



2026 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Seguin Economic Development Corporation

Name of Community or Workforce Board

Alora Wachholz, Director of Economic Development/Executive Director of Seguin EDC

Contact Name and Title

awachholz@seguintexas.gov

830-386-2545

Email Address

Telephone Number

43,443

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

Alora Wachholz

TEDC Member Name (TEDC membership is held by the individual, not the organization)

SUMMARY and INSTRUCTIONS:

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, 2025. 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.

Important Information:

- The submittal must be the application page and four conventionally formatted 8.5" x 11" pages. Therefore, no more than five (5) pages in total for the award submission. Any award submissions that exceeds the five-page limit will be disqualified.
- The project or program may not have been submitted previously for a TEDC Workforce Excellence Award.

Please submit this completed nomination form and your project summary via email to Crystal at crystal@texasedc.org on or before 5:00 PM, Friday, May 8, 2026. You may also submit up to five (5) photographs of your workforce project as separate jpeg or png files.

Application Fee: There is a \$100 fee to apply for the TEDC's Workforce Excellence Award. An invoice will be generated upon receipt of the application.



The Seguin Job Shadow Program is led by the Seguin Economic Development Corporation in partnership with the Seguin Area Chamber of Commerce, Seguin ISD, Navarro ISD, Marion ISD, and Southwest Preparatory School. The program provides 11th and 12th grade students with the chance to shadow professionals across a variety of different industries, helping them gain real-world experience and exposure to high-demand careers in Seguin. Through hands-on engagement with local employers, students explore career pathways while developing a deeper understanding of the skills, responsibilities, and expectations required in today's workplace. This project started January 1, 2025 and ended on February 28, 2025.



SEGUIN JOB SHADOW PROGRAM

INSPIRING SEGUIN'S FUTURE WORKFORCE

139

**STUDENTS
PARTICIPATED**

75% increase from last year

21

**COMPANIES
PARTICIPATED**

245% increase of available spots from last year

4.9/5

**OVERALL STUDENT
SATISFACTION**

4.8/5 satisfaction from company participants

EMPLOYER PARTICIPANTS

- Caterpillar
- City of Seguin
- CMC Steel Texas
- Guadalupe Blanco River Authority
- Guadalupe County Elections Office
- Guadalupe County Detention Center
- Guadalupe Regional Medical Center
- Gunn Chrysler Dodge Jeep Ram
- Masters Electrical Services LTD
- Northeast Lakeview College
- Paws to Perfection
- Rapid Urgent Care
- Rave Gears, LLC
- River Valley Design Center
- Schaeffler
- Seguin Chamber of Commerce
- Seguin Engineering
- Seguin Utilities
- Teijin Automotive
- Tier One Dental
- United Alloy

SCHOOL PARTICIPANTS

- Seguin High School
- Navarro High School
- Marion High School School
- Mercer Blumberg Learning Center
- Seguin High School
- Southwest Preparatory School

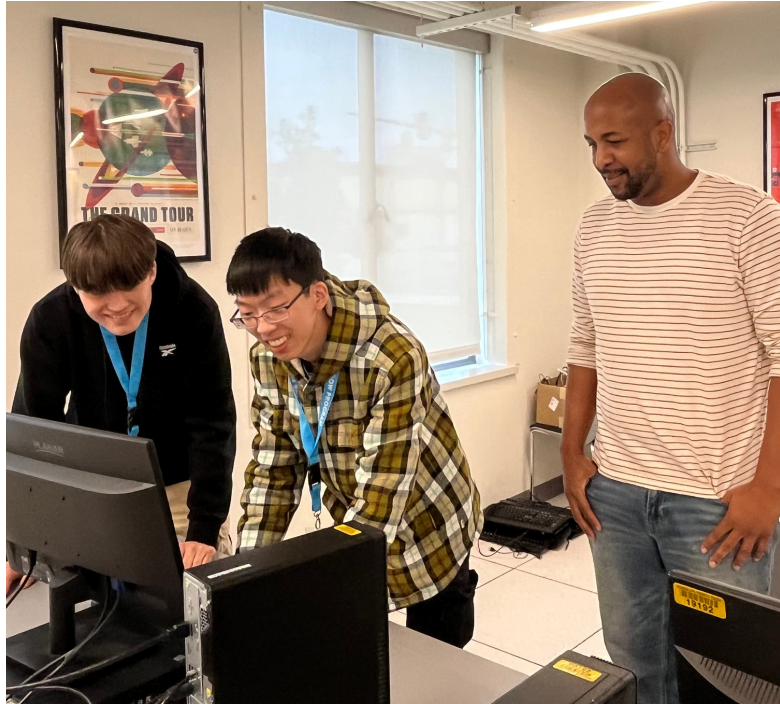
SAMPLE AGENDA

- 9:30 am Students arrive to their job shadow
- 10:30 am Safety briefing and company intro.
- 11:30 am Company tour of different areas
- 12:00 pm Lunch sponsored by the company
- 12:30 pm Shadow professional in speciality area
- 1:30 pm Students depart from their job shadow

WHAT EMPLOYERS ARE SAYING ABOUT THIS EVENT

"This is an amazing program that we feel the students really enjoyed. We had many questions about volunteer work and possible hiring later on after graduation!"

"We love hosting students and giving them an opportunity to see how manufacturing works in real-time. They are able to have a hands-on experience with our team and learn about many different roles in our facility to see what job opportunities would be available to them in the future."



INNOVATIVENESS

The Seguin Job Shadow Program is an innovative workforce development and talent attraction initiative that strengthens the connection between local high schools and employers to build a direct talent pipeline. By providing students with firsthand exposure to local employers, the program helps them make informed decisions about entering the workforce or continuing their education in a related program of study. At the same time, employers gain early access to emerging talent, creating valuable opportunities to engage, recruit, and cultivate their future workforce.

TRANSFERABILITY

This program is highly transferable because it is built on a flexible partnership model that can be adapted by other communities to support workforce development. By connecting school districts, employers, industry associations, and workforce partners, the program can be tailored to local industry needs and student interests while creating stronger career awareness and talent pipelines in a region. The program also requires minimal cost from the convening organization, with expenses generally limited to staff coordination and basic supplies.



COMMUNITY COMMITMENT AND LEVERAGE

The program reflects strong community commitment through the leverage of public-private partnerships among the Seguin Economic Development Corporation, Chambers of Commerce, industry associations, city and county departments, higher education institutions, public school systems, and 21+ participating companies ranging from large to small businesses. Together, these partners provided more than 140+ learning experiences for local students, demonstrating a shared investment in the future talent pipeline.



MEASURED OBJECTIVES

- 21 companies registered to host high school students for one-day job shadow experiences during Career and Technical Education Month (February 2025).
- Participating employers offered 277 job shadow experiences to local Career and Technical Education high school students.
- 139 students registered and attended, gaining firsthand exposure to local companies, career opportunities, apprenticeships, and education programs in Seguin.
- The program saw a 75% increase in student participation and a 245% increase in employer participation from the year prior.
- Many employers expanded the number of students they were able to host, from the year prior, increasing the program's reach and impact.
- Post-event surveys from both students and employers resulted in an overall satisfaction rating of 4.9 and 4.8 out of 5, respectively.

SECONDARY BENEFITS

- Creates valuable marketing and storytelling content that promotes Seguin as a competitive community for talent attraction and workforce development.
- Highlights strong cross-sector commitment to Career and Technical Education and long-term talent pipeline development.
- Improves local workforce retention and talent attraction by exposing students to local career and training opportunities.
- Supports Business Retention and Expansion by helping employers engage future talent and elevate their visibility among students and community members.
- Reinforces community partnerships that advance shared workforce and economic vitality.
- Builds greater awareness of local career pathways, encouraging students to envision a future living and working in Seguin.

VIDEO RECAP



[HTTPS://BIT.LY/JOB-SHADOW-2025](https://bit.ly/job-shadow-2025)