



Impact Report

A Year of Acceleration, Innovation & Workforce Impact

For the Calendar Year:

2025

Choose U

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Reflections from the CEO

Dear ChooseU Community,

As we close 2025, I am proud of the progress we have made to expand economic mobility, strengthen sectoral training, and lay the foundation for a transformational year ahead. Our work in Atlanta, GA Greensboro, NC and the groundbreaking work in the Central Valley, CA demonstrates what is possible when learners, employers, and community partners come together with a shared commitment to opportunity. This year, we delivered high-impact training in Hospitality and Advanced Manufacturing, deepened employer partnerships, and built scalable program models that will propel us into 2026 and beyond.

Thank you to our funders, partners, and learners for believing in ChooseU's mission. Together, we are building pathways to strong careers and stronger communities.

Our Vision for 2026

In 2026, ChooseU will build on this momentum to become a nationally recognized leader in industry-aligned workforce development. We will expand our AdvanceU Manufacturing Technician Program into a full pre-apprenticeship and apprenticeship bridge, deepen alignment with industry standards, and broaden our credentialing authority across advanced manufacturing, logistics, and hospitality. We will strengthen our regional hubs in Atlanta, Greensboro, and execute our plans for California's Central Valley, delivering short cycle, high-impact training that connects learners to in-demand roles.

Our vision is clear: **to expand economic mobility by creating accessible, industry-validated pathways into the jobs that power regional economies.** With your continued partnership, ChooseU will scale its national impact, innovating training models, elevating employer collaboration, and empowering learners to build brighter futures for themselves and their families.

Sincerely,



Richard Clemmons
CEO, ChooseU





Our Mission & Vision

Talent is universal. Opportunity is not.

ChooseU's mission is to expand economic mobility for marginalized communities by equipping learners with in-demand skills, wraparound supports, personalized coaching, and strong employer partnerships that lead to meaningful, lasting careers.

A Year of Focused Growth

In 2025, ChooseU strengthened its identity as a sector-focused workforce organization. Across Atlanta and Greensboro, we delivered short-cycle training programs in Hospitality and Advanced Manufacturing that were built in direct response to employer needs.

Meeting Workforce Demand

Our programs reflect the growing national demand for skilled talent in high-opportunity industries. By aligning our curriculum with employer expectations and regional labor-market trends, we ensure that learners graduate ready to step into good jobs with clear pathways for advancement.

Scaling Regional Impact

- **Atlanta:** Expanded our Hospitality Leadership Program to include leadership development, connecting graduates to top hotel partners and strong job outcomes.
- **Greensboro:** Launched the AdvanceU Manufacturing Technician pathway, offering a structured route into advanced manufacturing careers.

Strengthening Pathways

Our 2025 programs deepened employer partnerships, integrated work-based learning, and delivered measurable outcomes that position ChooseU for national expansion. Each initiative reinforces our commitment to accessible, high-impact training that opens doors to economic stability.





2025 Program Impact Summary

A Year of Growth in Two Regions, Groundwork for National Expansion



Atlanta Hospitality Leadership Program

Preparing for the 2026 World Cup

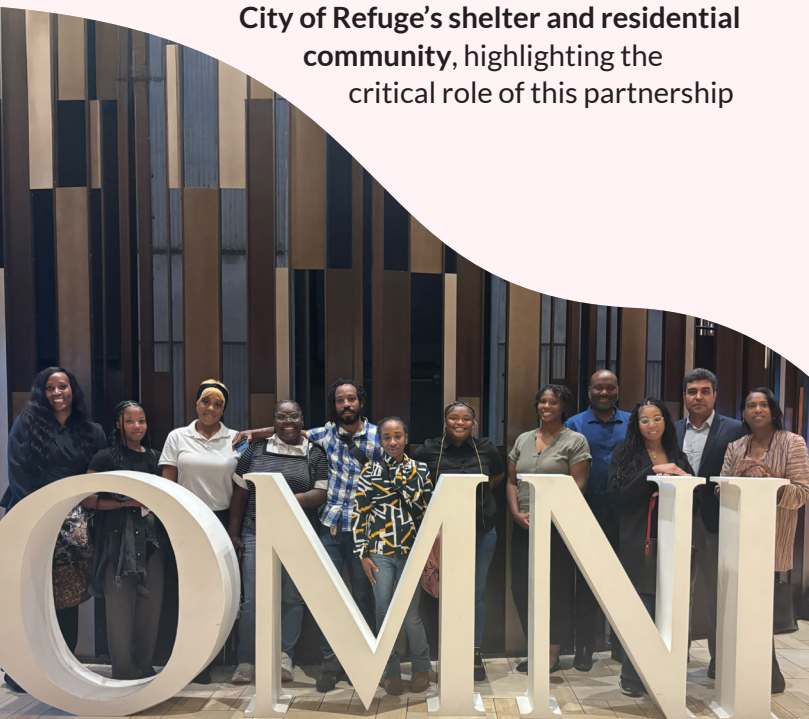
In 2025, ChooseU delivered two cohorts of the Atlanta Hospitality Training, Certification & Job Placement Program as part of a regional workforce initiative to meet talent needs ahead of the 2026 FIFA World Cup. We **added a leadership development component** to the existing program. Given our limited resources, we remain intentional about leveraging strategic partnerships to ensure our programs reach the most vulnerable individuals in our communities. This approach is exemplified through our partnership with the **City of Refuge**, a transformative organization whose mission is to help individuals and families transition out of crisis by providing safety, shelter, stability, and pathways to self-sufficiency. More than **70% of our program participants come directly from City of Refuge's shelter and residential community**, highlighting the critical role of this partnership

in removing barriers, expanding access, and directing services to those who need them most.

Building skills for a growing industry, the Atlanta Hospitality Leadership Program continued to open doors to meaningful careers in one of the city's most vibrant industries. Learners gained essential guest services, communication, and leadership skills preparing them to succeed in fast-paced hospitality roles.

Deep Industry Engagement

Our partnerships with leading hotel employers including the **Omni Hotel at Centennial Park, Atlanta Marriott Marquis, Hyatt Regency Atlanta, Signia by Hilton Atlanta, and Westin Peachtree Plaza** played a central role in elevating the learner experience. Hotel leaders provided **on-site training at their hotel (a first)**, behind-the-scenes tours, onsite exposure, and direct hiring opportunities.



"ChooseU participants aren't just trained—they are ready to grow their careers from day one."

— Ramon Reyes, General Manager, Omni Hotel at Centennial Park



High Commitment from Learners

Strong engagement in both training and coaching underscored the dedication of participants. One-on-one coaching helped learners build communication, problem-solving, and workplace readiness skills ensuring they were fully prepared for employment.

Comprehensive Support Through Community Partners

Support from City of Refuge and Dress for Success Atlanta helped reduce participation barriers by providing professional attire, and childcare.

Looking Ahead

ChooseU will expand its hospitality training in 2026, increasing cohort capacity and deepening employer partnerships. With a strong ecosystem of hotel and community partners.

2025 Outcomes

- 100% certification rate across both cohorts
- 85% Completion rate
- Strong employer hiring interest from hotels and event venues
- Leadership & customer service curriculum aligned with industry needs
- Full ecosystem support, including coaching, site tours, and employer engagement



85%

Enrollment and Completion: In Atlanta, the Hospitality Program, with 22 learners successfully completing the training, leading to a training completion rate of 85%.



Atlanta Hospitality Leadership Program

Program Scale & Participation

- 26 participants enrolled
- 22 graduates (October 31, 2025)

Completion, Credentials & Engagement

- 85% training completion rate
- 90.9% certification rate across both cohorts
- 90% AHLEI CGSP credential attainment
- High attendance & engagement, with consistent participation across all three training weeks

Employment & Employer Activity

- 5 hotel partners actively engaged
 - Omni Hotel at Centennial Park
 - Atlanta Marriott Marquis
 - Hyatt Regency Atlanta
 - Signia by Hilton Atlanta
 - Westin Peachtree Plaza
- 23% of graduates placed into employment within the initial hiring window (Nov 3–7)
- Strong employer hiring interest, including immediate interviews during site visits

Learner Experience & Supports

- 3 weeks of in-person training, coaching, and hotel immersion
- Up to 6 leadership development modules based on “Discovering Your Authentic Leadership”
- 100% of graduates completed certification prep
- Strong wraparound support from City of Refuge & Dress for Success Atlanta

Demographics

- 92.3% of participants identified as Black or African American
- 69.2% were unemployed prior to the program
- Average pre-program wage: \$14.23/hour
- 61.5% held only a high school diploma/ GED

These numbers underscore the program's accessibility and economic mobility impact.





AdvanceU Manufacturing Technician

Certification & Pathways Into Advanced Manufacturing

In 2025, ChooseU launched its first AdvanceU Manufacturing Technician cohort in Greensboro, NC, marking a significant step toward building a skilled workforce for one of the region's fastest-growing sectors. With limited resources, ChooseU intentionally leveraged **strategic partnerships** to ensure the program served the most vulnerable residents across Guilford County, those who are unemployed, underemployed, justice-impacted, or facing barriers to stable employment.

Central to this effort is our collaboration with **Guilford Works and NC Works**—Greensboro, whose mission is to connect jobseekers to training, employment services, and supportive resources that lead to sustainable careers. Through this partnership, **100% of program**

participants were either unemployed or underemployed and received direct support through NC Works, ensuring equitable access to industry-aligned training and wraparound services.

In addition, ChooseU partnered with **Dismas Charities**, a residential reentry program supporting formerly incarcerated individuals in successfully transitioning back into the community through structured housing, accountability, and employment preparation. **Over 20% of MT-1 learners were formerly incarcerated individuals**, reinforcing our commitment to providing high-quality, second-chance pathways into advanced manufacturing.

62%

Our program served to uplift, empower, and enable those who are unemployed and underemployed. **62% of our learners were unemployed prior to joining our program.** We strive to give learners the ability to upskill and be gainfully employed by the completion of our program.



2025 Outcomes

- **Strong Cohort Enrollment:** Enrollment levels demonstrated a clear community demand for manufacturing career pathways, particularly among individuals previously excluded from such opportunities.
- **Nationally Recognized Credentials:** Learners completed MSI's MT-1 certifications, validating industry-aligned competencies in safety, production, maintenance, and quality.
- **Strengthened Employer Network:** Engagement with regional manufacturers informed curriculum alignment and strengthened pipelines for placement and paid work experience.
- **Paid Work Experience (PWE) Beginning in 2026:** Participants will transition into on-the-job learning experiences with local employers starting early 2026, accelerating access to high-quality manufacturing careers.

A Strategic Milestone

The Greensboro AdvanceU program represents a pivotal milestone in ChooseU's evolution into a national leader in manufacturing workforce development. By intentionally partnering with Guilford Works, NC Works–Greensboro, Dismas Charities, and other community organizations, ChooseU has established a scalable model that targets resources where they are needed most while strengthening advanced manufacturing talent pipelines across Guilford County.

This program is laying the foundation for long-term economic mobility for residents and meeting urgent employer demand for skilled technicians.

Guilford County

- 120 Hours of MT-1 Technical Training
- 3 Stackable Industry Credentials Earned
- PWE Launching in 2026
- Strengthened employer network across regional manufacturers



Building a New Talent Pipeline for Advanced Manufacturing. The first MT-1 Cohort Launched — A New Regional Workforce Model.

AdvanceU Manufacturing Technician

Greensboro AdvanceU Manufacturing Technician (2025 Launch)

Program Milestones

- First MT-1 cohort launched in Greensboro, NC
- Delivered 120 hours of advanced manufacturing instruction
- Program aligned to three nationally recognized MT-1 certification areas:
 - Math and Measurement
 - Quality and Business Acumen
 - Manufacturing Technology

2025 Achievements

- Strong cohort enrollment, demonstrating regional demand
- MT-1 credential completion, earning nationally recognized certifications
- Employer network expanded, strengthening job placement pathways
- Work-based learning launching in early 2026, funded by Guilford Works

Strategic Significance

- Establishes ChooseU's first advanced manufacturing hub
- Forms the base for a 2026 pre-apprenticeship & apprenticeship bridge
- Supports Guilford County's high-growth manufacturing sector



Cross-Program Choose U Highlights for 2025

A Year of Expansion & Alignment

- 2 major program regions: Atlanta & Greensboro
- 2 sector pathways delivered: Hospitality & Advanced Manufacturing
- Multiple new employer partnerships spanning hotels and manufacturers
- Foundation built for national expansion into CA's Central Valley (Logistics, Distribution, Manufacturing) under the Good Jobs Challenge

Training & Coaching Excellence

- All programs featured:
 - High-touch coaching
 - Wraparound support
 - Employer site visits
 - Direct hiring engagement



Looking Ahead to 2026

Transforming MT-1 Into a Pre-Apprenticeship & Apprenticeship Model

Beginning in 2026, ChooseU will expand Greensboro's MT-1 program into a full pre-apprenticeship and apprenticeship bridge. This includes:

- Pre-apprenticeship mapping and competency alignment
- Formal apprenticeship pathways with employer partners
- Paid work-based learning integrated into each cohort
- An employer consortium guiding instruction and placement

This model will serve as a national blueprint for advanced manufacturing expansion.

Scaling Our Hospitality Leadership Program for the 2026 World Cup

ChooseU will continue building a hospitality talent pipeline through four expanded cohorts in 2026, strengthening partnerships with hotels, stadiums, and event venues to meet regional hiring needs. ChooseU will continue preparing Atlanta residents for the city's largest global tourism event in decades. Plans include:

- Four hospitality cohorts in 2026
- Expanded employer partnerships with hotels, stadiums, and event venues
- Greater focus on leadership and supervisory skills
- Direct hiring pipelines tied to World Cup operations

AdvanceU: Logistics, Distribution & Manufacturing

Launching in the Central Valley (Fresno, CA) – Good Jobs Challenge

ChooseU will support the Good Jobs Challenge initiative in California's Central Valley by delivering logistics, distribution, and manufacturing training as part of the AdvanceU program. This expansion reflects ChooseU's growing national footprint and workforce development impact. In partnership with regional workforce and industry partners, ChooseU will help deliver a multi-track training and employment initiative serving:

- Logistics
- Distribution
- Manufacturing

ChooseU's role includes curriculum delivery, cohort operations, and building employer connections to strengthen regional hiring.





Our Commitment for 2026 and Beyond

Our Commitment for 2026 and Beyond
ChooseU will continue to:

- Expand industry-driven workforce training nationwide
- Strengthen partnerships with employers to ensure strong job outcomes
- Provide high-touch coaching and wraparound supports
- Scale apprenticeship-driven models in manufacturing
- Create economic mobility for thousands of jobseekers

Together with our partners, we are building not just programs but pathways to long-term prosperity.





Thank You to Our Partners & Supporters

ChooseU's work is made possible by the
commitment of:

- Workforce Boards
- Employers
- Community-Based Organizations
- Philanthropic Funders
- Local & Regional Government Partners

**Your partnership drives real change,
one learner at a time.**