



2023 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Seguin Economic Development Corporation

Name of Community or Workforce Board

Josh Schneuer, Executive Director - Seguin Economic Development Corporation

Contact Name and Title

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830-401-2476

Email Address

Telephone Number

30,902

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



**ECONOMIC
DEVELOPMENT
CORPORATION**

Seguin, Texas | Population 15,001-40,000

Seguin Youth Career Expo

Hands on Experience Further Develops the Workforce Development Initiatives in Seguin, Texas

On January 11, 2023, the Seguin Economic Development Corporation (SEDC) hosted the first ever Seguin Youth Career Expo at the Seguin Coliseum. This full-day event highlighted Career and Technical Education (CTE) pathways and facilitated connections between more than 800 8th grade students from Seguin ISD, Navarro ISD, Marion ISD, and local businesses representing various industries. Participating businesses set up tradeshow like exhibits that created interactive experiences for the students utilizing audio/video, hands-on activities, technology, equipment, and much more. These interactive exhibits helped highlight to the students the company and their local operations, potential career pathways, and the educational attainment and skill sets that are required for success in that company's industry.

The Seguin Youth Career Expo allowed for students to learn more about our local businesses, and encouraged students to explore their interests while providing them the opportunity to learn how they can apply those interests to future professional endeavors. The ultimate goal of the event is to inspire these students as they get set to choose their CTE pathways before their freshman year of high school.

Innovativeness

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

Innovativeness was a vital component to the Seguin Youth Career Expo. The event planning committee was led by the SEDC, and included numerous representatives from Seguin ISD, Navarro ISD, and local businesses. The committee closely collaborated to design an event that was different from a traditional career expo. Typically, events of this nature are generic, with exhibiting companies having a booth setup that did little to draw the interest of students. Creating a fun and interactive environment for the students to engage with area businesses was critical to ensure that the event was successful and impactful. We knew that in order to create a truly unique event, there needed to be a high level of interaction between the companies and the students utilizing audio/video, hands-on activities, technology, equipment, and much more.

With more than 800 8th grade students attending the event throughout the day, the planning committee assigned arrival and departure time slots to the four middle schools that participated (Jim Barnes Middle School – Seguin ISD, Briesemeister Middle School – Seguin ISD, Navarro Middle School – Navarro ISD, and Marion Middle School – Marion ISD). Implementing the schedule was an important aspect of the event that helped ensure that we did not have all 800 plus students in attendance at once, which would likely have diminished the quality of the event. Each middle school was allocated 90 minutes for their students to visit with the exhibitors.

To encourage the students to visit with all the Career Expo Exhibitors, students were given a bingo card that would be stamped following a visit at an exhibit booth. Students with fully stamped cards were then entered into a drawing for door prizes donated by many of the event exhibitors. 27 companies exhibited at the Youth Career Expo. Exhibitors included the Guadalupe Regional Medical Center (Healthcare), Caterpillar (Manufacturing), Hexcel (Manufacturing), Junie and Jae (Entertainment/Events), City of Seguin Information Technology (Government/IT), City of Seguin Parks and Recreation (Government), Seguin Police Department (Government/Public Safety), Seguin Fire Department (Government/Public Safety), Rave Gears (Manufacturing), CMC Steel Texas (Manufacturing), Alamo Industrial (Manufacturing), San Antonio Museum of Science and Technology (Education), Texas A&M University Spark! PK-12 Engineering Education Outreach Program (Education), Guadalupe Valley Electric Cooperative (Utilities), City of Seguin Convention and Visitors Bureau (Government/Tourism), Texas Lutheran University (Education), Lone Star Home Solutions (Construction), Goetz Funeral Home, Vitesco Technologies (Manufacturing), Guadalupe County Juvenile Detention Center (Government/Public Safety), United Alloy (Manufacturing), HEB (Retail), Blue Horizon Media (Media/Video Production), Core Veterinary Compounding Pharmacy (Healthcare), City of Seguin Electric Department (Utilities), First Commercial Bank (Financial Services), and Texas Army National Guard (Government/Public Safety). The SEDC was also able to secure a financial sponsorship from the San Antonio Manufacturers Association (SAMA). This financial sponsorship helped offset a portion of the expenses the SEDC incurred through hosting the event. SAMA was incredibly excited about the event and saw it as a way to shed light on the career opportunities available in the manufacturing industry.

Participating companies were highly encouraged to create interactive experiences for the students utilizing audio/video, hands-on activities, technology, equipment, and much more. Many of the participating companies went above and beyond expectations. Here are a few examples of how these companies created a unique and memorable experience for the students attending the Youth Career Expo:

- The **City of Seguin-Electric Department** and the **Guadalupe Valley Electric Cooperative (GVEC)** brought a bucket truck to showcase a career as a journeyman. Students were outfitted in some of the journeyman's equipment and allowed to go up on the Bucket Truck.
- **Blue Horizon Media**, a local video production company, set up a green screen at their booth and allowed the students to interview on camera as a way for them to practice their communication skills. Blue Horizon also had their video drone on hand and allowed the students to practice flying it.
- **Lone Star Home Solutions**, a local design/build construction and remodeling company set up a drilling station for students to practice their construction techniques. Students were able to compete against one another at the drilling station.

- **Texas A&M’s Spark! PK-12 Engineering Education Outreach Program** had a large exhibition space which featured 3D printers, Arduino circuits, robot arms, oculus quest VR headsets and puzzle cubes.
- **Alamo Group**, a local manufacturer of maintenance equipment, brought out a robotic brush mower. Alamo Group let the students run various pre-scripted programs on the robot, while explaining to the process that goes into manufacturing and programming a robot of this nature.
- **United Alloy**, a local metal fabrication company, brought out a welding simulator and allowed the students to learn how to weld through the simulator.
- **Seguin ISD, Navarro ISD, and Marion ISD** also set up an exhibit area to showcase to the student the different CTE pathways that their respective high schools offered.

The Youth Career Expo was a huge success due to the innovative and collaborative approach taken to ensure that we created an event that was unique, interactive and memorable for the students. Quotes provided in post event media coverage truly captured the excitement and positivity associated with the Seguin Career Youth Expo.

Susan Thetford with Marion ISD described the event as “phenomenal”, further explaining to the [Seguin Daily News](#), “I think it’s critical because at least in Marion, we offer career exploration in the seventh grade so they are beginning to explore what options might be available to them upon graduation whether they go straight into post-secondary education or they go into the workforce. I think it’s critical we expose them early even down to the elementary level. However, this particular expo, once they kind of get that idea in their head, they also can select coursework at the end of their eighth grade year that leads them to high school. So, I definitely think this is a critical piece for all students to be able to participate in something like this. I’m personally very excited we are able to offer that this year.”

Brayden Carnes, a Barnes Middle School student described the event as “good” and “cool” to the [Seguin Gazette](#). Ellie Shelton, a Marion Middle School Student told the Seguin Daily News “There’s many different opportunities that you can go into and like being here having so many options, it can widen your mind and offer something that you already had your mind set on but you can go to other options,”

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 Seguin Youth Career Expo can easily be replicated in other communities that are eager to broaden their workforce development efforts. Critical pieces needed to order to carry out a similar event include an event space, and strong relationships with your local businesses and representative from local school districts. The Seguin Youth Career Expo was held at the Seguin Coliseum. This facility provided adequate

space to host the more than 800 students that came to the event throughout the day, and the nearly 30 companies that exhibited. The Youth Career Expo would not have been possible without support and collaboration from our local businesses and our local school districts. The SEDC has made business retention and workforce development initiatives a top priority. Through these initiatives, we've established strong working relationships with businesses throughout Seguin, as well as with leadership at Seguin ISD, Navarro ISD and Marion ISD. The contributions that these stakeholders brought to the table helped turn the Seguin Youth Career Expo from an idea to an event with long lasting positive effects.

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.

Leveraging existing relationships with area businesses and school districts was a vital component to the success of this event. The Seguin EDC worked closely with career and technical education representatives from three school districts (Seguin ISD, Navarro ISD & Marion ISD) and representatives from nearly 30 companies in the planning and execution of this event. The commitment these stakeholders made to helping plan and coordinate this event spanned several months. All parties committed time the day before for setup. On the day of the event, company stakeholders committed their time to staffing their booths and engaging with the students, while school district stakeholders committed their time to ensure that the students arrived on time and were able to flow through the event in an orderly fashion. Without the commitment of these stakeholders, this event would not have been possible.

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.

The Seguin Career Youth Expo highlighted CTE pathways and facilitated connections between more than 800 8th grade students from Seguin ISD, Navarro ISD, Marion ISD, and 27 local businesses representing various industries. Through a post student survey capturing (# of students), (% of students) reported a positive experience resulting in a clearer understanding of their future career interests.

Secondary Benefits

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

The primary goal of this event was to inspire these students as they get set to choose their CTE pathways before their freshman year of high school. There were also several secondary benefits from this event as well. Companies that exhibited at the event were able to shed more light on their respective industries and local operations in Seguin. This is especially important for our local manufacturers. Manufacturing is the heart of the Seguin economy. There are more than 7,800 manufacturing jobs in the Seguin region alone. Manufacturing jobs make up more than 30% of total jobs within our region. Highlighting the manufacturing industry and the operations of our

local manufacturers helps encourage the next generation of workers to consider careers in this industry. Having robust workforce development efforts at the local level can also be used as a recruitment tool. When meeting with economic development prospects, the SEDC focuses on touting our local workforce development efforts, specifically events like the Seguin Career Youth Expo. Prospects are often excited to hear about initiatives like the Seguin Career Youth Expo, and often think of Seguin as a forward-thinking community that is focused on collaborative efforts to strengthen our talent pipeline.

Application Attachments

- **LINK:** [Seguin Youth Career Expo Photos](#)
- **LINK:** [Seguin Youth Career Expo Video](#)