



# City of Tampa

*Jane Castor, Mayor*

## Neighborhood & Community Affairs Workforce Partnerships and Special Projects

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### MEMORANDUM

**Date:** February 20, 2026  
**To:** DeAnna Faggart, Purchasing Director  
**From:** Brenda McKenzie, Workforce Partnerships & Special Projects Director *BMc*  
**Subject:** SkillUp Coalition and local partner agreement

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In an effort to extend options for Tampa residents looking to connect to high potential careers consistent with the City's Good Jobs, Great Careers Collaborative Workforce Action Plan, published September 2023, the city seeks to enter into a partnership agreement with the SkillUp Coalition, a California based 501(c)3 at no cost to the city or the end user/career explorer.

SkillUp offers concierge-level career navigation through their online portal with particular emphasis on careers that do not require a traditional 4-year degree. The city would like to offer a link to SkillUp's portal on the city's TPAWRX.com platform. SkillUp will provide real time connections to jobs and resources specific to the Tampa job market. The partner agreement allows for co-branding of the partnership and confidentiality of individual user data. Note, the city will have access to data in aggregate.

The partnership with SkillUp will enable the use of verified, purpose driven career pathways vetted by experts to ensure recommendations for career opportunities align in purpose and are not formulaic algorithmic matches. The partnership reinforces the workforce ecosystem enabling resident users to connect with real opportunities in real time. Note, this is a T3 initiative.

cc: Ocea Wynn, Neighborhood & Community Affairs, Administrator  
Willetta Glenn Harris, Management Methods Analyst