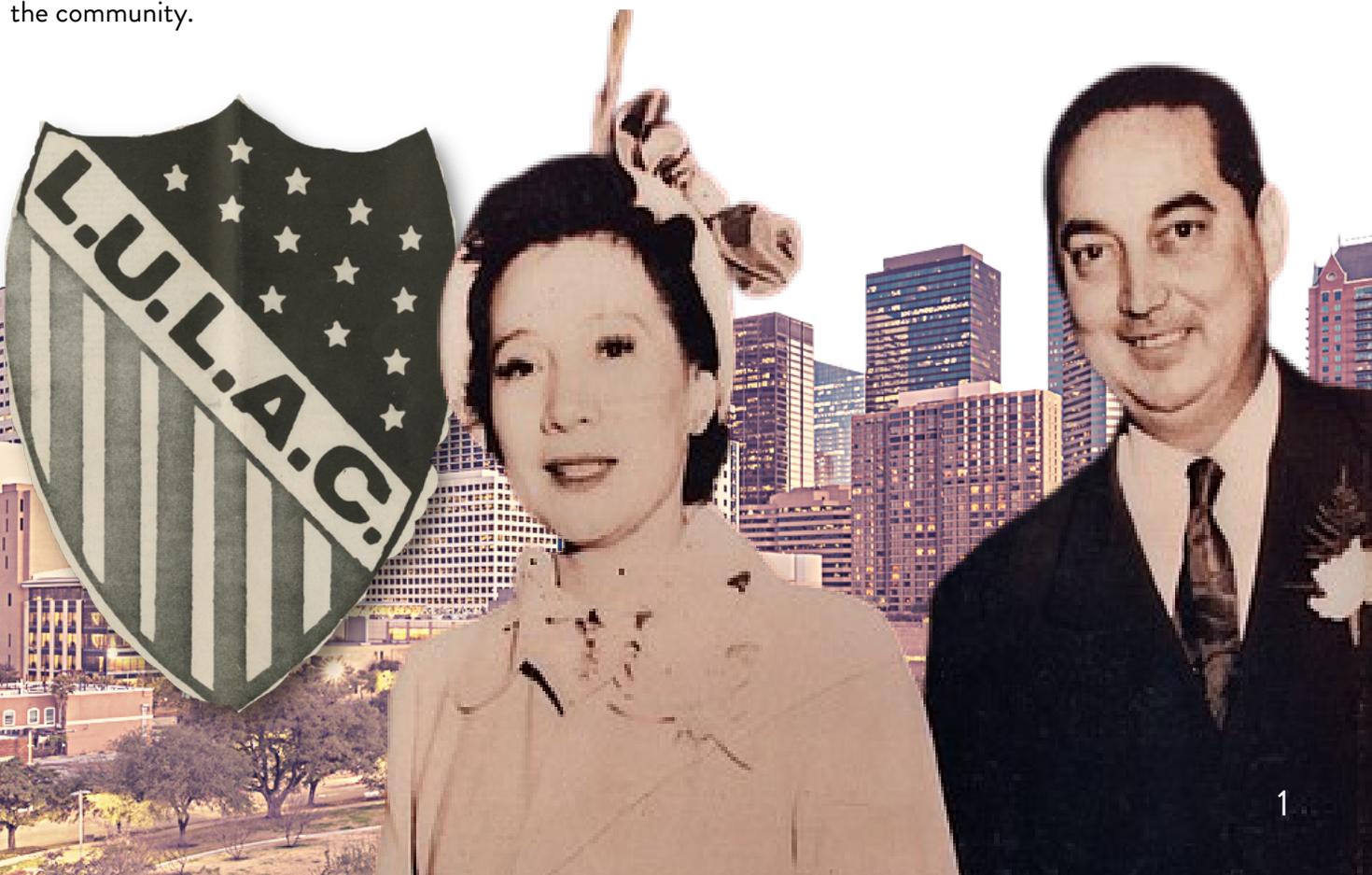
SERJobs is founded as a job bank for Hispanic veterans but quickly expands to meet the needs of the community.

### REGARDS TO BROADWAY - 2010

SER-Jobs for Progress relocates to 201 Broadway Street in Houston's East End and launches the beginnings of its modern organizational structure and service offerings.

### NEW HOME, NEW NAME - 2018

SERJobs opens its new Workforce Opportunity Center at 1710 Telephone Road and rebrands as "SERJobs"



# The Organization Today

SERJobs is expanding. In addition to our Workforce Opportunity Center, we are launching our new state-of-the-art Workforce Training Center (WTC) located at 1960 Tellepsen, so that we may continue to transform the lives of individuals through education, skill-based training, employment, and long-term financial stability.

The new center will host expanded training opportunities in high-growth/high-demand industries, including, but not limited to construction, CDL, warehouse/forklift, data cabling & fiber optics, welding, banking, and customer service. SERJobs offers an array of resources to individuals in the community through apprenticeships, financial empowerment, an on-site GED program for youth, and it will be home to the first community-based C.H.E.E.R! (Children's Health Education Enrichment Resource) Room in partnership with the Ronald McDonald House Charities of Greater Houston/Galveston.

## Our Mission

To help individuals from low-income communities transform their lives through education, training, employment, and financial empowerment services.

## Our Vision

To be the premier workforce opportunity provider in the Texas Gulf Coast region.

## Our Values

RESPECT (trust)  
ACCOUNTABILITY  
INNOVATION  
EXCELLENCE  
INCLUSION (diversity)



# OUR IMPACT IN 2021



593

MEMBERS  
EMPLOYED



736

MEMBERS ENROLLED  
IN TRAINING



\$15.50

AVERAGE STARTING WAGE  
AFTER TRAINING



3,547

MEMBERS  
OUTREACHED



2021



# OVERVIEW



# Our Programs

SERJobs offers the following programs and services at no cost to those individuals who qualify:

- Occupational Training
- Financial Literacy
- Education
- Employment Assistance

## Occupational Training

Learn More, Earn More

In as little as 2-16 weeks, members can earn industry-recognized credentials that lead to in-demand careers in a variety of industries.

Classes are available online, in-person, and/or hybrid (combination online and in-person) depending on the training you choose.



Interested in learning more about our training programs and services? Scan the QR code to the left using your smartphone to learn more!



# Financial Literacy

Members will have direct one-on-one contact with a financial coach to discuss the member's financial goals. In addition, members will receive financial education via webinars through our partnerships with various financial institutions. The webinars will cover multiple financial topics: building credit, debt management, retirement, and homeownership.

Members will have the opportunity to take advantage of the various products we offer to help them achieve their financial goals. These include credit building products, budgeting/savings tools, and asset building, to name a few.

# Education

SERJobs believes all members are whole, capable, resourceful and have innate strengths, skills, and assets that can be built upon to meet each person's unique goals. Each member is paired with a career coach to help work through their individual needs, goals, and a plan of action to reach those goals. Career coaches support members through every step of their journey with SERJobs, celebrating successes and helping troubleshoot challenges along the way.

# Employment Assistance

While SERJobs' main focus is on long-term careers with opportunities for growth, SERJobs also offers assistance with transitional employment and part-time jobs. Our team works to provide our members with a wide range of employment assistance regardless of where they are on their journey. Whether you are job-ready and just need a little help finding the right employers or you have been referred to employment services after completing a SERJobs training, our team will provide the best resources to meet your needs.





“

LOOK AT ME,  
I DID IT!

”

# Member's Journey of Success

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## Meet Julian M!

“Today, I understand the role I play as the older brother of seven,” said Julian, “if you asked me that a few months ago, I wouldn't have been able to express what that looked like or meant to me.”

Julian M., who was raised by a single mother, hurtled through many hardships as he took turns establishing his childhood between San Antonio and Houston, Texas.

“As a young child, I didn't feel like I had a set path for myself,” said Julian, “lacking a father figure, I longed for stability and I tried to find comfort in the people around me; the people I called “friends” at the time, didn't help to steer me in the right direction.

“Without even really noticing it, going back and forth between cities really had a negative impact on me.”

“The only thing I knew for certain about school was that I'd been to six different high schools between the two cities,” said Julian, “I was a good student, but my attendance and interest started to wane when I took after the wrong crowd. I was 16 then.”

“I often found myself struggling on the other side of the law,” said Julian, “I was lost in the depths of my consciousness fighting against drugs and many other bad influences. I got into activities that weren’t too favorable for a 16-year-old.”

“But my mom helped me through. She’s my rock and the push I needed. Even when I couldn’t recognize myself, she helped me find the will I had buried deep within me to go on.”

As a younger brother began to emulate him, Julian realized that he was the role model his brothers and sisters looked up to. And, upon that realization, Julian decided to turn his life around. “When we got the opportunity to move to Houston, I saw that it was my chance,” said Julian, “and I cut off ties with the “friends” that weren’t taking me anywhere. Being in Houston offered me a chance. I felt that I was finally going to be around the right people. That’s when I found SER.” Upon discovering SERJobs, Julian immediately enrolled in SER services with his mom’s full support and encouragement.

Julian joined YouthBuild Houston, which is a GED program that SERJobs offers the community’s youth (17-24 year-olds) who have dropped out of school. Students can earn their GED while gaining skills in construction, earning a stipend and helping to rebuild and repair housing in low-income communities.

When asked about his hunger for change and the drive to join the program, Julian said, “I wanted to finish high school. I think it meant a great deal for me to see this opportunity through for the sake of my brothers and sisters. Taking that first step and opening myself up to what’s out there really changed my outlook on my role as a brother. “I wanted to do right by them, be the ‘inspirational big brother’ that I realized I could be. So I began to change the way I talked around them. That’s what the program offered me.” “It was a great experience, I was excited. I felt like the schools I went to before didn’t care whether or not I graduated,” said Julian, “they were just getting kids in and out the door. I’ve been to many schools, and I know this experience was different. “I found my mentors here, they made me feel... like they cared. Mr. Sweeney, Mr. Green, Ms. Bennett, Ms. Zully, and Mr. Lee took it upon themselves to reach out and make sure I didn’t give up on myself until I saw this program through.”

“It’s amazing!” said Julian, “I have this new found confidence in school. There is friendly competition here, it’s something great because we lift each other up.”

“Before SERJobs I remember just wanting to get by,” said Julian, “afterward, I’m thinking what’s next?” Julian has obtained employment and looks forward to life! Julian feels he found himself and his potential through his SER experience and has advice for others his age who are struggling, not knowing what to do with their lives.

“I would definitely say to give SER a shot, it will take you beyond the mentality of just getting by,” said Julian, “I feel like SER opened so many doors for me. Look at me, I did it!

“I would tell others to get it done now. You can get it as fast as you want it, let your drive and the SER team take you forward.” “I’ve learned a lot, being here,” said Julian, “and I can say I walked away with mentors, peers, and a vision for myself down the road.”

We’re excited to be a part of Julian’s journey, which Union Pacific helped make possible!

# INVESTING IN THE FUTURE

## CAPITAL CAMPAIGN

Our \$10 million “Investing in the Future” Capital Campaign is almost complete, and our new Workforce Training Center is scheduled to be launched in late 2021.

Through the expansion of the SERJobs campus, the new 20,000 SF Workforce Training Center (WTC), will provide critical space for hands-on training and economic mobility for individuals in need.



The building will house 8 classrooms, 3 training labs, office space, and necessary training equipment, providing the space and resources to serve approximately 8,000 people annually by 2022. The facility is designed to provide instruction and experience for individuals seeking in-demand, middle-skills jobs that pay living wages. With the WTC, SERJobs will expand training for disaster recovery areas of the construction trades and develop new training tracks responsive to labor market demands.

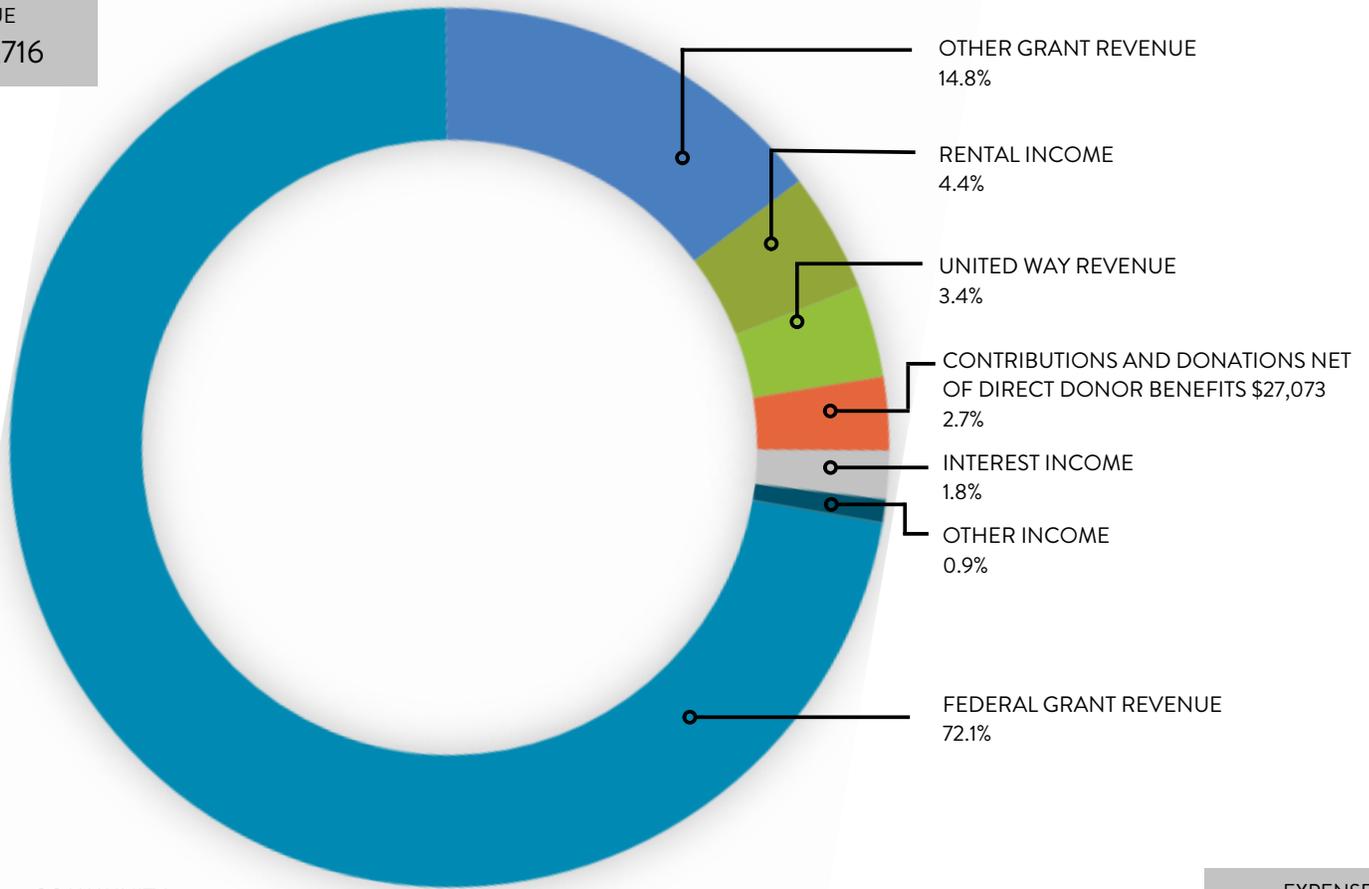
SERJobs’ WTC will serve as a community catalyst, creating opportunities for low-income individuals to earn a living wage and create better lives for themselves and their families, leading to thriving neighborhoods and cities. As a hub for education and resources, including adult literacy and STEM-based careers, the WTC will meet critical workforce development needs for under-resourced communities and underrepresented populations in Houston. These opportunities lead to economic mobility and address a critical skills gap in the local economy.

To date, we are just a little more than \$500,000 from meeting this goal, and through the \$1 million matched donation opportunity that Howard Tellepsen and Stan Marek offered, we are \$50,000 away from meeting the goal offered through their generosity.

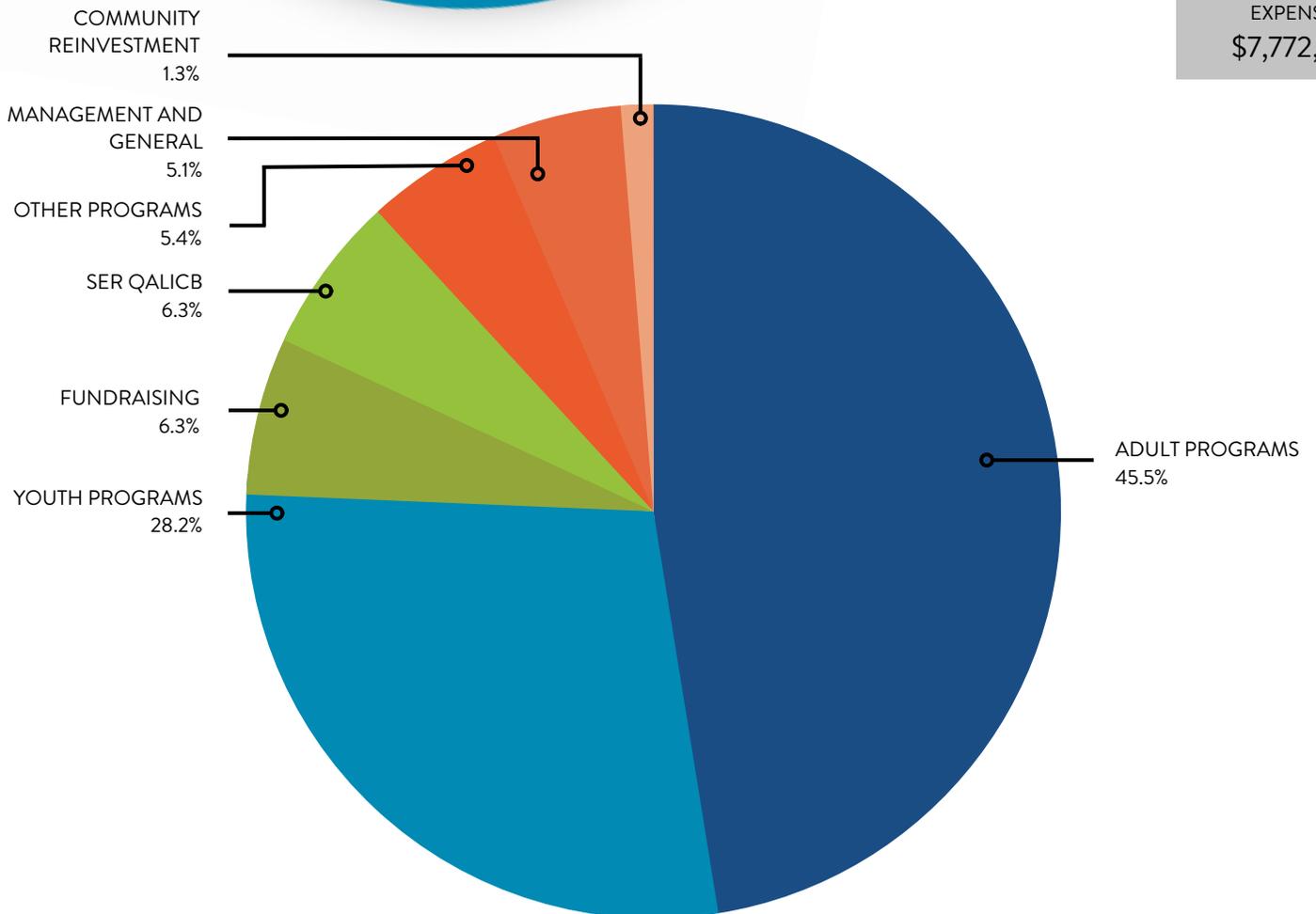
We anticipate opening the doors for trainings in Fall 2022 and will host a ribbon cutting ceremony with a reception. Please be on the lookout, as those dates will be sent to you soon. We appreciate your continued support in this endeavor, and we are excited for the expanded opportunities this will hold for our members. As always, SERJobs’ mission is to help individuals from low-income communities transform their lives through education, training, employment, and financial empowerment services.

# FY21 FINANCIALS

REVENUE  
\$10,732,716



EXPENSES  
\$7,772,901





# Letter from the CEO

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## Dear Friends,

At SERJobs, hope is the heart of who we are and what we do. HOPE is the driving force, the light that motivates us to move forward with optimism despite challenges and obstacles.

At SERJobs, HOPE has continued to fuel our passion and vision. WE believe that our services are needed now more than ever before. Knowing that our members (who already have significant barriers) are the first to experience the impact of a crisis makes it critical for us to assess and redefine how we do our work, maximizing the use of available resources.

True to our name, SERJobs, the Spanish verb for "to be," we have served as a container for what is and what can be! We exist to empower and transform the lives of the individuals we serve so that they can BE the best and most productive version of themselves. In addition, we also provide employer partners and businesses in our region with much-needed skilled labor.

Over the last two years, SERJobs has remained strong and resilient. We continue to offer a wide array of services in various high-growth/high-demand industries to advance economic mobility. We operate in person and through our virtual campus, created in response to the pandemic, providing wrap-around support services that eliminate barriers to employment. Although our focus is on job readiness, education, coaching, skill development, employment, and financial stability, the essence of our mission is to deliver HOPE – the bridge that connects individuals from their current situation to where they want to BE.

Since the beginning of 2020, we have enabled more than 10,000 new and returning members across 13 counties in and around Houston TO BE all they can be. As a result, they can transform the quality of life for themselves, their families, and our communities.

All of this is ONLY possible because of the collective contributions of our many incredible stakeholders, including our dedicated board of directors, a team of talented staff, our resourceful community of partners, and our employer partners – Thank you all for believing in our vision of, "Where Opportunity Works!"

Among our many supporters, there are Champions who connect with our mission and collaborate with us in realizing the potential of each member we serve. It is rare to find community leaders who have such a deep understanding of the organization's work. At SERJobs, we are fortunate to have Champions of Hope, who have been instrumental in growing SERJobs "to be" the organization it is today!

Not only have they made extraordinary investments of their personal time and resources, but they also harnessed the support of their professional networks, which led to the completion of a 10-million-dollar capital campaign.

Thanks to their dedication, we now have a state-of-the-art Workforce Training Center, also located in the historic East End, which will launch in October 2022. Much like our Opportunity Center, the new building will enhance our capacity to serve more people in need and expand to other industries, such as information technology and the medical field.

Yours,  
Sheroo Mukhtiar  
President + Chief Executive Officer  
SERJobs



# Board of Directors

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Secretary

Paula Mendoza

Vice Chair

Elliot Metzger

Treasurer

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bp America

Steve Rosencranz

CDC Representative

Jim Francis

Centerpoint

Bart Wilson

Silverthorne Seismic LLC

Dr. Jeri Lyons

City of Galveston Housing Authority

# Leadership Team

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Sheroo Mukhtiar

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Chief Operating Officer

Beth Wilson

Chief Advancement Officer

Gerald Eaton

Chief Financial Officer

Courtney Mixon

Director of Training

Nekia Robinson

Director of Advancement

Christi Vasquez-Martin

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Tara Kirkland

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Sandra Achury

Director of Quality Control + Assurance

Denise Hernandez

Director of Programs

Marissa Martinez

Director of Engagement

Alma Perez-Silva

Director of Buildings + Facilities

John Torres

Controller



**WORKFORCE OPPORTUNITY CENTER**

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