

TEDC 2016 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

Introduction

The 2016 TEDC Workforce Excellence Awards will be presented at the TEDC's 2016 Mid-Year Conference in Irving, Texas, on June 9, 2016. Awards in each of the five categories will be presented to the community or region that has demonstrated the most significant contribution to workforce development in their community/region and in the State of Texas.

Applicant

Name of Community/Region/Workforce Board: Lubbock Economic Development Alliance

Community Contact Name: Christine Allen Title: Director of Workforce Development/FTZ 260

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Community Population: 248,754

Summary Review

Please attach a brief description of the workforce development initiative. Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. Please provide the start date of the project and completion date, if applicable. Please provide measurable results from the project in the past 12 months. The workforce development initiative can be a long-term project, but must show measurable results in the award year. The nomination can be no longer than five conventionally formatted 8.5" x 11" pages. Please submit support materials to amy@texasedc.org.

Nomination Submitted by:

(section below to be completed by TEDC Member)

Member Name: Christine Allen

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Lubbock Economic Development Alliance Workforce Excellence Award Nomination Form

Project Description

The Lubbock Economic Development Alliance (LEDA) has a multi-pronged approach to workforce development activities. With a historically low unemployment rate, LEDA has turned its focus to educating and training its future workforce. Three projects were launched in 2015 that directly impacted the Lubbock community: The South Plains High Demand Training Project, Semi High Tech University with X-Fab Texas and South Plains College Career and Technical Education Center Grant.

South Plains High Demand Training Project

In June of 2015, the Lubbock Economic Development Alliance (LEDA), Workforce Solutions South Plains and the Texas Workforce Commission (TWC) announced plans to leverage funds and grant six area school districts a total of \$158,000 to assist in enhancing and maximizing the capacity of various Career and Technical Education (CTE) programs.

This effort was made possible because of the partnership between LEDA and Workforce Solutions South Plains. LEDA committed \$84,000 in workforce development funding for this project and Workforce Solutions received a grant from the Texas Workforce Commission of \$74,000 in matching funds. Workforce Solutions functioned as the Grantee and Fiscal Entity for the grant, and an agreement was executed between Workforce Solutions and LEDA documenting this partnership.

The South Plains High Demand Job Training Project facilitates occupational training at the secondary level during the school year to prepare high school students for high demand occupations. The training took place at six school districts located in the South Plains region, and to date, has educated a total of 171 students to prepare them for employment in the high-demand occupations of welder, nursing assistant, machinist and general maintenance and repair technician. The following school districts participated in this effort:

Roosevelt ISD

Roosevelt ISD offered a new course in Welding Technology and trained forty four (44) students. Upon completion, trainees will earn a Level 1 SENSE (School Excelling through National Skills Standards Education) Certificate from the American Welding Society along with 3 credit hours of college credit at South Plains College. The grant funded 2 plasma cutters; a TIG welder; 3 MIG welders; a cutoff saw; consumable metals, gasses and cutting supplies; and two exhaust fans including installation.

Slaton ISD

Slaton ISD expanded their existing Ag Mechanics and Metal and Welding classes and trained twenty nine (29) students. Upon completion, trainees will earn a NCCER (National Center for Construction Education and Research) Certification. The grant funded 5 AC/DC box welders, CAD software for a new computer operated cutting machine, a metal sheer and a minor renovation that will provide an enclosed outdoor facility to store materials and supplies (thus freeing up welding lab space).

Lorenzo ISD

Lorenzo ISD trained thirteen (13) students in AutoCAD. The grant funded trackballs, laptops, certifications, instructor certification and a laser cutter/engraver.

Lubbock Cooper ISD

Lubbock Cooper ISD expanded their existing program and trained sixty seven (67) students in Welding Technology. Upon completion, trainees will earn a Level 1 SENSE Certificate from the American Welding Society along with 3 credit hours of college credit at South Plains College. The grant funded 10 Miller Welders.

Lubbock ISD

Lubbock ISD expanded their Health Sciences Technology Program and offered a course for Certified Patient Care Technicians along with their Certified Nursing Assistant Course. The ISD equipped the facility as a Certified Nursing Assistant testing facility accredited by the Texas Department of Aging and Disability Services. Fourteen (14) students will receive training to prepare them for certification as Certified Nursing Assistants and Certified Patient Care Technicians. The grant funded 5 telescoping curtains to equip the facility for testing; two IV mannequin arms; student textbooks; and, 2 chrome book carts to facilitate computer access in the labs.

Idalou ISD

Idalou ISD collaborated with Lorenzo ISD to facilitate training in Small Engine Repair and Construction Technology for four (4) Idalou ISD students. Students will earn a Briggs & Stratton Master Technician Certificate, an OSHA 10 Construction or an NCCER Construction Certificate. The grant funded bus transportation from Idalou to Lorenzo ISD daily, assessments, textbooks and consumable supplies.

Funds were used to cover the costs of accrediting new programs and increase capacity to enable the schools to train an increased number of students now and in years to come. Participants who successfully complete the training will earn industry-recognized credentials in high-demand occupations as well as college credit upon high school graduation.

"Workforce Solutions South Plains is excited to enter into a new level of partnership with the Lubbock Economic Development Alliance to further the evolution of career and technology training in our secondary schools," Martin Aguirre, CEO of Workforce Solutions South Plains, said. "By expanding our historical partnership, we are now addressing the future workforce of our area and preparing our students for next generation jobs. We are pleased to be the local partner for the Texas Workforce Commission as we join in the mission of improving the Texas Workforce System for the betterment of the community."

"Through this collaboration, we are able to prepare students for future success by providing them training and opportunities in high-demand occupations," TWC Chairman Andres Alcantar said. "These partnerships benefit not only the students, but also the community and local employers - everybody wins."

SEMI High Tech University with X-Fab Texas

SEMI High Tech U creates a very persuasive environment that motivates young people to focus on a STEM career. During this three-day program, held September 15-17, 2015, 35 students from Lubbock and the surrounding area high schools came together to learn the fundamentals of electronics, statistics, solar technology, semiconductor manufacturing, microchip logic, automated process fundamentals and nanotechnology. They also participated in mock job interviews and engaged in the Human Calculator, a fun, high-energy exercise that teaches them about binary numbers. All activities were delivered by industry volunteers and X-Fab Texas engineers.

X-Fab Texas recruited students from local high schools who have the potential to do well in STEM related careers and gave them an "experience" that helps motivate them toward planning for their future. Students who have gone through the program report they go back to school feeling more future focused and understand the educational pathway needed to move forward. All good news in the technology world, where finding young people to fill technology jobs is becoming increasingly difficult.

X-Fab Texas is a member of the Fab Owner's Association, an international, nonprofit, mutual benefit corporation composed of semiconductor and MEMS manufacturers, along with their industry suppliers. The Fab Owner's Association, along with other corporate partners, sponsored the SEMI High Tech U program. LEDA staff assisted with mock interviews and joined fellow community, educational and industry leaders for an executive VIP briefing.

Because this event was so successful, LEDA will be partnering with X-Fab to help sponsor and repeat this program in the fall of 2016. LEDA's involvement will remain active in agenda and logistics planning and implementation, local media

outreach, VIP briefing session, instructor recruitment, student recruitment and the soft skills portion of this event. There will be an emphasis on recruiting females during the second event, with a goal of half the class being female.

South Plains College Career and Technical Education Center Grant

South Plains College (SPC) is the area's community college system, with campuses in Levelland, Plainview and west Lubbock. South Plains College currently leases approximately 36,000 square feet of instructional space in the Byron Martin Advanced Technology Center (BMATC), which is a Lubbock ISD (LISD) career and technology facility. SPC and LISD share classroom and lab space, and both SPC and LISD programs at the BMATC have outgrown the center's available instructional space. With the implementation of the goals in HB5 and the increasing interest in CTE programs, LISD needed additional space to accommodate their needs. LISD had started turning students away (and implementing an application process) for their technical programs due to lack of space. Additionally, SPC desired to move to another location and expand their existing programs and eventually offer new ones.

Realizing that a relocation of this size was truly a community effort, South Plains College partnered with LEDA and two local foundations, the CH Foundation and the Helen Jones Foundation, to solve the problem. Not only was the goal relocation and expansion, but there was a desire to do this in an underserved area of Lubbock.

On August 4, 2015, South Plains College announced that it planned to purchase a 70,000-square-foot facility at 3907 Ave. Q. The facility will undergo renovations and open in early 2017 as a new South Plains College Lubbock Center. The college also announced financial commitments totaling \$9.9 million from the Helen Jones Foundation, The CH Foundation and the Lubbock Economic Development Alliance, which will be used to renovate and equip 45,000 square feet of the new educational center in a Phase I project. The Ave. Q facility, which sits on a seven-acre site, is owned by Group 1 Auto, the parent company of Gene Messer Auto Group and is the former location of the Shamrock Chevrolet dealership.

The 45,000 square foot renovation planned for the new center will allow SPC's nine career and technology programs to expand. These programs include automotive technology, industrial manufacturing/emerging technologies, computer information systems, office technology, accounting associate, business management, real estate, paralegal studies, fire technology, general education academic coursework and workforce development. Additionally, South Plains College will partner with Group 1 Auto and other area auto dealers to explore the creation of a regional industry-certified auto technician training center.

Renovation costs of the building are estimated at \$7 million. The Helen Jones Foundation pledged \$4 million, and The CH Foundation pledged the remaining \$3 million to fund renovation of the building into a state-of-the-art educational and training center. LEDA contributed \$1.9 million to expand technical education programs offered through the center, including the purchase of equipment and fixtures for the building. LEDA has pledged to hold an additional \$1 million in reserve for future program expansion and/or new program start-up as operational needs are identified.

This project is an enormous game changer for Lubbock. Not only because of how many entities joined together to make it happen, but because all partners see Lubbock's workforce as an imperative infrastructure for the long-term health of the local economy. This initiative will create many opportunities for South Plains College students and the citizens of Lubbock to access a comprehensive community college program within the City of Lubbock and in an underserved area of Lubbock. It will also greatly enhance the ability and capacity to address the workforce training needs of local business and industry and contribute substantially to Lubbock's economic development initiatives. This location gives South Plains College a solid footprint in Lubbock.

The partners in the program have created an advisory committee with representation from all financial partners and local business and industry to provide input into the development of the South Plains College Lubbock Center and its educational programs. To date, this group has met and reviewed renderings for the renovations.

Innovativeness

These three projects are a comprehensive and coordinated attempt to successfully grow Lubbock's future workforce while developing new infrastructure for technical education. All three projects take partnership in Lubbock to an elevated level and represent a true community-driven economic development plan.

The Texas Workforce Commission recognized the importance of partnering with economic development, so they specifically set aside funds to allow for this to occur. The South Plains High Demand Training Grant not only worked to strengthen the relationship between LEDA and Workforce Solutions of the South Plains, but it serves as a great example of coming together and leveraging dollars. The benefitting school districts recognize that they have community support in their endeavor to educate our future workforce.

The SEMI High Tech U project is an innovative way to highlight a public-private partnership. By involving industry, the education community and local government, X-Fab Texas was able to create a program with a strong focus on STEM activities. The model is truly industry driven.

The South Plains College Career and Technical Education Center Grant is the first time LEDA, SPC and local foundations have partnered in such a way to grow the economic opportunities together and in a mutually beneficial way. This project is a coordinated attempt successfully resulting in a comprehensive and community-driven economic development plan that will ultimately benefit both job-seekers and businesses.

Transferability

All three of these workforce programs are transferable and replicable. The best environment for success with programs such as these is where economic development organizations are able to work closely with partner organizations.

The High Demand Skills Grants are being awarded to Workforce Boards throughout Texas, with training being done at the high school and community college level. The turn-around on the awards are very quick and can be responsive to changing needs in a region. All indications are that these funds will be available not only this year but next as well, making this grant program not only replicable in other regions but replicable over multiple years.

The SEMI High Tech U model is already being replicated around the U.S., and replication is taking place in Austria, France, Japan and Korea. The High Tech U program can easily be modified to reflect the culture, educational system and local aspects of high-tech markets in hosting cities and countries.

Lubbock is not the first city to experience a community college relocation and expansion, nor will it be the last. As school districts expand their CTE programs in response to HB5 reforms (83rd Texas Legislature), more community colleges will respond with complimentary programs for students wishing to continue with their selected career paths.

Community Commitment and Leverage

It is paramount that so many partners came together to participate in these three different endeavors. The partner organizations, foundations and industry representatives gave many hours of their time in the planning and implementation process associated with the execution and delivery of these programs. Their input and ideas carried forward to shape LEDA's plan for a comprehensive workforce program and the vision and goals that have resulted in LEDA's successes to date.

All three workforce projects are an example of leveraging funds. Economic development dollars were leveraged with \$75,000 in High Demand Job Training Grant matching funds, the sponsorship and participation in the SEMI High Tech U project leverages private dollars and allows for the strong possibility of annualizing this event, and the announcement of South Plains College's expansion and creation of a new technical educational facility could only happen with the leveraging of funds from all partners involved in the project.

Measured Objectives and Secondary Benefits

The success of these workforce projects has touched many aspects of our community. Planning for the success of the future workforce begins as young minds are starting to explore their career options. By instituting programs at the high school level and exposing students to the different options, wise career choices are more likely to occur. Subsequently, providing clear career options after high school at the community college level will allow the future workforce to become better trained at an earlier age.

The success of the High Demand Job Training Grant is measured by the number of unduplicated students that are enrolled in each of the funded courses. 171 students participated in activities funded by this grant and were exposed to different career options and technical skills that they may not have had the opportunity to do if it weren't for their school receiving the grant funds. Additionally, the partnership between Workforce Solutions, LEDA and the Texas Workforce Commission has fostered a relationship that will ultimately lead to increased project opportunities. This grant has given our organizations more credibility with our participating school districts and with our community, as it shows the investment in our local educational system and youth. The equipment purchased not only served current students, but will serve future students in the years to come. The groundwork is already in place to continue repeating the workforce grant as long as funds are available

The SEMI High Tech U program can also be measured by the unduplicated number of students that participated in the three-day program, but the true measurement is the partnerships and relationship building that takes place between both a private business and education and a private business and a public entity. It is a model that can not only be continued by X-Fab, but it can also be replicated by other private business.

The South Plains College project partnership is the first of its kind and changes the technical education landscape of both Lubbock and the South Plains region. All partners realize that Lubbock's workforce is an imperative infrastructure for the long-term health of the local economy. This initiative will create many opportunities for South Plains College students and the citizens of Lubbock to access a comprehensive community college program within the City of Lubbock and in an underserved area of Lubbock. It will also greatly enhance the ability and capacity to address the workforce training needs of local business and industry and contribute substantially to Lubbock's economic development initiatives. This location gives South Plains College a solid footprint in Lubbock and secures the future of high-level technical training available to South Plains residents.

In addition to the accomplishments listed above, many smaller day-to-day benefits such as reconnection and improved collaboration with business and agency partners, have resulted in all three cases. Because of the success of these three projects, it will encourage LEDA to continue adding different approaches and projects to its multi-pronged workforce campaign.



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**MEDIA RELEASE
FOR IMMEDIATE RELEASE
Aug. 4, 2015**

**CONTACT: MYRNA WHITEHEAD
806-716-2212**

**SOUTH PLAINS COLLEGE ANNOUNCES PLANS
TO EXPAND INTO NEW INSTRUCTIONAL CENTER**

LUBBOCK – South Plains College announced plans today (Aug. 4) to purchase a 70,000 sq. ft. facility at 3907 Ave. Q that will be renovated into a new South Plains College Lubbock Center.

The college also announced financial commitments totaling \$9.9 million from the Helen Jones Foundation, The CH Foundation and the Lubbock Economic Development Alliance that will be used to renovate and equip 45,000 sq. ft. of the new educational center in a Phase I project.

“We are extremely grateful for the support from these community partners,” said Dr. Kelvin Sharp, president of South Plains College. “This initiative will create many opportunities for South Plains College students and the citizens of Lubbock to access a comprehensive community college program within the City of Lubbock. It will also greatly enhance our ability and capacity to address the workforce training needs of local business and industry and contribute substantially to Lubbock’s economic development initiatives.”

The Ave. Q facility, which sits on a seven-acre site, is owned by Group 1 Auto, the parent company of Gene Messer Auto Group, and is the former location of the Shamrock Chevrolet dealership. The South Plains College Board of Regents has approved a purchase price of \$2 million.

SPC will relocate its nine career and technical education programs housed at the Byron Martin Advanced Technology Center to the new location allowing Lubbock ISD to expand its CTE programs in response to HB5 reforms (83rd Texas Legislature). Both SPC and LISD programs at the BMATC have outgrown the center’s available instructional space.

Additionally, South Plains College will partner with Group 1 Auto and other area auto dealers to explore the creation of a regional industry-certified auto technician training center.

Renovation costs of the building have been estimated by BGR Architects of Lubbock and McCutchin Construction of Levelland to be \$7 million. The Helen Jones Foundation has pledged \$4 million and The CH Foundation the remaining \$3 million to fund renovation of the building into a state-of-the-art educational and training center.

- more -

According to Jim Arnold, president and executive director of the Helen Jones Foundation, Helen DeVitt Jones had an intense desire to promote better education with her gifts to society. She financed programs that lent support to talented individuals, especially if their skills were intended to lead to employment in a practical field. South Plains College's project directly reflects Mrs. Jones' philosophy, he said.

The Lubbock Economic Development Alliance (LEDA) will contribute \$1.9 million that will be used to expand technical education programs offered through the center, including the purchase of equipment and fixtures for the building. LEDA has pledged to hold an additional \$1 million in reserve for future program expansion and/or new program start-up as operational needs are identified.

"Today's announcement is an enormous game changer for Lubbock. Not only because of how many entities joined together to make it happen, but also because we all see our workforce as an imperative infrastructure for the long-term health of our economy," said Tim Collins, Chairman of the LEDA Board of Directors.

South Plains College currently leases approximately 36,000 square feet of instructional space in the Byron Martin Advanced Technology Center. The 45,000 sq. ft. of renovation planned for the new center will allow SPC's nine career and technology programs to expand. These programs include automotive technology, industrial manufacturing/emerging technologies, computer information systems, office technology, accounting associate, business management, real estate, paralegal studies, fire technology, general education academic coursework and workforce development.

"This new facility will not only allow us to expand our workforce development efforts in Lubbock but will also allow us to strengthen our dual credit CTE pathways with Lubbock ISD and other Lubbock County school districts," Dr. Sharp said. "This location gives South Plains College a solid footprint in Lubbock."

The partners in the program have agreed to create an advisory committee with representation from all financial partners and local business and industry to provide input into the development of the South Plains College Lubbock Center and its educational programs.

The College is planning to open the center in early 2017.