



2023 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Seguin Economic Development Corporation and the New Braunfels Economic Development Corporation
Name of Community or Workforce Board

Josh Schneuer, Executive Director - Seguin Economic Development Corporation
Contact Name and Title

jschneuer@seguintexas.gov 830-401-2476
Email Address Telephone Number

Seguin: 30,902 | New Braunfels: 98,857 | Combined: 129,759
Community Population (as of the most recent census or as officially marketed)

Josh Schneuer
TEDC Member Name (must be individual TEDC member, not organization)

SUMMARY:

Please attach a brief description of the workforce development initiative. Within this description, address the award criteria of Innovativeness, Transferability, Community Commitment and Leverage, 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, 2022. 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 within 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, Monday, May 8, 2023. 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 2023 Workforce Development Committee Chair
Chester Jenke, Seguin Chamber of Commerce



Texas Economic Development Council 2023 Workforce Excellence Award Application



New Braunfels, Texas and Seguin, Texas | Population 100,001 to 250,000

A “Global Best” Workforce Program is born in South Central Texas

Project Overview

Thousands of students in one of the fastest-growing corridors in the country now have another educational opportunity through a paid, apprenticeship-style program. The Texas Federation for Advanced Manufacturing Education (TX FAME) announced the creation of the state’s third chapter on November 11, 2022. The TX FAME Lone Star Chapter will serve the communities of Seguin and New Braunfels. With a large manufacturing base, and the cities of New Braunfels and Seguin continuing to attract new manufacturers, dual needs converged for high demand careers and the training to land those jobs.

The TX FAME Lone Star Chapter is partnering with Texas State Technical College (TSTC) to provide the critical educational component for the Advanced Manufacturing Technician (AMT) program. The Program will be operated out of the Central Texas Technology Center (CTTC) in New Braunfels. Students will take classes at the CTTC two days a week while working with their sponsoring company three days a week, allowing them to “earn while they learn”. The TX FAME Lone Star AMT program will develop highly skilled workers who earn an Associate of Applied Science degree in Advanced Manufacturing Technology. After receiving 1,800 hours of hands-on experience, 85% of graduates proceed to direct employment with a sponsoring company and earn wages that are, on average, 38% higher than non-FAME graduates.

The TX FAME Lone Star Chapter was founded by twelve employers who will actively sponsor students through the Program starting in the Fall of 2023. Founding companies include Alamo Industrial (Seguin, Texas), Hexcel (Seguin, Texas), Caterpillar Inc. (Seguin, Texas), Cavco Industries (Seguin, Texas), CMC Steel Texas (Seguin, Texas), Continental (New Braunfels, Texas), Detex Corporation (New Braunfels, Texas), Minigrip (Seguin, Texas), HEB (San Antonio, Texas), Republic Plastics (Seguin, Texas), Texas Tito’s (New Braunfels, Texas), and Vitesco Technologies (Seguin, Texas).

The creation of the TX FAME Lone Star Chapter is a result of hard work, careful planning, and collaboration among the City of New Braunfels, the City of Seguin, the Seguin Economic Development Corporation (SEDC), the New Braunfels Economic Development Corporation (NBEDC), area school districts, TSTC, FAME USA as an initiative of The Manufacturing Institute (MI), and the TX FAME Lone Star Chapter employer partners.

The Origin Story of TX FAME Lone Star Chapter

The FAME program provides global-best workforce development through strong technical training, integration of manufacturing core competencies, intensive professional practices, and intentional hands-on experience to build the future of the modern manufacturing industry. FAME was created by Toyota and moved to the Manufacturing Institute for national scaling in 2019. Today, the Manufacturing Institute, as the workforce development and education partner of the National Association of Manufacturers

(NAM), is proud to manage FAME USA as it continues to grow across the country with the support of more than 400 manufacturers.

Before the creation of the TX FAME Lone Star Chapter, only two other chapters existed in the State, TX FAME Alamo (Bexar County/City of San Antonio) and TX FAME Dallas (Dallas County/City of Dallas). Caterpillar, Inc., who operated manufacturing facilities in Seguin and throughout the San Antonio Metro Area, were active in the TX FAME Alamo Chapter and presented the SEDC with the idea about creating a new FAME Chapter in the Seguin/New Braunfels region to better serve our manufacturers. After further conversations with Caterpillar, the MI and the NAM to learn more about the FAME program, work got started towards creating a new chapter to serve the Seguin/New Braunfels Region.

In order to establish the new FAME Chapter, numerous complex issues needed to be addressed, including recruiting companies in Seguin and New Braunfels to serve as Chapter Members, identifying a college provider to deliver the educational components of the FAME AMT Program, identifying a facility to house the FAME AMT Program, recruiting students to enroll in the FAME AMT Program, and securing funding for the purchase of equipment needed for the Program.

RECRUIT COMPANIES IN SEGUIN AND NEW BRAUNFELS TO SERVE AS CHAPTER MEMBERS

The FAME model is unique, it is led by manufacturers and supported by education partners. Without company buy-in and their commitment to serve as Chapter Members, a FAME chapter cannot be established. After being introduced to FAME by Caterpillar, the MI, and the NAM, the SEDC and the NBEDC began engaging the manufacturers within our respective communities to pitch the benefits of FAME. Given the continued constraints on labor availability within the region, the manufacturers were excited about the program and how it helps provide a pipeline of skilled talent, specifically in the high-demand occupation field of industrial and manufacturing maintenance technician. One by one companies began making their commitments to the new FAME Chapter through Chapter Member Agreements. By the middle of 2022 the TX FAME Lone Star Chapter was officially founded by twelve employers who will actively sponsor students through the Program starting in the Fall of 2023. Founding companies include Alamo Industrial (Seguin, Texas), Hexcel (Seguin, Texas), Caterpillar Inc. (Seguin, Texas), Cavco Industries (Seguin, Texas), CMC Steel Texas (Seguin, Texas), Continental (New Braunfels, Texas), Detex Corporation (New Braunfels, Texas), Minigrip (Seguin, Texas), HEB (San Antonio, Texas), Republic Plastics (Seguin, Texas), Texas Tito's (New Braunfels, Texas), and Vitesco Technologies (Seguin, Texas). Representatives from these companies later came together and selected Jason Dinscore from CMC Steel Texas to serve as the Chair for the TX FAME Lone Star Chapter Board. The TX FAME Lone Star Chapter Board is made up of representatives from the companies outlined above.

IDENTIFY A TECHNICAL COLLEGE PARTNER TO DELIVER THE EDUCATIONAL COMPONENTS OF THE FAME AMT PROGRAM

Identifying a technical college partner that could deliver the education components of the FAME AMT Program was a vital step to ensure that we could launch a successful program and meet the needs of our area manufacturers. The City of Seguin and the City of New Braunfels are located within the service area for the Alamo Colleges District (ACD). ACD serves as the educational partner for the TX FAME Alamo Chapter. At the onset of this Project, it was assumed that ACD would serve as the college partner for the Lone Star Chapter, however, the passage of House Bill (HB) 4361 during the 87th Legislative Session, opened the door to allowing the Lone Star Chapter to potentially being able to utilize a different educational provider. Per HB 4361, ACD was given 6 weeks to respond to a proposal delivered to them by the TX FAME Lone Star Chapter. That proposal outlined the specific educational components the

Chapter needed for the AMT Program. ACD failed to deliver a response back to the TX FAME Lone Star Chapter within the 6-week response period, which then opened the door for the Chapter to seek services from other education partners. The proposal was immediately sent to TSTC, and work began on negotiating the terms of the agreement between TSTC and TX FAME Lone Star Chapter. The parties came to terms in the summer of 2022, with the agreement being fully executed at the TX FAME Lone Star Chapter Launch Event on November 11, 2022.

IDENTIFYING A FACILITY TO HOUSE THE FAME AMT PROGRAM

With companies now on board officially as TX FAME Lone Star Chapter Sponsors, and TSTC selected as the educational partner for the AMT Program, the next big hurdle was to identify a facility in which the AMT Program could call home. The Central Texas Technology Center in New Braunfels was the most logical fit to house the FAME AMT Program. The CTTC is City of New Braunfels owned regional workforce training center located at the New Braunfels National Airport, equal distance from Downtown Seguin and Downtown New Braunfels. The CTTC is a shining example of the history of collaboration between New Braunfels and Seguin to address regional workforce development issues. In 2000, the City of New Braunfels Higher Education Task Force completed an assessment of the community's higher education needs, resulting in the construction of the CTTC, which opened in 2003 (Building A). A study update in 2010 prompted the expansion of the CTTC facility (Building B), supported financially by the NBEDC, the SEDC, and the U.S. Economic Development Administration.

In order for the FAME AMT Program to be housed at the CTTC and taught by TSTC, the City of New Braunfels needed to negotiate a new lease arrangement with the Alamo Colleges who at the time occupied the entire CTTC. This was a lengthy process, but in the middle part of 2022, the City of New Braunfels and Alamo Colleges came to terms on a new lease arrangement. The new lease would keep Alamo Colleges at the CTTC; however, they would only occupy Building B where they would continue to offer some of their educational programs such as vocational nursing and other academic core courses. This arrangement would free up space in Building A for TSTC and the FAME AMT Program. Following the execution of the new lease agreement with Alamo Colleges, representatives from the City of New Braunfels got to work on a lease arrangement with TSTC to operate in Building A for the purposes of teaching the TX FAME Lone Star Chapter AMT Program. TSTC and the City of New Braunfels came to terms on the lease agreement in October of 2022, just ahead of the official launch event on November 11, 2022.

THE LAUNCH OF THE TX FAME LONE STAR CHAPTER, EQUIPMENT FUNDING, AND STUDENT RECRUITMENT EFFORTS

All of the hard work over the described above brought us to November 11, 2022, the day that the TX FAME Lone Star Chapter was officially launched, and partnership with TSTC was officially formalized. The launch event brought together stakeholders from the City of Seguin, the City of New Braunfels, the SEDC, the NBEDC, Comal County, Guadalupe County, TSTC, the NAM, the MI, area school districts, and much more. The highlight of the event was the ceremonial signing of the Off Campus Workforce Education Agreement between Jason Dinscore, Board Chair for the TX FAME Lone Star Chapter and Michael Reeser, Chancellor and CEO of TSTC. The Agreement formalized the relationship between TX FAME Lone Star and TSTC for the delivery of the AMT Program.

As a startup program at the CTTC with a new training provider to our region in TSTC, the purchase of new equipment was required in order to officially get the AMT Program off the ground. Total estimated equipment costs to support the TX FAME Lone Star Chapter AMT Program ranged from \$2.2 to \$2.5 million. The TX FAME Lone Star Chapter launched fundraising efforts to help secure the capital needed to

purchase this equipment. Those efforts were successful, with the following funding commitments made to the Chapter:

- CMC Steel Texas committed \$100,000 in funding to the Lone Star Chapter for the purchase of new equipment for the AMT Program.
- GVEC committed \$100,000 in funding to the Lone Star Chapter for the purchase of new equipment for the AMT Program.
- The Caterpillar Foundation committed \$80,000 in funding to the Lone Star Chapter, however the funding provided by The Caterpillar Foundation cannot be used towards the purchase of equipment.

In addition to the financial commitments by our industry partners, the Seguin Economic Development (SEDC) is currently pursuing a High Demand Job Training (HDJT) Program Grant in the amount of up to \$150,000, with the SEDC committing to leverage funding in the amount of up to \$150,000. Combined, the possible HDJT Program Grant funding and SEDC leverage funding would allocate up to \$300,000 towards the purchase of equipment for the AMT Program.

With a funding gap of approximately \$1.8 million, the SEDC and the NBEDC partnered to provide a financial incentive to TSTC to finalize the funding needed to purchase the equipment. Per the terms of the agreement, TSTC agreed to purchase the equipment up front and will be reimbursed by the SEDC and NBEDC as they meet certain performance obligations over the 2.5-year term of the agreement. Total SEDC financial contribution for equipment will not exceed \$830,941, while total NBEDC financial participation for equipment will not exceed \$1,000,000. The arrangement between TSTC, the NBEDC, and the SEDC was finalized in March 2023. TSTC immediately began purchasing equipment needed for the AMT Program following execution of the agreement.

As funding arrangements were being finalized, representatives from the TX FAME Lone Star Chapter, the SEDC, and the NBEDC were working hard towards marketing the program towards prospective students and boosting the enrollment pipeline ahead of the August 2023 start date for the AMT Program. The marketing team engaged area high school juniors and seniors, and incumbent workers at area manufacturing facilities to highlight the benefits of enrolling in the TX FAME Lone Star AMT Program. The marketing team has also been active at area job fairs, on social media, and everywhere else they can possibly get in front of a prospective student. As of ****insert current date****, ****insert sentence on current enrollment/recruitment status****. The next milestone for the TX FAME Lone Star Chapter is the first day of classes for the inaugural cohort, which is scheduled for ****insert start date****

Innovativeness

The program or project demonstrates innovative approaches to institutional, financial, technical, or legal aspects of workforce development.

Innovation is at the heart of the FAME program model, and the path that stakeholders in Seguin and New Braunfels had to take to make the TX FAME Lone Star Chapter a reality.

The FAME model is unique, it is led by manufacturers and supported by education partners. TX FAME Lone Star Chapter companies collaborate on developing a skilled workforce and also benchmark successful strategies off of one another. In partnership with TSTC, TX FAME Lone Star Chapter companies are able to grow their own talent through short-, mid-, and long-term pipeline development strategies. Company sponsors commit to providing valuable work experience, including a livable wage, hands-on instruction,

and set schedules to accommodate training. It is also unique for students enrolled in the AMT Program, providing them with the opportunity to earn while learning, to get their education, and build their resume all at the same time- with the potential of zero student debt. The FAME model helps alleviate the financial burden that so often comes with juggling a job and going to school at the same time.

Stakeholders in Seguin and New Braunfels took an innovative approach to help launch the TX FAME Lone Star Chapter. Numerous complex issues were addressed, including recruiting companies in Seguin and New Braunfels to serve as TX FAME Lone Star Chapter members, identifying a college provider to deliver the educational components of the FAME AMT Program, identifying a facility to house the FAME AMT Program, recruiting students to enroll in the FAME AMT Program, and securing funding for the purchase of equipment needed for the Program. It took years to address some of these issues, but the hard work and out-of-the-box thinking from the stakeholders involved helped get this project over the finish line.

Transferability

The program or project shows potential use by other economic development agencies or practitioners for similar opportunities or solutions. The program or project should be readily transferable to comparable situations in other communities.

The FAME model is readily transferable to other communities across Texas and the US that have similar workforce demands within the manufacturing industry. It is easily adaptable for areas that have primary employers looking to fill their talent pipeline or upskill their current workforce and have a space for FAME and their education provider to operate out of. Since establishing the TX FAME Lone Star Chapter, the 3rd chapter in the State of Texas, many communities have taken flight in establishing their own chapter, many of whom our team have connected with them to educate them through the process.

Community Commitment and Leverage

The program or project makes it possible for others to achieve a greater impact by joining public/private participation or by intergovernmental or state/local involvement to leverage resources.

The launch of the TX FAME Lone Star Chapter would not have been possible without commitment from community stakeholders. TX FAME Lone Star is a result of hard work, careful planning, and collaboration among the City of New Braunfels, the City of Seguin, the Seguin Economic Development Corporation, the New Braunfels Economic Development Corporation, area school districts, Texas State Technical College, FAME USA as an initiative of The Manufacturing Institute, and the TX FAME Lone Star Chapter employer partners. Those employer partners include Alamo Industrial (Seguin, Texas), Hexcel (Seguin, Texas), Caterpillar Inc. (Seguin, Texas), Cavco Industries (Seguin, Texas), CMC Steel Texas (Seguin, Texas), Continental (New Braunfels, Texas), Detex Corporation (New Braunfels, Texas), Minigrip (Seguin, Texas), HEB (San Antonio, Texas), Republic Plastics (Seguin, Texas), Texas Tito's (New Braunfels, Texas), and Vitesco Technologies (Seguin, Texas).

Financial commitments were made by numerous community stakeholders for this project, including the SEDC, NBEDC, TSTC, the Caterpillar Foundation, CMC Steel Texas, and GVEC. Financial participation by these stakeholders was critical to ensure that the Lone Star Chapter has the equipment it needs in order to teach the AMT Program.

Measured Objectives

Results demonstrate a specific objective that the program or project was able to achieve. There must be measurable results from the project, and it should show a community wide impact. The project should also show sustainability.

FAME Program Measured Objectives: The FAME AMT program is a proven model that will develop highly skilled workers who earn an Associate of Applied Science degree in Advanced Manufacturing Technology. After receiving 1,800 hours of hands-on experience, 85% of graduates proceed to direct employment with a sponsoring company and earn wages that are, on average, 38% higher than non-FAME graduates.

Diversifying Educational Provider Options in South Central Texas: The City of Seguin and the City of New Braunfels are located within the service area for the Alamo Colleges District (ACD). ACD serves as the educational partner for the TX FAME Alamo Chapter. At the onset of this Project, it was assumed that ACD would serve as the college partner for the Lone Star Chapter, however, the passage of House Bill (HB) 4361 during the 87th Legislative Session, opened the door to allowing the Lone Star Chapter to work with TSTC as the educational partner. This outcome helped solidify further buy-in by TX FAME Lone Star Chapter Members and has laid the foundation for further change in the educational provider landscape within our region.

Founding Chapter Sponsors and AMT Sponsorship Commitments: The TX FAME Lone Star Chapter is on track to be one of the most successful FAME startup chapters. With an original goal of recruiting 8 to 10 Chapter Sponsors, the Lone Star Chapter was ultimately founded by 12 companies that include Alamo Industrial (Seguin, Texas), Hexcel (Seguin, Texas), Caterpillar Inc. (Seguin, Texas), Cavco Industries (Seguin, Texas), CMC Steel Texas (Seguin, Texas), Continental (New Braunfels, Texas), Detex Corporation (New Braunfels, Texas), Minigrip (Seguin, Texas), HEB (San Antonio, Texas), Republic Plastics (Seguin, Texas), Texas Tito's (New Braunfels, Texas), and Vitesco Technologies (Seguin, Texas). These employers will actively sponsor students through the program starting in the Fall of 2023. Combined the 12 companies have committed to sponsoring more than 25 students.

Secondary Benefits

Produces ancillary benefits to other economic development activities in the area.

Possible Expansion of TSTC's Service Area to include Comal and Guadalupe Counties: Following the official launch of the TX FAME Lone Star Chapter in November 2022, stakeholders in Seguin and New Braunfels, in partnership with TSTC, immediately began working together on legislation that would diversify the educational providers businesses in Comal Guadalupe Counties can utilize for their training needs. State Representatives John Kuempel and Carrie Isaac introduced HB 4997, which would amend Section 135.02(a) of the Texas Education Code adding Comal and Guadalupe Counties as locations that Texas State Technical College (TSTC) is permitted to operate in. If this legislation is passed, TSTC would have the ability to immediately expand their educational offerings at the Central Texas Technology Center. The legislation would also give TSTC the ability to build a new campus, or campuses, in Comal and/or Guadalupe County. This legislation has been endorsed by the Cities of New Braunfels and Seguin, the SEDC, the NBEDC, Greater SATX, Opportunity Austin, and the San Antonio Manufacturers Association. On April 20, 2023, HB 4997 was passed by the Texas House of Representatives. It now moves on to the Texas

Senate for consideration. Representatives from Seguin, New Braunfels, and TSTC are optimistic that the legislation will pass.

Marketing to Economic Development Prospects: The establishment of the TX FAME Lone Star Chapter is not just used to develop our regional talent pipeline but is also being used as a marketing tool when engaging with economic development prospects. Having a skilled and plentiful labor force is one of the top factors for site selection. The SEDC and NBEDC can now tout to our prospects that we have a robust workforce development program in FAME that will generate a pipeline of skilled maintenance technicians, which are highly needed for manufacturers looking to expand business operations.

Application Attachments

- **LINK:** [TX FAME Lone Star Chapter Photos](#)
- **LINK:** [TX FAME Lone Star Chapter Launch Video](#)