



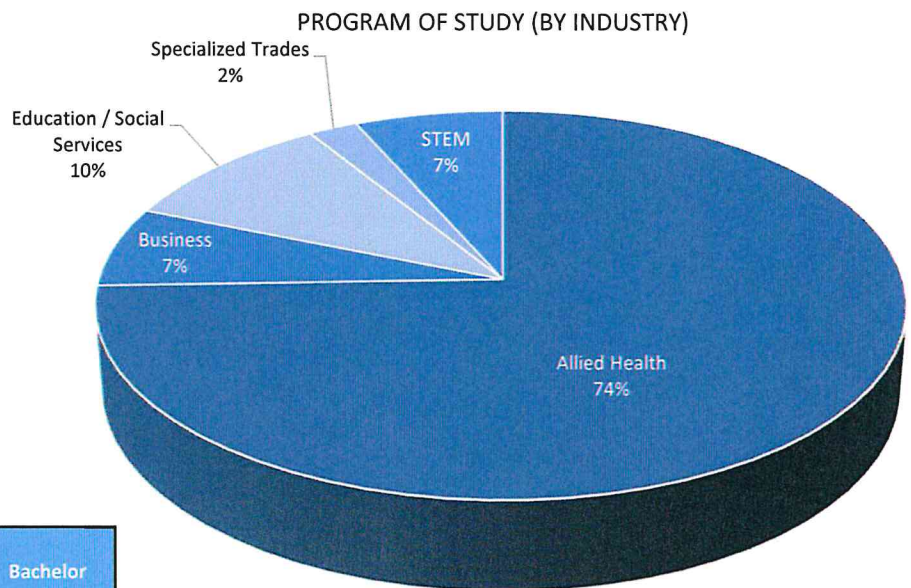
## Hidalgo County Closing Report CY2023

For every \$1 invested in VIDA's program, there is a return of \$14.74 to the communities we serve.

*Economic Impact Study 2020 - University of Texas Rio Grande Valley, Data & Information Systems Center.*

**Average Salary Reported Upon Graduation: \$53,352 as of December 31, 2023**

2023 AT-A-Glance	
60%	Between Age of 25-50
100%	Unemployed, Underemployed or Low Income
60%	1+ Dependent Child(ren) in the Household
89%	First Generation in College
<b>Hidalgo County Investment: \$100,000</b>	
<b>Contractual Benchmark: 20</b>	
<b>Total Served: 90</b>	
<b>Persistence Rate: 96%</b>	



### CREDENTIAL ANALYSIS

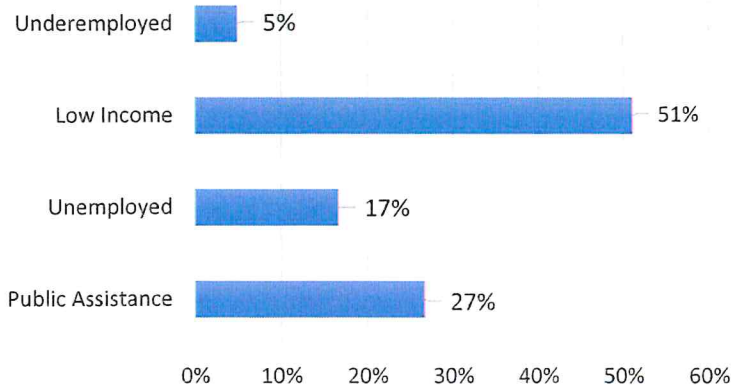
Graduates/Completers

Industry Recognized Credential	Certificate	Associate	Bachelor
	6%	20%	57%
	17%		

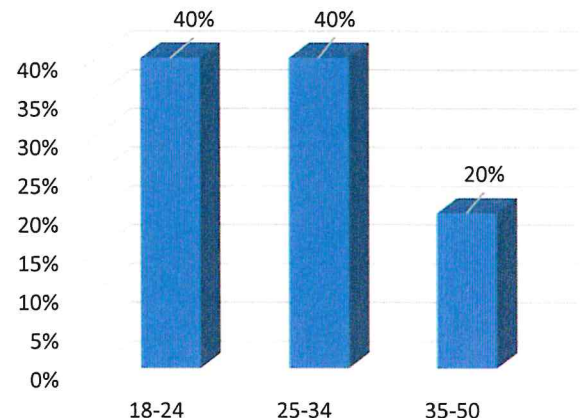
Active Students

Industry Recognized Credential	Certificate	Associate	Bachelor
	2%	23%	64%
	11%		

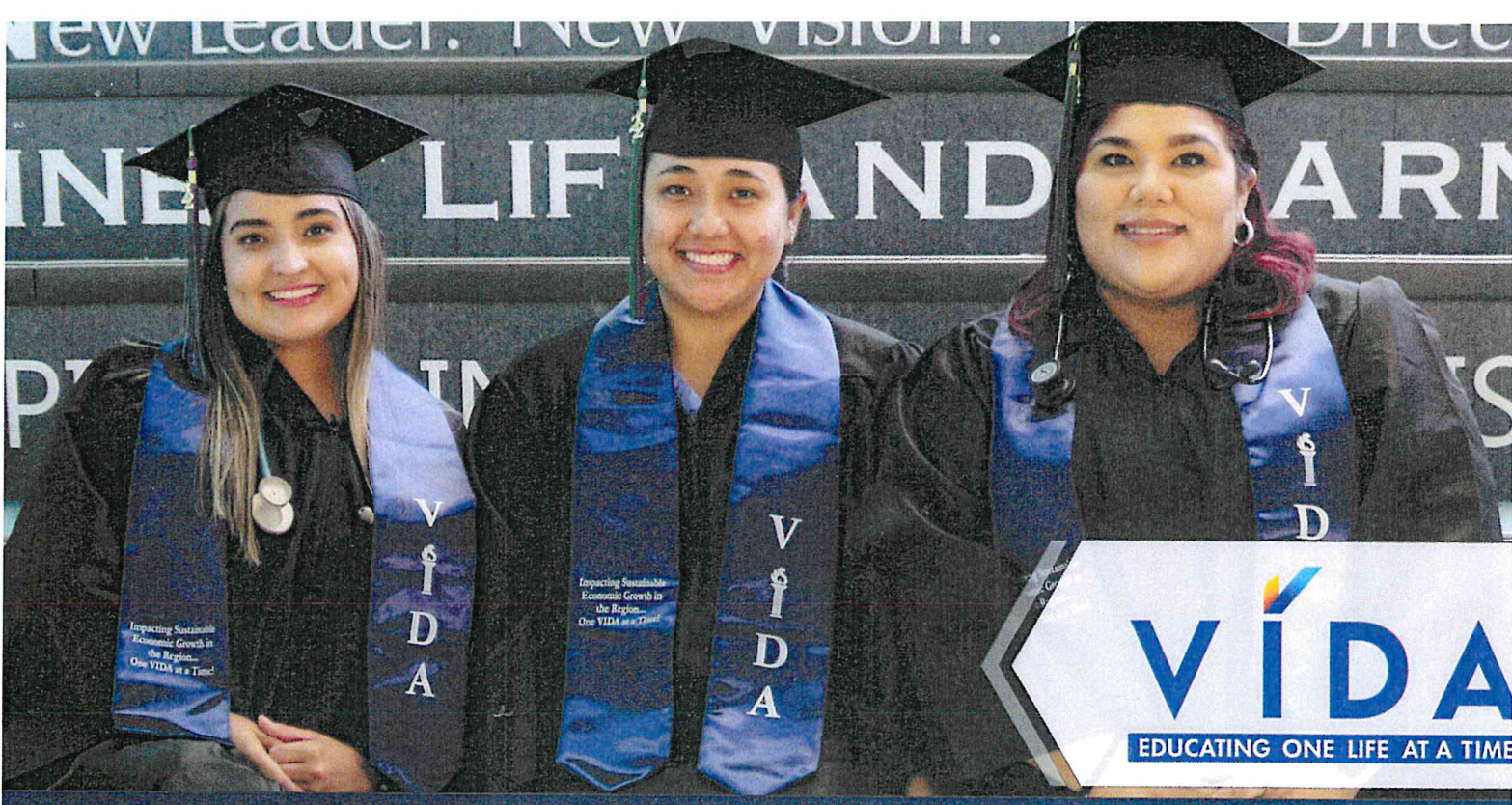
Financial Eligibility



Participant Age



Some participants meet more than one eligibility factor.



## 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
- Soft Skills Development
- Financial Literacy Workshops
- Mental Health Awareness
- Job-Placement Services
- Earnings Tracking Post Graduation (3 years)

## OUR MISSION

To empower Rio Grande Valley residents to achieve economic prosperity through market-driven training, resources, and career pathways.

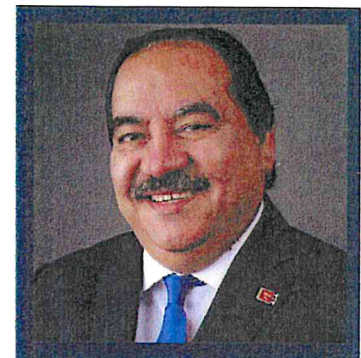
*"VIDA is an evidence-based college completion program that simultaneously addresses the non-traditional students' social and economic barriers to education success by providing the essential support services that lead to training persistence, timely graduation, and family sustaining wage employment. Our intensive case management model provides the financial resources and customized career counseling services to maximize human capital investment and promote economic mobility through relevant workforce training programs."*

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



*"Through a federal empowerment-zone initiative, the vision of Valley Interfaith and business leaders took shape and resulted in the creation of the Valley Initiative for Development and Advancement. VIDA's mission and philosophy have remained steadfast--to enrich and enhance the lives of people across the Valley through education and workforce training."*

**TONY AGUIRRE JR.  
BOARD CHAIRMAN | VIDA**





EDUCATING ONE LIFE AT A TIME

# 2023 AT-A-GLANCE

# \$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)

## FUNDING CITIES & COUNTY



- MCALLEN
- EDINBURG
- PHARR
- ALAMO
- WESLACO
- MERCEDES
- HARLINGEN
- LA FERIA
- BROWNSVILLE
- PORT ISABEL
- HIDALGO COUNTY

**STUDENTS SERVED**  
**627**  
**PERSISTENCE**  
**96%**

**FIRST GENERATION COLLEGE STUDENT**  
**84%**

**AVERAGE ANNUAL SALARY**  
**\$47,756**

**CREDENTIALS EARNED**  
**231**

## 2023 STUDENT DEMOGRAPHICS

### GENDER

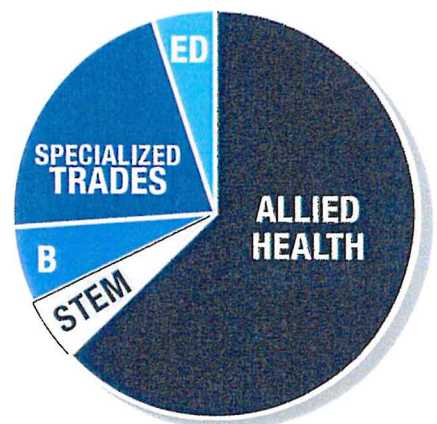
67% FEMALE  
33% MALE

### AGE

18-24 44%  
25-34 33%  
35+ 23%

### MARITAL STATUS

SINGLE 71%  
MARRIED 17%  
DIVORCED/SEPARATED 12%



### FINANCIAL PROFILE

30% ON PUBLIC ASSISTANCE  
17% UNEMPLOYED  
06% UNDEMPLOYED  
47% LOW INCOME

### DEPENDENT CHILDREN

01 21%  
02 22%  
03+ 14%

- 63% Allied Health
- 05% Business
- 06% Education/Social Services
- 21% Specialized Trades
- 05% STEM