



2024 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

NOMINATION FORM

APPLICANT:

Name of Community or Workforce Board

Contact Name and Title

Email Address

Telephone Number

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

TEDC Member Name (must be individual TEDC member, not 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, 2023. 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 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 submission that exceeds the five-page limit will be disqualified.**

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, Friday, April 26, 2024. You may also submit up to five (5) photographs of your workforce project as separate jpeg or png files.

Questions regarding the Workforce Excellence Award program or procedures should be directed to Amy Swank, Chief Operating Officer, Texas Economic Development Council, amy@texasedc.org, 512-480-8432.

Applications are to be submitted via email to Amy Swank amy@texasedc.org.



2023 Year in Review:

Through a grant funded by Golden Triangle Polymers Project, Orange County and Workforce Solutions Southeast Texas launched the “Local First” program in March 2023

Local First is designed to offer local, qualified workers access to search for and apply for job opportunities at the Golden Triangle Polymers project. The online portal was created and serves as a one stop shop that combines available opportunities from multiple companies into one, easy to use database. Customers are pre-screened and referred based on their qualifications.

Those customers that did not meet employer qualifications or needed additional services, such as resume assistance or job search were referred to their local Workforce Solutions Office for further assistance.

Local First Registrations	
	3228
Local First Referrals	
Company	Referrals
GTP/CP Chem	145
Zachry	927
PCL Construction	0
JKJV	161
WT Byler	38
Emerson Automation Solutions	0
BMZ	0
<i>TOTALS</i>	1271
Workforce Centers	441

Outreach and Marketing

Workforce Solutions Southeast Texas developed and implemented an aggressive marketing campaign to create and build awareness of the “Local First” initiative to hire area residents first for this once-in-a-lifetime employment opportunity.

The marketing strategy included a dedicated “Local First” webpage where job seekers can review available jobs, make applications, and connect with training opportunities. A multi-channel advertising campaign utilized digital ads geographically targeted to local job seekers, search engine marketing, social media ads and organic posts, digital and traditional outdoor boards promoting both the project and specific job fairs, radio ads to promote the dedicated webpage, newspaper ads, and targeted emails.

The initial 13-week campaign generated nearly 8.5 million impressions across Southeast Texas.

Weekly text messages are sent to registered users to make them aware of job opportunities at the project. We also send emails to customers to notify them of activity and upcoming events. Staff frequently attend other job fairs, hiring events and civic activities to promote Local First.

Job Fairs

The very first Local First Job Fair was hosted at the Orange County Convention & Expo Center on Saturday, June 24, 2023. Four contractors and CP Chem (GTPC) were in attendance: Zachry, PCL Construction, JKJV, and WT Byler. A record setting number of 942 job seekers were in attendance. They were provided with an opportunity to meet the HR reps for the EPCs and GTPC and provided an overview of the role each entity plays in the construction phase and the job opportunities that are and will be available. Job seekers also had access to a computer lab and the Workforce mobile lab.

The second Job Fair was hosted again at the Orange County Convention & Expo Center on Thursday, March 7, 2024. Three contractors and CP Chem (GTPC) were in attendance: Zachry, PCL Construction, and JKJV. This event connected community members to the job opportunities on the project. 444 job seekers attended and were also offered access to a computer lab, the Workforce Mobile Unit and educational opportunities with Lamar State College – Orange.

Local First Website Metrics	
Views	63,000
Logins	15,000
Outreach Efforts	
Outgoing Text Messages	365,201
Outgoing Email Messages	11,434
Marketing Campaign	8.5 m
Job Fairs	
June 23, 2023	944
March 7, 2024	444

Bridging the Gap

Additionally, to help bridge the skills gap for customers new to the construction industry, we have partnered with Digital Workforce Academy to provide pre-apprenticeships to 15 local customers. Their approach is to increase the capacity of local skilled workers who can enter the construction trades in entry level trade positions and grow their skills in a registered apprenticeship program. This was funded by Local First through Golden Triangle Polymers Company.

Our Collaborators

- Workforce Solutions Southeast Texas is one of 28 Workforce Boards in the state of Texas that is responsible for leading and governing the region's workforce system.
- Orange County works with the Orange County Economic Development Corporation (EDC) and Chambers of Commerce in Orange County to provide services that assist new and existing businesses to expand or relocate to Orange County.



Local Investment. Global Impact.

Chevron Phillips Chemical (CPChem) is the construction manager and operator for Golden Triangle Polymers Company, meaning CPChem will manage the engineering, procurement and construction of the project, as well as manage the facility after start-up. As part of the Orange community since 1955, CPChem is committed to working with our neighbors to implement sustainable programs based on local needs and investing in programs that give back. At CPChem, we aim to be a good neighbor in the communities in which we operate, and Golden Triangle Polymers Company will be no different.

Local First is a community economic and workforce development program that aims to place the Orange County and the Golden Triangle region first when sourcing suppliers, vendors, and workforce for the facility. We have collaborated with several community organizations to develop the Local First program that will help area workers and businesses see and compete for available opportunities.

READY TO WORK

While job seekers are welcome to apply directly with any of the companies working on the Golden Triangle Polymers Project, Workforce Solutions Southeast Texas is offering a job database to make the job search and applying process easier. Visit the Local First job site to see construction and full-time employment opportunities on the Golden Triangle Polymers Project.

- www.localfirst.setworks.org

FUTURE JOB SEEKERS

Workforce development is essential to the success of this facility, which is why Golden Triangle Polymers has collaborated with Workforce Solutions Southeast Texas to provide information and job-readiness resources related to this project. In addition to the job database, Workforce Solutions is also offering free resume counseling, online application assistance, and education and training referrals from its office in Orange, Texas.

- Visit the Orange office located at 2415 N 16th St.

VENDORS AND SUPPLIERS

Businesses interested in being considered for work on the project should first apply to be pre-screened by CPChem. Qualifying businesses who satisfy the company's standards for service providers or suppliers will likely be added to a list, which is then shared with the project's engineering, procurement, and construction (EPC) contract companies and CPChem personnel working on the project.

- Application link for local small businesses:
www.cpchem.com/who-we-are/suppliers/golden-triangle-polymers-llc
- For additional information, please email us:
gtppprocurement@cpchem.com

