



OUR SERVICES

CUSTOMIZED FINANCIAL ASSISTANCE FOR:

- Tuition
- Textbooks
- Tools/Supplies
- Uniforms
- Childcare
- Transportation
- Emergency/Living

INTENSIVE CASE MANAGEMENT INCLUDING:

- Student Profile Assessment & Evaluation
- Career Coaching
- Individual Counseling
- Academic Mentoring
- Financial Literacy Workshops
- Mental Health Awareness
- Job-Placement Services
- Earnings Tracking Post Graduation (2 years)

OUR MISSION

VIDA's mission is to formulate new institutional relationships in the Rio Grande Valley that simultaneously address employers' needs for skilled workers and prepare the area's unemployed and underemployed residents for high-skill, high-wage jobs identified in the region.

PROBLEM & SOLUTION

One-third of the Rio Grande Valley's population lives below the federal poverty level, over one-third of the population age 25+ has less than a high school diploma, and the largest occupations in the Valley are high-risk jobs in retail and service industry (RGV Health Connect 2022 Demographics; 2020 Living Wage, MIT., COVID-19 and the Rio Grande Valley in Texas).

A career pathways approach fully integrated with community partnerships among institutions of higher education, evidence-based college completion programs, industry, economic development boards, public administration, and policymakers will build a competitive and relevant workforce.

"VIDA is an evidence-based college completion program that simultaneously addresses the non-traditional students' social and economic barriers to education success by providing the essential support services that lead to training persistence, timely graduation, and family sustaining wage employment. Our intensive case management model provides the resources and career coaching to maximize human capital and achieve social mobility through relevant workforce training in target demand occupations, especially in growing industries of STEM and healthcare."

**FELIDA VILLARREAL, CPA
PRESIDENT & CEO | VIDA**




\$14.74


FOR EVERY \$1 INVESTED IN VIDA'S PROGRAM, THERE IS A RETURN ON INVESTMENT OF \$14.74 TO THE COMMUNITIES WE SERVE.

(2020 ECONOMIC IMPACT STUDY - UNIVERSITY OF TEXAS - RIO GRANDE VALLEY, DATA & INFORMATION SYSTEMS CENTER)

STUDENTS SERVED
534
PERSISTENCE
94%



FIRST GENERATION COLLEGE STUDENT
81%



AVERAGE WAGES
\$48,755



CREDENTIALS EARNED
170



2022 STUDENT DEMOGRAPHICS

GENDER

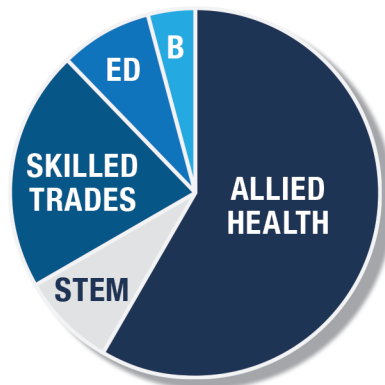
64% FEMALE
36% MALE

AGE

18-24 41%
25-34 37%
35+ 22%

FINANCIAL PROFILE

26% ON PUBLIC ASSISTANCE
20% UNEMPLOYED
54% LOW INCOME/UNDEREMPLOYED



- 59% Allied Health
- 04% Business
- 08% Education/Social Services
- 21% Skilled Trades
- 08% STEM