



USI | URBAN STRATEGIES, INC.

## USI Selected for One of the First National Private and Non-Profit Partnership Focused On Economic Mobility...

Urban Strategies, Inc. (USI) was recently selected for a powerful economic mobility partnership with Randstad US's TRANSCEND program, Cisco, and TechBridge. This partnership will create career opportunities to systemically marginalized communities for building pathways to careers in account management, financial services, non-clinical healthcare and technology. The aligned call-to-action between public and private organizations takes place as the American economy deals with a skills gap that could cost the nation \$12 trillion in economic output over the next decade if employers don't take significant action.

The TRANSCEND program offers its participants opportunities to learn new skills for today's in-demand jobs, engage with key leaders, benefit from training and work directly with companies that offer career opportunities.

USI will serve as Randstad US's national community partner and ensure its result-based initiatives reach and provide adequate resources to diverse populations. USI, will work across its 30-plus community network to leverage its engagement with families and individuals to pipeline talent into the TRANSCEND program.

"USI is proud to join this partnership as we support families through this strategic and impactful economic mobility pipeline," said **Esther Shin, President of USI**. "Our equity centered work in community will inform the strategies that support Americans to create pathways that are stable and thriving.

Other partners include Cisco and TechBridge.

Cisco is leading the OneTen initiative to upskill, hire, and advance one million Black Americans over the next decade. They will empower skilled individuals who lack a four-year degree with professional development, mentoring, business case competitions, and skills training from Randstad US.

TechBridge and Randstad developed a national skilling strategy for participants looking to enter the technology fields. The partnership is developing curated courses



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that will develop technology and technology-adjacent skills, culminating in national technology certifications.

"TechBridge is thrilled to partner with Randstad, Cisco, and Urban Strategies to create opportunities that close the digital skills gap and level the playing field for diverse and untapped communities," said **Jahari Soward, Sr. Director of Workforce Development with TechBridge**. "By removing barriers that lead to upwardly mobile careers we create economic equity for all."

This dynamic pipeline has begun with the first cohort of training courses in March, with four more groups to follow throughout the year. This collaborative effort seeks to support 40,000 American workers become reskilled by the end of 2021.

"By partnering with organizations like Cisco, TechBridge and Urban Strategies, Randstad can help train individuals across the country on important skills that will unlock job opportunities and in-demand roles," said **J. Keith Brown, Director, Community Impact with Randstad North America**. "By bringing together leaders from corporate America, training programs and community organizations, Randstad is helping address systemic inequality on multiple fronts."

### About Urban Strategies, Inc

Founded in 1978, USI is an independent national nonprofit leader with extensive experience in implementing data-driven human capital development strategies in communities that are undergoing comprehensive physical revitalization. USI supports communities while working with robust partner networks to develop equity-centered economic opportunities, cradle-to-college/career success, high-quality health services, and a range of comprehensive service supports. USI is an organization of color led by people of color seeking equitable results for children and families living in 37 communities throughout 21 metropolitan cities, including two territories. To learn more about our successes in community, visit [www.urbanstrategiesinc.org](http://www.urbanstrategiesinc.org)

### About Randstad

Randstad North America, Inc. is a wholly owned subsidiary of Randstad N.V., a €20.7 billion global provider of flexible work and human resources services. As a trusted human partner in the technology-driven world of talent, we combine the expertise and passion of our employees with some of the most innovative HR technologies on the market today to advance the careers and business success of our candidates and clients.

Randstad's North American operations comprise 5,700 associates and a deployed workforce of more than 86,000 in the U.S. and Canada. In addition to staffing and



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recruitment, Randstad offers outsourcing, consulting and workforce management solutions for generalist and specialist disciplines, including technology, engineering, accounting and finance, clinical and non-clinical healthcare, human resources, legal, life sciences, manufacturing and logistics, office and administration and sales and marketing. Global concepts available to North American client companies include RPO, MSP, integrated talent solutions, payrolling and independent contractor management and career transition services. Learn more at [www.randstadusa.com](http://www.randstadusa.com) or [www.randstad.ca](http://www.randstad.ca).

### About Cisco

Cisco (NASDAQ: [CSCO](https://www.cisco.com)) is the worldwide leader in technology that powers the internet. Cisco inspires new possibilities by reimagining your applications, securing your data, transforming your infrastructure, and empowering your teams for a global and inclusive future. Discover more on [The Network](#) and follow us on [Twitter](#).

### About TechBridge

Founded in 2000, TechBridge is a nonprofit organization that utilizes current technology to help other nonprofits amplify their impact. TechBridge focuses on 501(c)3 organizations that provide services to break the cycle of generational poverty through the use of technology. Through collective action TechBridge applies its products, collaborative community programs and technical services on ending homelessness, preventing hunger, transforming workforce development, and ensuring justice.

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