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National Strategist in Education and Workforce Innovation Joins forces with Social Tech, Inc.

AUSTIN, TX — Social Tech, Inc., a public benefit corporation in Austin, Texas, announced that it and J. Alssid Associates are joining forces in preparation for the launch of Social Tech’s flagship service, Unmudl.com—a work+learn marketplace of noncredit community college courses.

Based in Austin, Social Tech, Inc. announced the Unmudl Marketplace this past October at the *Close It Summit* with five founding community colleges. The Unmudl Marketplace will go live on May 25, 2020 at the National Institute for Staff and Organizational Development (NISOD) annual conference in Austin. The purpose of the Unmudl Marketplace is to serve the 64.5 million working learners in the United States, and ultimately many more globally. The Unmudl Marketplace features non-degree, skill-driven learning options to develop skills and increase performance and pay through real-world work and experiences.

Social Tech, Inc.’s partnership with J. Alssid Associates is led by its President Julian L. Alssid. Alssid who is a nationally recognized innovator specializing in building seamless connections between higher education and the workforce. He most recently served as Vice President of Workforce Partnerships at the Community College of Rhode Island (CCRI) where he turned the college’s low performing workforce operation into a key driver of workforce and economic

development in the region, such that CCRI was recognized as the “2 year College of the Year” by Education Dive. Prior to CCRI, Alssid was Chief Workforce Strategist for Southern New Hampshire University’s College for America (CfA), where he helped design and establish the groundbreaking CfA model, working with industry and rapidly growing the student population. “Partnering with Social Tech to bring innovative community colleges into one scalable marketplace is quite compelling”, stated Alssid. "I have spent more than 30 years watching community colleges' approach to workforce development shift to better meet the demands of the new economy--and I believe now is the time for Unmudl.com”.

“Julian and his team will be an excellent complement to Social Tech as we continue to connect the skill-building assets of community colleges to a one-stop marketplace for working learners,” said Dr. Parminder Jassal, CEO of Social Tech. “Julian’s breadth and depth of experiences gained from helping community colleges build skills-driven programming will help us accelerate the scale of the Unmudl Marketplace.”

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