



**LUBBOCK
ECONOMIC
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2020 WORKFORCE EXCELLENCE AWARD

NOMINATION FORM

APPLICANT:

South Plains High Demand Job Training Partnership

Name of Community or Workforce Board

Lubbock Economic Development Alliance, Workforce Solutions South Plains, Plainview/Hale County Economic Development Corporation, Littlefield Economic Development Corporation, Levelland Economic Development Corporation, Idalou Economic Development Corporation, Brownfield Industrial Development Foundation and Texas Mutual Insurance Company

Contact Name and Title

Christine Allen, Director of Workforce Development

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Community Population (as of the most recent census or as officially marketed): **255,885**

TEDC Member Name: Christine Allen



South Plains High Demand Job Training Partnership

In September of 2014, the Texas Workforce Commission (TWC) launched the High Demand Job Training program and set aside \$1 million to support collaborations between Workforce Solutions partners and local economic development entities. This opportunity led to a partnership between the Lubbock Economic Development Alliance (LEDA) and Workforce Solutions South Plains (WSSP).

Originally, the purpose of this grant was to assist Lubbock County Independent School Districts in enhancing and maximizing the capacity of its various Career and Technical Education programs. 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. Because of the success of the original grants and the amount of workforce from the region that moves to Lubbock, this concept was expanded and offered to all school districts located in the 15-County South Plains region. To date, the new equipment allowed almost 6,000 students to be educated and trained in preparation for employment in high-demand occupations in our area.

The structure of this grant is relatively simple: LEDA commits funding for this workforce development project and the Texas Workforce Commission matches those funds one to one. Initially this match was up to \$100,000, but later was increased to \$150,000. Workforce Solutions functions as the Grantee and Fiscal Entity for the grants and the ISD's commit to fund the classroom space, teachers and supplies. The Texas Workforce Commission has offered this matching grant fund every year since 2014 and every year LEDA and WSSP have applied and received these grants. TWC released supplemental grants in various years when they have dollars available; South Plains was also successful in receiving these additional funds.

From 2014 to 2019, LEDA and WSSP received six HDJT grants which consisted over \$590,000 in-state matching funds and over \$970,000 in economic development dollars. Cumulatively, this effort has affected 25 area school districts (several multiple times) and served over 4,000 students.

Total Number of Students					
	2015/16	2016/17	2017/18	2018/19	2019/20
HDJT Grant 1	190	190	190	190	190
HDJT Grant 2		228	228	228	228
HDJT Grant 3			890	890	890
HDJT Grant 4				528	528
HDJT Grant 4.5				221	221
HDJT Grant 5					2,017
Total	190	418	1,308	2,057	4,074



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HDJT Grant Program							
	Apr-15	Dec-15	Sep-16	Jan-18	Sep-18	Feb-19	Total
	Grant 1	Grant 2	Grant 3	Grant 4	Grant 4.5	Grant 5	
State (WSSP by way of TWC)	\$ 75,000	\$ 75,000	\$100,000	\$ 90,335	\$100,000	\$150,000	\$ 590,335
Lubbock EDA	\$ 83,000	\$ 90,000	\$125,000	\$ 91,775	\$211,177	\$333,341	\$ 934,293
Levelland EDC				\$ 7,000			\$ 7,000
Plainview EDC			\$ 10,000	\$ 10,000		\$ 10,000	\$ 30,000
Total Costs	\$ 158,000	\$ 165,000	\$235,000	\$199,110	\$311,177	\$493,341	\$ 1,561,628
For each \$1/State, partners contribute:	\$ 1.11	\$ 1.20	\$ 1.35	\$ 1.20	\$ 2.11	\$ 2.29	\$ 1.65

Beginning Fiscal Year 2019-2020, TWC began allocating these high demand funds to all 28 Workforce Boards as alternative funding. LEDA and WSSP decided to continue with the partnership and support the school districts again. Once the notification of the available grant funds went out, 25 school districts applied requesting nearly \$750,000 in funding for career and technical training equipment. This was more than budgeted.

To remedy this, economic development entities from surrounding counties decided to step in and assist the area school districts. The Plainview/Hale County, Levelland, Littlefield and Idalou Economic Development Corporations, as well as the Brownfield Industrial Development Foundation, all committed funding for its school districts. A private partner, the Texas Mutual Insurance Company, stepped in and committed the remaining funds necessary to fund all the equipment requested by the 25 school districts.

HDJT Grant Program								
	Apr-15	Dec-15	Sep-16	Jan-18	Sep-18	Feb-19	Dec-19	Total
	Grant 1	Grant 2	Grant 3	Grant 4	Grant 4.5	Grant 5	Grant 6	
State (WSSP by way of TWC)	\$ 75,000	\$ 75,000	\$100,000	\$ 90,335	\$100,000	\$150,000	\$135,000	\$ 725,335
Lubbock EDA	\$ 83,000	\$ 90,000	\$125,000	\$ 91,775	\$211,177	\$333,341	\$500,000	\$ 1,434,293
Anton ISD							\$ 15,000	\$ 15,000
Brownfield EDC							\$ 10,000	\$ 10,000
Idalou EDC							\$ 9,040	\$ 9,040
Levelland EDC				\$ 7,000			\$ 10,000	\$ 17,000
Littlefield EDC							\$ 13,129	\$ 13,129
Plainview EDC			\$ 10,000	\$ 10,000		\$ 10,000	\$ 10,000	\$ 40,000
Texas Mutual							\$ 72,611	\$ 72,611
Total Costs	\$ 158,000	\$ 165,000	\$235,000	\$199,110	\$311,177	\$493,341	\$774,780	\$ 2,336,408
For each \$1/State, partners contribute:	\$ 1.11	\$ 1.20	\$ 1.35	\$ 1.20	\$ 2.11	\$ 2.29	\$ 4.74	\$ 2.22

These eight organizations worked together to fund a project for South Plains school districts that committed nearly \$775,000 in funding for career and technical equipment for 25 school districts that will serve 1,890 students. Because this is a capacity building grant, students use the equipment year after year, thus affecting the numbers of students exponentially.



	Total Number of Students					
	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
HDJT Grant 1	190	190	190	190	190	190
HDJT Grant 2		228	228	228	228	228
HDJT Grant 3			890	890	890	890
HDJT Grant 4				528	528	528
HDJT Grant 4.5				221	221	221
HDJT Grant 5					2,017	2,017
HDJT Grant 6						1,890
Total	190	418	1,308	2,057	4,074	5,964

The high school CTE programs that received this funding include Construction Technology, Culinary, Welding, Health Sciences, Ag Mechanics, Automotive Technology, Business, Web Design, HVAC, and STEM programs. Examples of the equipment purchased for area high schools include but are not limited to: CNC Plasma Machine, welding stations, multi-purpose welders, automotive vehicle lift systems, CAD educational software, convection electric ranges, hospital beds, blood pressure machines, air compressors, heavy duty oxygen torch kits and the accessories and safety gear for each project area.

It's important to note that the state-of-the-art equipment purchased by these grants allow students to train for industry certifications using the same market equipment that our local businesses are using today, and this is making a remarkable difference. One example was given by a rural district regarding its Certified Nurses Aid program. Before receiving the new health science equipment, no students were passing their certification exams. After utilizing the equipment, 100% of the students passed the exam. Another benefit is that the equipment purchased by these grants are more durable and offer increased safety mechanisms to assist instructors on training their students with a "safety first" mentality.

These projects take collaboration on the South Plains to an elevated level and represent a true community-driven economic development plan. The South Plains High Demand Training Grant not only strengthens the relationship between area economic development entities and Workforce Solutions of the South Plains, but it also serves as a great example of coming together and leveraging dollars. The school districts benefitting from the grant recognize that they have community support in their endeavor to educate our future workforce.

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 is very quick and can be responsive to changing needs in a region. All indications are that these funds will be available for years to come, making this grant program not only replicable in other regions but replicable over multiple years.

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 South Plains High Demand Job Training Grant is measured by the number of unduplicated students who are enrolled in each of the funded courses. To date, almost 6,000 students participated in activities funded by these grants and were exposed to different career options and technical skills that they may not have if it weren't for their school receiving the grant funds.

Additionally, the partnership between Workforce Solutions, the economic development entities 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 serves current students but will also serve future students in the years to come.

Innovativeness

This program is innovative because it directly impacts the trajectory of our future workforce. The state-of-the-art equipment purchased with these grants allows students to train for industry certifications using the same market equipment that our local businesses are using today. They also provide a mechanism for relevant career exploration that will change the direction of our students' lives. Their sound career choices of today will directly contribute to the success of our region tomorrow.

This project is innovative in that it involves multiple economic development entities, workforce partners and the private sector. Furthermore, the grant doesn't just affect this year's students. Because we are purchasing equipment, the grant benefits future students as well.

Transferability

The High Demand Skills Grants are being awarded to all 28 Workforce Boards throughout the State of Texas, so other areas have the option to partner, apply and replicate. School districts need this type of funding in order to carry out the requirements of House Bill 5. In order to encourage all workforce boards to carry out these innovative projects, the Texas Workforce Commission allocated these funds directly to each area in Texas. TWC made the grant and reporting process very simple and streamlined, so it is not overburdensome on the grant partners or the school districts. Because a project like this builds the capacity at our school districts, the number of students affected is exponential and can be responsive to changing needs in a region.

Community Commitment & Leverages

This program affects many of the communities in the South Plains area and as the program has grown, we have seen increased commitment from our economic development partners to provide a vehicle for them to directly impact their area's future workforce. The Lubbock community is supportive because they understand that education and training done in our surrounding areas will ultimately be a positive impact to our city with the increase of skilled labor. To date, the South Plains region has leveraged over \$725,000 in state dollars to directly benefit our youth and prepare a pipeline of informed and skilled labor.

Measured Objectives

The success of the South Plains High Demand Job Training Grant is measured by the number of unduplicated students that are enrolled in each of the funded courses. To date, almost 6,000 students participated in activities funded by these grants and were exposed to different career options and technical skills that they may not have if it weren't for the school receiving the grant funds.



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Secondary Benefits

The partnership between Workforce Solutions, the South Plains economic development entities, Texas Mutual Insurance and the Texas Workforce Commission has fostered a relationship that will ultimately lead to increased project opportunities. This grant gives our organizations more credibility with our participating school districts and with our communities, as it shows the investment in our local educational system and youth. The equipment purchased not only serves current students but will also serve future students in the years to come.



