



## 2023 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

### NOMINATION FORM

APPLICANT:

**Tomball Economic Development Corporation**

Name of Community or Workforce Board

**Tiffani Wooten, Assistant Director**

Contact Name and Title

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Email Address

**281-401-4086**

Telephone Number

**12,053**

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

**Tiffani Wooten**

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](mailto:amy@texasedc.org) on or before 5:00 PM, Friday, 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](mailto:amy@texasedc.org), 512-480-8432.



## ECONOMIC DEVELOPMENT CORPORATION

The Tomball Economic Development Corporation (Tomball EDC) prioritizes workforce development as a core pillar of economic development. In fact, education and workforce development is one of five strategic goals, as outlined in the Tomball EDC's 2020-2023 Strategic Plan. Specific actions and initiatives are being implemented by the Tomball EDC to accomplish the goal of developing a qualified workforce in Tomball.

To successfully execute this goal, the Tomball EDC partners with education institutions, local businesses, and community leaders. This collaborative workforce approach is essential to bridging the workforce gap.

This collaboration is on display with Tomball Independent School District's (Tomball ISD) new Early College High School for Pathways in Technology (P-TECH) program focused on developing health professionals. Approved by the Texas Education Agency (TEA), the P-TECH program is a unique collaboration between HCA Houston Healthcare Tomball (HCA Tomball), Tomball ISD, and Lone Star College-Tomball (LSC-Tomball). The Tomball EDC worked closely with these partners to launch the program.

The program, which was under development throughout all of 2022, allows rising ninth graders to pursue a pathway in healthcare that blends high school and the first two years of college for a more rapid ascent into healthcare jobs. Students enrolled in the P-TECH program at Tomball ISD's Star Academy work toward a community college associate degree while gaining hands-on work experience.

The program provides mentor partnerships, shadowing, and clinical experiences. The work-based learning allows students to obtain industry-based certifications in EKG, Phlebotomy, and Patient Care Technician. Upon graduation, these students will have access to first-in-line, high priority job interviews with HCA Tomball. The first class of P-TECH students will begin in August 2023.

### **I. INNOVATIVENESS**

***The program or project demonstrates innovative approaches to institutional, financial, technical or legal aspects of workforce development, talent attraction and economic development.***

Covid-19 demonstrated the need for healthcare workers and the importance of building a workforce pipeline. As healthcare continues to expand operations throughout Tomball and Texas, the Tomball EDC helped create a key partnership between local entities that will help solve the healthcare workforce crisis.

The innovative approach of the P-TECH program brings together essential stakeholders for a unique approach aimed at the most critical population—our children. Engaging the students in 9th grade allows the three entities, Tomball ISD, LSC-Tomball, and HCA Tomball, to thoroughly develop and train students for the most pressing careers in healthcare.

The partners on this program, including Tomball EDC, studied the healthcare workforce shortage to understand where students can most effectively enter the workforce when completing the program. This is not a quick fix, rather a long-term solution to a larger problem.

Taking a comprehensive, long-term, and collaborative approach to the healthcare workforce problem will serve Tomball well for the years and decades to come. This innovative method to meet a workforce need will spur growth and economic opportunity in Tomball.

## ***II. Transferability***

***The program or project shows potential use by other economic development agencies, workforce groups or practitioners for similar opportunities or solutions.***

***The program or project should be readily transferable to comparable situations in other communities.***

The structure and approach of the P-TECH healthcare workforce initiative is universal to solving issues. It is symbolic of what economic developers do well – identify needs and work collaboratively to find solutions. When Tomball EDC recognized the healthcare workforce need, it convened high school and college educators together with impacted businesses. This collaborative effort provided a forum where issues could be addressed and innovative solutions discussed. Additionally, this collaborative partnership gathered decision makers to act on changing processes and standards. What started as discussions provided critical decisions for change needed in a growing city like Tomball.

The healthcare workforce shortage is a global problem. The World Health Organization estimates a projected shortfall of 10 million health workers by 2030. While that number is staggering, a structured and collaborative approach like the P-TECH healthcare initiative being implemented in Tomball can help address the healthcare workforce shortage in many individual communities. Willing partners in healthcare and education, combined with a community partner like Tomball EDC has the ability to bring together stakeholders necessary to provide solutions even beyond P-TECH healthcare workforce.

Beyond healthcare, P-TECH programs can be utilized to address a number of industry workforce shortages. The key is creating relationships among education, industry, and community leaders to understand the workforce needs in your community. By understanding those needs, you can learn to address the most pressing workforce issues for existing and new businesses.

## ***III. 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.***

Tomball EDC specializes in bringing together public and private partners to amplify opportunities. The P-TECH program is a classic example of public-private partnership. Public education, via Tomball ISD and LSC-Tomball, and private business, HCA Tomball, came together to meet an obvious need.

HCA Tomball engaged leaders from several departments in the hospital, and across its network, to assess healthcare needs now and in the future. Tomball ISD dedicated a significant portion of its state-of-the-art Tomball Star Academy to invest in P-TECH students. LSC-Tomball lent their expertise in training healthcare workers at their Health Science Building to create a curriculum that meets education and workforce demands. Without any one of these entities, this program would not stand a chance of being successful.

Additionally, this program requires the support from the state via TEA. The local partners creating the Tomball P-TECH program worked closely with leaders from TEA to develop a work-based education curriculum that meets TEA's outcome-based measures.

#### ***IV. Measured Objectives***

***Results demonstrate a specific objective that the program or project was able to achieve.***

***Measures of the program's value can include:***

- ***jobs created***
- ***jobs retained or improved***
- ***additional monetary investment in the community***
- ***additions to the tax base created by the program or project***
- ***individuals or employee trained, reskilled or upskilled***

The P-TECH program is a long-term, multi-year approach to meeting healthcare workforce needs. The program will begin with 25 students in August 2023. Each year, approximately 25 students will enter the four-year program as ninth graders. By August 2026, the program could include as many as 100 students between grades nine and twelve.

The goal is that the P-TECH program will produce immediate healthcare workers for HCA Tomball, and other healthcare entities, when the first class graduates in May 2027. Based on projections, there will be many opportunities for P-TECH students to enter the workforce immediately. These jobs are anticipated to earn salaries beginning at \$30,000+ at entry level plus additional training that will increase their salaries exponentially.

In addition to the future healthcare jobs created via this innovative program, several teaching jobs are being created immediately to educate P-TECH students. Tomball ISD is expected to hire an additional 2-4 P-TECH teachers and administrators to lead this program this year.

Tomball EDC expects that the emphasis placed on developing healthcare workers will help attract more healthcare investments in Tomball. Due to Tomball's significant population growth, healthcare is already a target for future economic investment. The P-TECH program should enhance the Tomball EDC's ability to recruit and retain healthcare companies and facilities.

#### ***V. Secondary Benefits***

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

Educating and training future healthcare workers has immense benefits for the Tomball community. First, these students will be entering into high-paying jobs. These salaries will raise the spending power of individuals, which will lead to investment back into the community.

Creating a pipeline of healthcare workers also results in better healthcare for Tomball citizens. Improved healthcare leads directly to a better quality of life, which is a goal for the Tomball EDC. A better quality of life not only benefits the citizens of Tomball, but it also helps recruit businesses that value quality of life for their employees.

Additionally, when you improve the quality of life, you attract people to live in your community. Tomball has seen significant new home construction in recent years and we expect that trend to continue with enhanced quality of life.

Finally, the P-TECH program will make Tomball ISD and LSC-Tomball even more attractive destinations for students. Already highly-rated and award-winning, Tomball EDC expects that more families will choose these institutions for their children. This will contribute to the population growth forecasted by Tomball EDC and create increased demand for housing that is already being met with new home construction.