TEDC 2018 WORKFORCE EXCELLENCE AWARD NOMINATION FORM

The 2018 TEDC Workforce Excellence Awards will be presented at the TEDC's 2018 Mid-Year Conference in Galveston, Texas, on June 14, 2018. Awards in each of the five categories will be presented to the community or region that has demonstrated the most significant contribution to workforce development in their community/region and in the State of Texas.

Applicant
Name of Community or Region/Workforce Board:

______________________________________________________________
Bowie
______________________________________________________________

Contact Name:  Janis Crawley  Title:  Executive Director
______________________________________________________________
Mailing Address:  101 E. Pecan Street, Bowie, TX 76230
______________________________________________________________
Telephone:  940-872-4193  Email Address:  Janis@BowieTexasEDC.com
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Community Population:  5,218 (as of most recent census or as officially marketed)

Summary Review
Please attach a brief description of the workforce development initiative. Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. Please provide the start date of the project and completion date, if applicable. Provide measurable results from the project in the past 12 months. The workforce development initiative can be a long-term project, but must show measurable results in the award year. The nomination can be no longer than five conventionally formatted 8.5" x 11" pages.

Nomination Submitted by:

Member Name:  Janie Crawley  (individual, not organization)
______________________________________________________________
Mailing Address:  101 E. Pecan Street, Bowie, TX 76230
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Telephone:  940-872-4193
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Email Address:  Janis@BowieTexasEDC.com
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Please return nomination forms and supporting documents by Friday, May 4, 2018 to Amy Swank, amy@texasedc.org, or by fax to 512-472-7907.
According to county health rankings compiled and presented by the Robert Wood Johnson Foundation, life in Montague County, Texas, where Bowie is the largest town with a population of 5,218, is hard. In terms of health outcomes, Montague County residents would be better off living in any one of 160 other counties in Texas, but a closer look at the statistics reveals the picture of a community fighting hard against the poverty and isolation that’s so common in rural Texas.

In 1998, the citizens of Bowie examined their past, their present, and their future and committed to a better life for themselves, their children, and grandchildren. Bowie’s goal to deliver opportunity through education to their friends and neighbors, and their vote to collect a ½ cent sales tax to create a Type B corporation has led to the growth and sustainability of the North Central Texas College (NCTC) Bowie campus.

This investment has paid off. The same Robert Wood Johnson ranking places Montague County at 94 among 254 Texas counties in social and economic factors including education, crime rates, and socio-economic measures like unemployment, income inequality, and children living in poverty. When compared with similar counties in Texas, Montague County outranks them all in socio-economic measures, thanks to Bowie’s community commitment and investment.

In fact, three times in the 20 years since the Bowie 4B Economic Development Corporation formed, the investments made by Bowie citizens have resulted in capital investment for higher education in Bowie. First in 2000, NCTC’s long history of delivering higher education and in particular nursing education to Bowie was honored through the community’s support, and the completion of a new Bowie campus building that has room for 330 students. Then in 2009 the 4B funds were coupled with 4A funds and private donations to expand the campus with a new library and petroleum technology laboratory. Today, Bowie and NCTC are celebrating the opening of a new 8,750 square-foot Industrial Technology Center (ITC).

We submit the ITC’s conception and construction to the Texas Economic Development Council for consideration of a 2018 Workforce Excellence Award. The new ITC is the physical manifestation of years of steadfast commitment to post-secondary education as the key to economic equity, individual mobility, and community prosperity. Within the walls of the ITC students can receive training that leads to a career in one of four high demand occupations in the North Texas Workforce Development Area. Those programs are:

- Welding Technology leading to careers in the Construction and Manufacturing industries as a Welder;
- Heating, Ventilation, and Air Conditioning (HVAC) Technology leading to careers in the Construction and Trade, Transportation, and Utilities industries as an HVAC Technician;
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- Petroleum Technology leading to careers in the Natural Resources and Mining industry as a Roustabout; and  
- Machining Technology leading to careers in the Manufacturing industry as a Machinists.

The ITC provides the training most needed for Montague County’s specialized economy based in Mining, Quarrying, Oil, and Gas Extraction and provides an excellent complement to the already existing NCTC programs in nursing and healthcare, the county’s second largest industry employer.

Overall the ITC provides classroom space for a total of 60 students among a 1,980 square foot Petroleum Lab, a 1,320 square foot Machining lab, a 1,530 square foot Welding lab, and a 1,088 square foot HVAC lab. Construction and FFE costs totaled to $3.3 million for the ITC. This investment was funded through:
- a $2.1 million revenue bond paid by the collection of sales tax revenues;  
- $1.2 million collective revenues in contingency line item within the 4B budget;  
- A 20 year bond note with a 10 year pay-off option; and  
- Quarterly payments of $38,122 secured through the ½ cent sales tax revenues collected.

Bowie EDC's efforts to envision an ITC, plan for its construction, and see the project through to completion is an idea that is innovative, transferable, demonstrates community commitment, leverages additional resources, meets measurable objectives, and offers a whole host of secondary benefits to the community.

INNOVATIVENESS  
The structure of Bowie EDC's agreement with NCTC is a model of innovative thinking and ensures the operation and maintenance of NCTC's Bowie campus for years to come. Bowie's 4B Corporation maintains ownership of the ITC which it leases to NCTC. NCTC pays the maintenance and operation costs on the building as it does on the Bowie main campus building.

TRANSFERABILITY  
Certainly this model can be used by other rural communities to ensure access to higher education which is vital to a community's growth and stability. All partners in this project were realistic in their vision and aspirations for the NCTC campus in Bowie. Therefore, the most transferable part of this effort is the scalability of the project. With a total county-wide population of 19,384 residents, it was important to create a campus footprint consist with the expected student population.

COMMUNITY COMMITMENT AND LEVERAGE  
Bowie's commitment to the project has been abundantly evident for years. The ITC has also enjoyed the support of the Texas Workforce Commission through two grants, the Jobs and Education for Texans (JET) grant and the High Demand Job Training (HDJT) grant. The Bowie EDC, Workforce Solutions North Texas, and NCTC worked together to create winning grant proposals for each of these opportunities. The JET grant provided $331,839.00 for welding equipment to fully outfit the welding lab in Bowie. The HDJT grant was submitted through a partnership agreement between Workforce Solutions North Texas and the Bowie EDC to provide $200,000 in funding for Machining equipment. This $531,839 in leveraged funding coupled with the past generous donations of funds and equipment for the Petroleum Technology program mean that students benefit in continuing low-cost tuition while receiving training in occupations that earn above the average wage in the county.
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In addition the ITC’s opening has been a motivator to area companies like ATMOS energy to support higher education in Montague County by establishing an endowed scholarship with the NCTC Foundation through a gift of $15,000. The Bowie 4B Sales Tax Corporation also established a scholarship in honor of the buildings opening. Congressman Mac Thornberry toured the new building, lending his support for community partnerships that meet the country’s need for skilled labor in manufacturing, construction, and the oil and gas industries.

MEASURED OBJECTIVES
The creation of the ITC has led to even stronger and broader relationship with Bowie ISD. Some of the welding equipment was placed at Bowie ISD while the ITC was being completed. Access to this equipment meant that nine dual credit students received training through dual credit courses in welding. This was a first for dual credit welding in Bowie and is a strong indicator of the program’s future success. In fact, Bowie ISD’s cooperation in this effort was instrumental in helping NCTC meet the grant’s objectives as the ISD provided space for usage of the equipment and offered students a smooth transition to the new facility. Those nine students are just the beginning for a generation of Texans who will graduate from high school job ready.

SECONDARY BENEFITS
NCTC’s stronger connections with Bowie ISD through the ITC project, led the educational institutions to reach an agreement to offer Certified Nurse Aide (CNA) training to its high schools seniors on the NCTC campus during the normal school day. This CNA program has shown great promise as students were hired almost immediately after passing their certification exams in the area’s home health and assisted living agencies. Further connections among Bowie ISD faculty and staff have expanded at NCTC, and since the initiation of the ITC project the two institutions have worked successfully on two other grant partnership initiatives to boost career and technical training at Bowie ISD.

- On-location training facilities and business site training opportunities with the skills development grant.
- Recruitment of outside companies for employee education at the Bowie campus offers numerous benefits on a regional level.
- Ancillary benefits: Business retention, Business Recruitment, Economic sustainability, Economic growth – outstanding school district (college readiness students linked to the dual credit program) – outstanding scholastic schools attract younger families and capabilities for a well trained workforce offer greater benefits for job and business growth.
- In 2017 WL Plastic Company increased their production lines and their employees’ from 62 to nearly 100; CNC machines training at the local level offered a benefit to this company that otherwise would not have been possible.

It is well-known that better infrastructure and more jobs improves an area’s overall economy and raises the standard of living for is residents. That fact makes this investment even more important than ever. The earnings disparity between high school and college graduates has been widening for generations. According to a 2014 Pew Report titled, “The Rising Cost of Not Going to College”, the median 2013 salary for those ages 25-32 with a Bachelor’s degree was $45,500 while those with only a high school diploma earned just $28,000 per year. Besides the obvious impact on a community’s economy, higher earnings are also proven to positively impact
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health, longevity, and educational attainment of future generations according to a 2015 Urban Institute and Center on Society and Health report titled “How are Income and Wealth Linked to Health and Longevity?” It is not dramatic to say that failure to grow college attendance rates has the very real potential to result in economic catastrophe on a regional level.

Here in Bowie, we've seen what our investments in education can bring, and we've delivered once again for the community and the county. We look forward to seeing Montague County and Bowie top the list for all counties in Texas on every ranking indicator in no time.