T NEXTTECH
DIVERSITY PROGRAM

SOCIAL IMPACT OF THE NEXTTECH DIVERSITY PROGRAM

BY:

LEARNING ALLIANCE

MANAGING PARTNER

TABLE OF CONTENTS

EXECUTIVE SUMMARY

NEXTTECH'S JOURNEY TO $13,280,896/YEAR IN EQUITY ECONOMIC IMPACT

In the 3 years of NextTech, the industry has gained 248 new technicians. Those technicians are paid on average $53,552 per year meaning T-Mobile's NextTech Diversity initiative has generated a **positive economic and equity impact of $13,280,896 per year**.

The NextTech Diversity Program from T-Mobile (managed by managing partner, Learning Alliance Corporation) increased the diversity, equity, and inclusion scope for the telecommunications industry. Within the program, it is seeing 60% of individuals coming from African American backgrounds, 28% from Hispanic backgrounds, and 12% coming from a female background.

The industry has struggled to build diverse pipelines, and the deficit of labor force is constraining the capabilities of prime contract and sub-contract holders. The NextTech Program has positively impacted the industry by allowing employers to pull from a more diverse pipeline of candidates than they may be doing on their own. Currently, there are 15 direct NextTech Sponsored employers. 137 employers have hired NextTech graduates, and there are another 330 potential employer partners who have shown interest at sponsorship.

The growth of the NextTech program requires intense marketing capabilities. Thus far, LAC interacts with 4,388 candidates per month and processes 13,174 calls to potential candidates to engage and provide them insight on the industry. On a monthly basis, LAC is emailing 11,492 industry contacts and organizations to market NextTech as a solution to their hiring needs.

State Representation has grown within the program as well. Initially, there were 4 states with employers in those states hiring graduates. In 2023, that has increased to employers through out 37 different states intaking NextTech students. That means NextTech has a presence, student facing, in 74% of the US. NextTech sits as a cornerstone opportunity to drive marketing the telecom industry through the opportunity to build economic equity, diversity, and inclusion.

PROGRAM OVERVIEW

PROGRAM GOALS

In 2021, T-Mobile's Procurement team created the NextTech Diversity Program to address two challenges

1) *the lack of diversity for field technicians and commercial drivers in the wireless telecommunications industry*
2) *To Fill the void of qualified personnel necessary to build out America's 5G network at pace.*

T-Mobile is proud to partner with two diverse suppliers that help us achieve a more inclusive wireless industry through training, certification-

- job placement within 45-60 days of certification, and 12-months of post-job-placement career support:

• The Learning Alliance Corporation (Tampa, FL) trains individuals for roles as field technicians and tower crew members.

• New Reflections Technical Institute (Kansas City, MO) trains individuals seeking Class A commercial truck driving licenses.

TIER I
VISIONARY PLEDGE
40+ CANDIDATES SPONSORED

BENEFITS
- Press Release
- Program Web Page
    o Corporate Logo
    o Corporate website link
    o Executive's photo
    o Corporate Quote

TIER II
INTEGRATOR PLEDGE
10–39 CANDIDATES SPONSORED

BENEFITS
- Press Release
- Program Web Page
    o Corporate logo
    o Corporate quote
    o Corporate website link

TIER III
BUILDER PLEDGE
5-9 CANDIDATES SPONSORED

BENEFITS
- Program Web Page
    o Corporate logo
    o Corporate website link

TIER IV
CONNECTOR PLEDGE
1-4 CANDIDATES SPONSORED

BENEFITS
- Program Web Page
- Corporate Logo

BRAND AWARENESS AND EFFORT

GROWING THE PROGRAM

To build the next generation workforce, the Telecommunications industry suffers from a lack of awareness that limits the ability for organizations to recruit and build a new workforce. Through the NextTech program, marketing efforts have been generated to increase industry awareness that provides full scope consultation and discussion to help generate intertest, buzz and, ultimately, a graduating student entering their final step to a new career path in Telecom.

Learning Alliance has aggregated 158,089 candidates who have applied and shown interest in the program over the course of 36 months. This equates to 4,388 candidates per month. This candidate volume generated 13,174 calls per month within our and those calls equated to 318.76 hours of talk time per month – that means the LAC team talks to potential students for 13.28 days in total per month. This effort generated 2,337 candidates that moved into the vetting requirements, and that vetting generated the 248 total graduates. The total conversion ratio for Vetted Candidates to Graduates is 10.67%

Sales Funnel Data	Final #'s
Total Candidates	158,089 total candidates generated
Candidates per Month	4,388 candidates per month
Processed Calls per Month	13,174 calls per month
Processed Talk Time per month	318.76 hours of talk time
Candidates Vetted	2337 total candidates vetted
Total Students	248 total graduates

PLACEMENT REPRESENTATION

CREATING ECONOMIC SUSTAINABILITY

The NextTech program has help cultivate 248 new Telecommunication, Tower, Wireless, and Fiber Optic Technicians for the industry. The average starting salary for the graduates is $53,552 per year. In total, that means the NextTech program is responsible for $13,280,896 per year in positive wage growth for its candidates. Candidates see an increase in wage equity by 32-43% depending on the role, company and location.
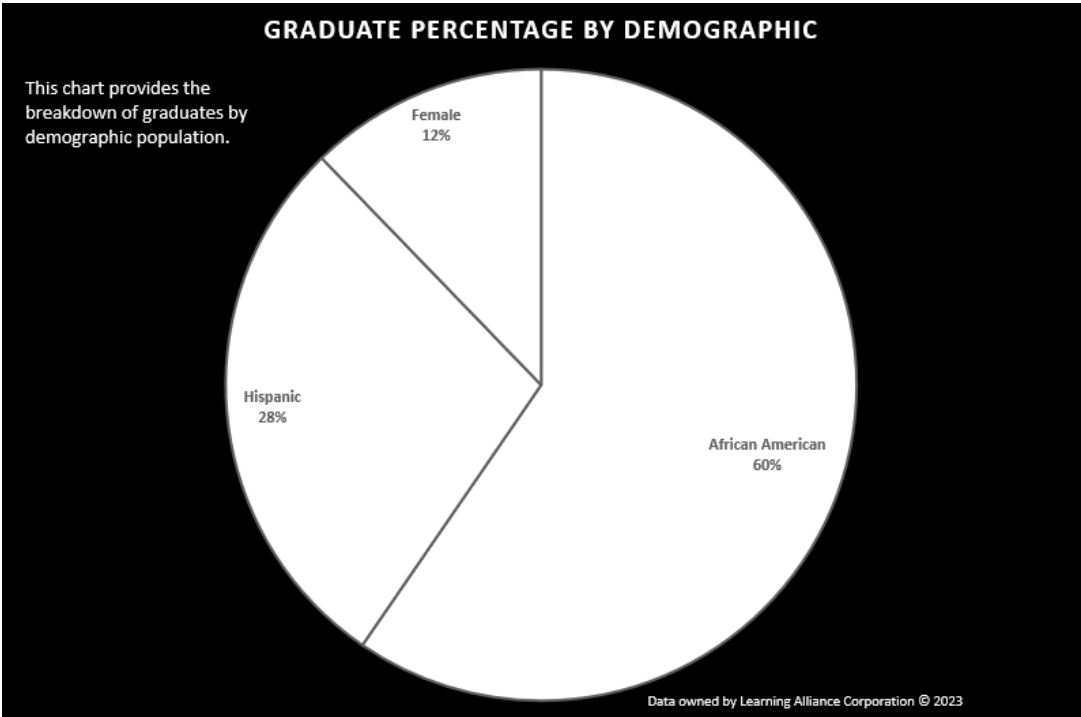
Currently, 100% of candidates have been fulfilled on the placement requirements within the program. To make sure placement occurs, LAC has adopted marketing campaigns and NextTech brand outreach to employers to provide information on the program and benefits. Through this outreach, LAC has generated 45,172 employer connections. Out of those 45,172 employers, LAC has conducted 873 meetings in relation to NextTech, out of those meetings, 330 employers identified their interest in hiring NextTech Graduates with potential to become a partner, out of those 330 employers, 137 employers have hired NextTech graduates. Last, out of those 137 employers intaking students, 15 of them have joined NextTech as a funding partner. The Newsletter is sent out weekly and hits 11,492 employers per week. LAC provides all employer partners access to its Applicant Tracking System (TalentLink) to allow for employers to easily connect with students and graduates.

Placement Funnel	Final #'s
Total Companies Reached	45,172 Employers
Emails Sent per Month	11,492 emails sent per month
Meetings Conducted	873 meetings with employers
Employers Interested in NextTech	330 potential new employer partners
Employers Hiring Graduates	137 employers are actively engaged in hiring
Total NextTech Partners	15 total NextTech Sponsored Partners
Average Yearly Salary	$53,552 per year
Average Wage Equity Increase	32-42% increase in wages after graduation
Total Yearly Economic Impact	$13,280,896/per year in wage equity

UNDERSERVED POPULATIONS

POPULATIONS BY DEMOGRAPHIC

NextTech supports underserved, underrepresented populations. This includes the African American, Hispanic, and female demographics. The industry has a disparity in diversity. As a male dominated industry, bringing in female voices is a key focus as well as building career pathways that lead to high skill, high wage employment within communities that need it most. NextTech graduates thus far have been made up of 60% African American and 28% Hispanic. 12% of the total is made up of female graduates looking to get into the industry.

GRADUATE PERCENTAGE BY DEMOGRAPHIC

This chart provides the breakdown of graduates by demographic population.

Female
12%

Hispanic
28%

African American
60%

Data owned by Learning Alliance Corporation © 2023

EMPLOYER REPRESENTATION

GROWTH IN MARKETING AND AWARENESS

NextTech began with 2 companies partnered – Ericsson and T-Mobile. From 2021 to 2023, NextTech reach to employers has grown year over year substantially with now 137 total companies hiring NextTech graduates. The Top 10 Hiring Companies are listed below. Organizations have also contributed and joined the NextTech program. These organizations include: Vertical Bridge, Ericsson, GME Supply Co., JMA Wireless, KCI Technologies, Circet USA (KGP Services), MasTec, NewTech, Petzl, Qualtek, Tower Systems, JDR, Vikor, Ontivity, and Legacy Wireless Services.

NextTech partnership growth shows a 7-8 employer sign up rate per year, and the program went from 2 employer partners in 2021 to 15 in 2023.
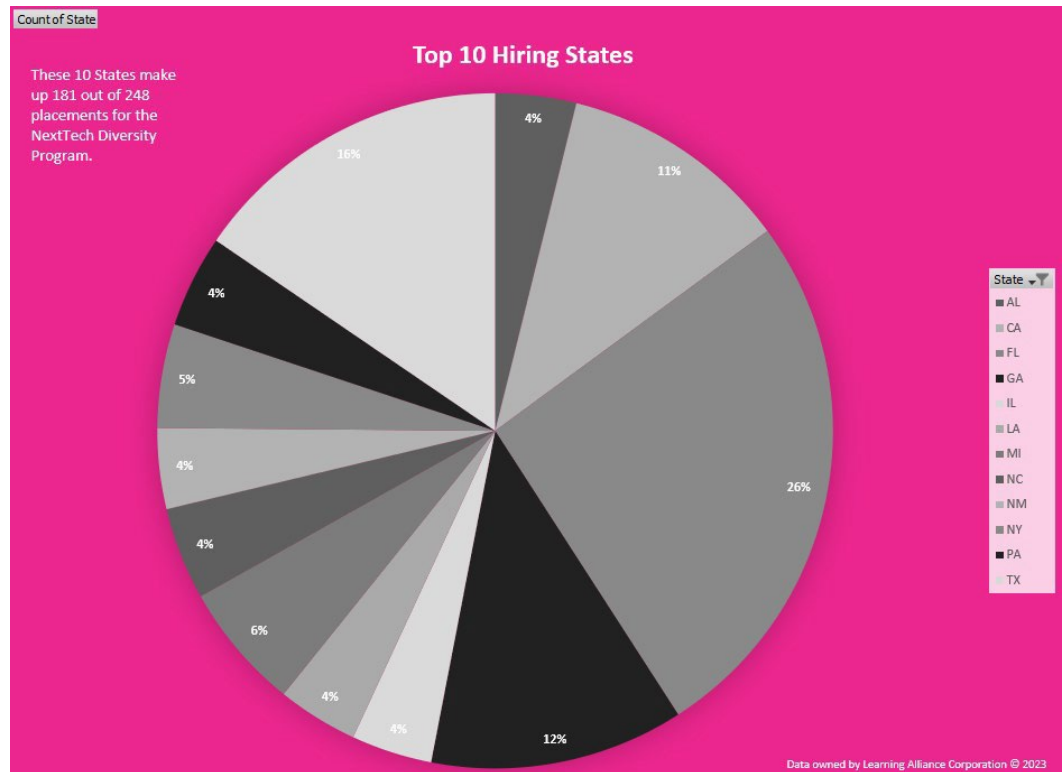
NextTech Partners:
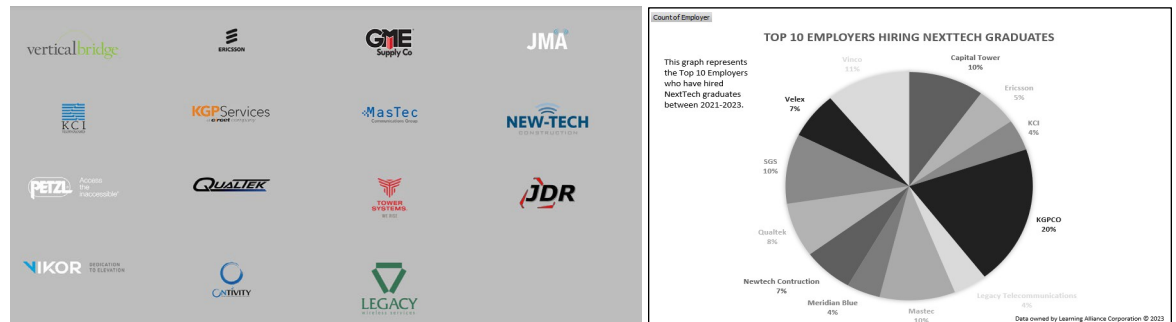
STATE DEMOGRAPHIC

NEXTTECH STATE WIDE REPRESENTATION

NextTech graduates have been placed in 37 out of the 50 US states. This means that NextTech graduate representation exists in 74% of the United States. In 2021, there were 4 initial states represented, so the overall growth in state representation goes from 8% in 2021 to 74% in 2023. The Top 10 States that hired NextTech graduates is AL, CA, FL, GA, IL, LA, MI, NC, NM, NY, PA, and TX. These states have a combined total of 181 out of 248 NextTech students placed within organizations of those respective states. Florida is the highest at 26%, followed up by Texas at 16%, third being Georgia, and fourth being California.

Count of State

These 10 States make up 181 out of 248 placements for the NextTech Diversity Program.

Top 10 Hiring States

State
- AL
- CA
- FL
- GA
- IL
- LA
- MI
- NC
- NM
- NY
- PA
- TX

Data owned by Learning Alliance Corporation © 2023

EMPLOYER CONTRIBUTIONS

BUILDING OUT NEXT GENERATION TRAINING

Viavi, a renowned leader in producing testing and measurement equipment for fiber optics, has recently taken a significant step towards fostering future technological talent. In 2024, Viavi will extend its commitment to technological education and innovation by offering funding opportunities to **12** students from Nexttech, This initiative not only underscores Viavi's dedication to supporting emerging talent in the field of fiber optics and telecommunications but also reflects their investment in the future of technology, ensuring that the industry continues to evolve with well-trained and innovative minds. This shows Viavi's commitment in becoming our first Nexttech Visionary.

NextTech has generated in-kind contributions on top of the contributions for student tuition, training and placement. Thus far, organizations have donated $604,000 worth of supplies, equipment, hardware, infrastructure, and consumables to build out and provide students with a realistic training environment that mirrors real life. Examples of equipment include JMA wireless antennas, Sumitomo Splicers and Viavi SMART OTDRs. Going into 2024, Sumitomo and Viavi are slated to join the NextTech program with further in-kind contributions valued at $310,000. These contributions allow us to provide NextTech students with training that aligns to industry expectation.

Walk Virtually through our Facility:
- *Outside Tower Facility* – *Training Side A* – *Training Side B*
- *In-building Wireless Classroom* – *Dorm Unit*
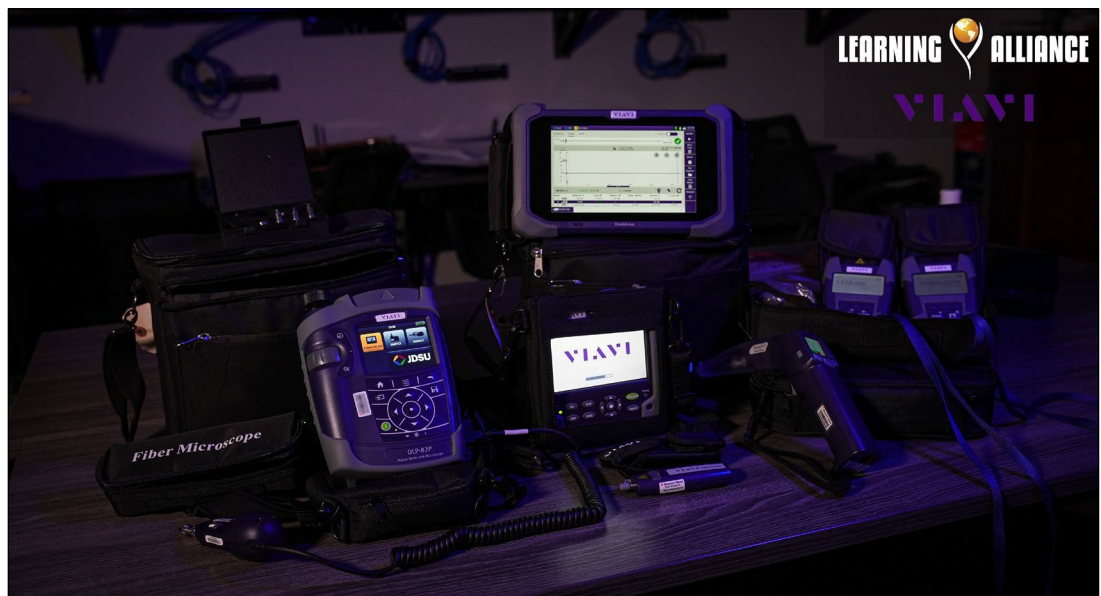
WALTER LOTT - GRADUATE

STUDENT TESTIMONIAL

Wolter Lott was a student who took all three programs – Broadband Wireless, Broadband Fiber, and Broadband Digital – so that he was cross trained in Tower, Fiber and In-Building Wireless solutions. He started his tenure in the telecommunications industry at an organization called TEP. He has since grown within the industry, gaining new knowledge and certifications, and now he is with an organization called Southeast Towers, LLC as a Top Hand. Click the Video Thumbnail to watch his story:

"My time here at Learning Alliance has been nothing but amazing. Coming to this school, I know how connectivity works. I also know how to build and maintain these connections – not just for me, but for my family, and loved ones. The team at Learning Alliance possesses a wealth of knowledge, are confident in their abilities, and highly stress safety procedures." - Wolter Lott

JONATHAN CASTORENA - GRADUATE

STUDENT TESTIMONIAL

Jonathan Castorena took all three of our programs to obtain a full understanding of all telecommunications systems. He started out with an organization called Ethos Distributed in Texas then moved to Wyoming. He currently works as a Tower Technician for an organization in WY. Jonathan was an individual that was unsure of the career path he wanted, and he felt strongly that we were helping him get into something he would stay and grow in.

> " Before I came here, I was just wandering around from job to job. Doing construction jobs, but now I have a set direction, and a set of skills I can use. It has given me a direction of where to go for my future. I am grateful for the opportunity they have given me and look forward to where it takes me." – **Jonathan Castorena**

TERRELLE HOLT - GRADUATE

STUDENT TESTIMONIAL

Terrelle Holt was a previous alumni of LAC. He took the tower program in 2020 and was one of our first graduates to get placed into the industry. Since then, he has seen tremendous growth where he has worked as a foreman and top hand in different organizations. He came back to LAC to complete the BWDI and BFDI programs to get in-building wireless and fiber optic experience so that he can cross train into different areas of the industry. He is now with Tilson starting at $27/hour. He is appreciative of NextTech and what it has done for him and his career.

> " This last year has been very trying... I have faced a lot of obstacles in my life right now... But thanks to T-Mobile's NextTech program, I had the opportunity to return to Learning Alliance to learn fiber technology. Now I have another opportunity to better myself, be more well off for my family and the people I am responsible for – **Terrelle Holt**

T-MOBILE APPRENTICESHIP PILOT

BUILDING A HIRING PIPELINE FOR T-MOBILE

T-Mobile launched a pilot for an apprenticeship program in 2023. The NextTech Program was connected with this initiative because they needed a hiring pipeline to source the apprentices from, and it aligned well to the initiative.

Goal: Hire 2 Field Technicians Apprentices and 2 RF Engineer Apprentices

NextTech Outcomes: provided 3 NextTech Candidates to interview for the positions. 1 was selected and hired for the position. 1 of the other candidates was provided an offer, but the candidate declined due to wanting a different position entirely.

- 3 Candidates provided
- 2 Offers put out
- 1 Hire solidified and started work with T-Mobile
- 66% offer ratio
- 33% hire ratio

LAC: Learning Alliance helped T-Mobile in this initiative by building a customized training that was added into the existing program curriculum. The program focused on IT skills like programming, scripting, databases, and other advanced information technology skill requirements that were a part of the job description.

Program Description:

For candidates who may not have advanced degrees or experience, T-Mobile's 12-month apprenticeship programs offer opportunities to develop skills that prepares individuals for careers with T-Mobile and beyond. Apprenticeship programs at T-Mobile change the employment paradigm to put an emphasis on aptitude and passion. Individuals enroll in our program to learn how to perform specialized tasks the MAGENTA way. The programs offer skill development and pay while producing enthusiastic, engaged, and competent workers.

NEXTTECH RETURN ON INVESTMENT

NEXTTECH'S IMPORTANCE TO THE INDUSTRY

Economic Equity

T-Mobile provided $3 million in funding for NextTech over the course of 2022 and 2023. In that time, the program facilitated 248 graduates placed into the industry. With an average salary of $53,552 per year. For all graduates, that equates to $13,280,896 in positive economic and equity impact, and when extrapolating that to 2 years, that is a total of $26,561,792 in economic equity for the graduates. The key metric defined by this is:

For every $1 dollar T-Mobile spends on student tuition, students are making $8.85 in employment equity. ($26,561,792 divided by the $3 million in tuition funding)

Marketing Power

To generate 13,147 calls per month to generate the 2,337 candidates to vette, to get to the 248 students that graduated requires a substantial team to accomplish it. LAC invested in the infrastructure to support a marketing engine that is agile and scale-able based on T-Mobiles needs.

Student testimonials, employer engagement, and industry collaboration are all outcomes from theNextTech Diversity Program. It is driving organizations into action via in-kind donations and sharing collaborative stories in digital media. LAC drives 137,904 emails a year targeted to NextTech and positions 36 meetings a month to discuss the program and what it can offer.

Statewide presence is beginning to be realized as the program evolves. Going from 4 represented states to 37 is a massive improvement. Also, Washington is one of those states where hiring is picking up from the NextTech Graduate pool.

Internal Hiring

With T-Mobile's apprenticeship program, T-Mobile benefitted from the hiring pipeline of NextTech by filling a key Field Technician Associate role. Out of the candidates that were interview, 66% of them received a job offer, and 33% of them accepted. As T-Mobile evolves in their hiring needs, they can look at NextTech as a dedicated hiring pool to pull the best candidates from.

Changing Lives

There are many example of NextTech providing people of diverse backgrounds opportunities they wouldn't normally have. Some examples are provided here. LAC has supported students who are homeless and needed major assistance in adapting to a new career. The NextTech Program is a driving force that enables success and access to equity for any student who follows through with the program.