



2022 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Kerr Economic Development Corporation, Kerrville Texas

Name of Community or Workforce Board

Theresa Metcalf, Deputy Director

Contact Name and Title

theresam@kerredc.com

830-377-7838

Email Address

Telephone Number

Kerr county: 52,687 City of Kerrville: 24,589

Community Population (as of the most recent census or as officially marketed)

Theresa Metcalf, Deputy Director

(must be individual TEDC member, not organization)

TEDC Member Name

SUMMARY:

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.

The program or initiative is to be for the period of January 1 to December 31, 2021. Please provide measurable results for that 12-month period. The workforce development initiative can be a long-term project, however, it must show measurable results in the award year. The nomination can be no longer than five conventionally formatted 8.5" x 11" pages (including the one-page nomination form).

Please submit this completed nomination form and your project summary via email to Amy Swank at amy@texasedc.org on or before 5:00 PM, Friday, May 6, 2022. You may also submit up to five (5) photographs of your workforce project as separate jpeg files.

Questions regarding the Workforce Excellence Award program or procedures should be directed to Amy Swank, Vice President, Texas Economic Development Council, amy@texasedc.org, 512-480-8432.

TEDC 2022 Workforce Development Committee Chair
Christine Allen, Lubbock Economic Development Alliance



KerrEDC Industry, Inclusion, and Education Quarterly Roundtables

We have a four-way partnership between economic development, workforce, Industry and education. Our Industry, Inclusion and Education Roundtables began in 2020 with representatives from Texas Workforce Commission (TWC) and four of Kerrville's top employers. At this roundtable TWC announced its Skills Development Fund award to All-Plastics in the amount of \$115,000. Stemming from that meeting, workforce solutions has assisted Kerrville State Hospital with filling 300-plus vacant positions. Since our first roundtable in 2020 KerrEDC has hosted quarterly Industry & Education Roundtables which led to a TWC JET Grant award in the amount of \$188,000 for Ingram ISD in January 2022. The roundtables have fostered the growth of our aviation cluster and business supply chain and has led to the development of the Hill Country Defense Alliance with members including Killdeer Mountain Manufacturing (KMM), Gulf Avionics, KerrEDC, Schreiner University, and Bismarck State College in North Dakota.

The roundtables have allowed for continued collaboration and development of certification programs with our three independent school systems and led to creating Kerrville's first annual career signing events at our three high school campuses (Kerrville, Center Point, Ingram)

I. INNOVATIVENESS

The KerrEDC Industry, Inclusion and Education Roundtables was a creative approach to providing guidance and training for local businesses on operating during the Covid-19 crisis (almost like a massive therapy session); Convening all community stakeholders for this initiative; And creating a 'can do' optimistic vibe through different mediums of communication and media including the roundtable events. Since 2020, the program has proactively evolved to meet the needs of the community.

This innovative initiative was our opportunity to collaborate with our resource partners to provide resources during COVID, the recovery period and now different and additional resources to accommodate the growth in Kerrville business, specifically pertaining to workforce development and retention.

II. TRANSFERABILITY

The Roundtables have proactively evolved since 2020. What began as a way to collaborate and work together to overcome the pandemic led to discussions of recovery and resiliency, to now working together to overcome workforce and talent pipeline issues. These meetings are crucial to ensuring that our educational institutions are



creating and maintaining certification programs that will provide a young talent pipeline for our existing businesses. This is a core and key component to retaining our young talent.

These roundtables are easily adapted to any community, but are essential to rural communities facing issues with workforce retention.

III. COMMUNITY COMMITMENT AND LEVERAGE

The industry, inclusion and education roundtables is a collaborative effort led by KerrEDC and involves a partnership with:

- TWC – Funding for workforce training specific to the requests and needs of the Industry Roundtable group.
- Alamo Area Workforce Solutions and Kerrville Career Center - Provide the support and expertise of training, education and facility for training.
- Industry leaders – Actual jobs and good paying wages for the students in the workforce and community college pipeline.
- Educational Institutions - Provide the support and expertise of training, education
 - Schreiner University
 - Alamo Colleges
 - Center Point ISD
 - Kerrville ISD
 - Ingram ISD
 - Hallmark University

IV. MEASURED OBJECTIVES

The Industry, Inclusion and Education Roundtables are a fundamental part of our business retention expansion efforts and have provided the catalyst for many additional programs and events within our BRE initiatives.

- \$700,000 in funding has been committed to Alamo Colleges for Skills Development.
- \$118,000 in JET Grant to Ingram ISD
- Created more than 1,100 manufacturing jobs over the 4-year period
- Created 50 new jobs in 2020 into 2021
- During the pandemic, managed to retain 90 percent of manufacturing and primary jobs in the area
- 7-11% percent increase in sales tax revenue throughout 2020 and into 2021
- Improved quality of life by supporting the city and county in installing such features as a workforce connectivity through a River Trail.
- Kerrvilletogether.com- Interagency collaboration with 5 different entities, pooling our communication, marketing and workforce resources. kerrvilletogether.com is now a one stop shop for workforce initiatives as well as information specifically designed to help local businesses with capturing federal and state funds



- Precinct 2 Initiative, to legalize alcohol sales for local business. This has opened up a large portion of our County for new Economic Development Opportunities
- Founded and launched the KerrEDGE.org Virtual Entrepreneur Center
- Business & Innovation forum hosted by downtown businesses, now in its second year
- First Annual Career Day Signing Events (May 11, 2022, May 13, 2022, and May 19, 2022): Hosted at our three high schools in cooperation with Texas Workforce commission

V. SECONDARY BENEFITS

The majority of Kerrville small businesses and industry maintained a steady pipeline of work during COVID and our 7 percent increase in sales tax revenue was a direct result of our BRE Initiatives which included the Industry and Education Roundtables which led directly to the development of the KerrEDGE Entrepreneur Center. This is a great case study, especially as it pertains to resiliency through the development of home-grown entrepreneurs creating a diverse economic environment. As of March 2022 Kerr County's unemployment rate is at pre-pandemic levels of 3.3%. We continue to actively work with TWC and workforce solutions to build awareness about workforce programs that tap into underserved populations in our community.

