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:

City of Burleson or Burleson EDC

Contact Name: Alex Philips Title: Economic Development Mgr

Mailing Address: 141 W. Renfield Street, Burleson, Texas 76028

Telephone: 817-486-9613 Email Address: bphilips@burlesontx.com

Community Population: 44,560 (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: Alex Philips (individual, not organization)
Mailing Address: 141 W. Renfield Street, Burleson, TX 76028
Telephone: 817-486-9613
Email Address: bphilips@burlesontx.com

Please return nomination forms and supporting documents by Tuesday, May 1, 2018 to Amy Swank, amy@texasedc.org, or by fax to 512-472-7907.
Our proximity to the growing DFW metroplex (one of the nation’s top markets for new job creation) along with our city’s continued success in manufacturing relocations has made it imperative for us to create a viable and vibrant solution to train-our workforce and eliminate the skills gap in our community.

The need for a skilled workforce is anticipated to grow by 24 percent in the next 10 years. In addition, 25 percent of the current workforce is over 55 and nearing the age of retirement.

Technical skill enrollment is increasing in our area:
- Burleson Independent School District has seen a 27 percent increase in the last three years.
- Hill College continues to add new programs to help meet market demands.
- Tarrant County College has seen a 10 percent annual increase.
- Texas State Technical College has seen an increase of 17 percent.

The City of Burleson saw a need to connect manufacturers, higher education providers, Workforce Solutions of North Central Texas, Burleson Area Chamber of Commerce and the local school districts in order to evaluate needs and offerings to ensure the right training is in place to fulfill the market demands. Through these meetings an innovative program took shape: Burleson Works.

**Mission**
To provide an avenue for companies and citizens in our community to connect with one another to fill the skills gap in our labor market through partnerships with local and regional schools to obtain skills and certifications to gain employment in our region.

**Goal**
To provide an opportunity for students and citizens in the community to gain technical skills that would be beneficial to our community partners.

**Basics of the Program**
- Partners (companies) are surveyed each year to determine what jobs need to be filled.
- Scholarships offered will be for the specific needs of the corporate partners.
- The corporate partners will have the opportunity to interview applicants prior to awarding scholarships.
- Applicants that are awarded the scholarships will know exactly where they will be employed after completion of the courses.

In 2018, Burleson Works offered 16 scholarships that will lead to jobs and fill the specific needs of our corporate partners in the community. The collaboration of a team of community partners created this program to address the skills gap issue.
The scholarship winner can form a relationship with the company they will potentially be employed with before their training, motivating them to complete the coursework and step into their new career. The corporate partner also benefits from this process because they can establish a specific time the employee will become part of the company, which saves both money and time by decreasing advertising and screening costs.

“The Burleson Works program is essential to the continued growth and success of KWS Manufacturing Co. Skilled labor is in high demand and KWS depends on the local Burleson workforce to be successful. Our partnership with the City of Burleson will provide high-paying and challenging jobs with opportunities for advancement.”

- Bill Mecke, KWS Manufacturing President

**Innovativeness**

The Burleson Works program is open to any resident who lives within the city limits of Burleson or within the Burleson Independent School District’s boundaries. It targets both graduating high school seniors and adults who are either working outside of our community or looking for a new career option. This program is localized and designed to fill the specific needs of our corporate partners, we were unable to locate another program in the nation that does this.

“The City of Burleson and Burleson ISD aspire to see that all members of our community have the tools needed to realize a successful future, regardless of age or station in life. The Burleson Works program will develop a highly trained workforce, customized to the needs of employers within our community. Through its innovative partnership between the city and its workforce, this transferable approach will narrow the skills-gap while improving opportunities for community members. Burleson Works is trailblazing a new and sustainable approach to workforce development. The commitment demonstrated by both the city and our community only adds to the many reasons why families choose to call Burleson home.”

- Dr. Bret Jimerson, Burleson ISD Superintendent

**Transferability**

The program was designed with a particular focus on the changing employment needs of our corporate partners. By cultivating the relationships of all partners, the program will be able to bridge the skills gap even as it changes on a yearly or even monthly basis. This program could be easily transferable to other communities that want to create a pipeline of labor to the companies in their community. By keeping this program local, a community can easily forge the relationships between entities that are needed to make it successful.
"Partnering with the City and local colleges for the Burleson Works program will help to create a stronger talent pool within the Burleson area that we can employ. We are a startup business with aggressive growth plans within the City of Burleson and it cannot be achieved without the right individuals on our team to push it forward."

- Daniel C. DeJarnette, F-Wave, VP of Operations

Community Commitment & Leverage

The Burleson Works program became possible through the commitment and leverage of so many of our community partners. The City of Burleson, Burleson Area Chamber of Commerce, Burleson Independent School District, Texas Workforce Commission, Hill College, Texas State Technical College, Tarrant County College, private developers, Burleson citizens and numerous companies that call Burleson home, together were able to share one vision – to close the skills gap in our community.

This year, the Burleson Works program received financial support from the corporate partners that are part of the program, developers and the Burleson Economic Development Corporation. We are also proud to share that this partnership has led our corporate partners and local higher education facilities to become more involved with each other. They have placed company representatives on advisory boards and are active in local CTE programs, working to better educate our students on the different type of careers that exist within our community.

"Workforce Solutions for North Central Texas (WSNCT) supports this effort and is excited about the opportunities and prosperity this program will bring to the Burleson community. The program’s mission aligns with our efforts to develop and support workforce initiatives that create growth and sustainability for our region, as well as our strategy for developing career pathways for students opting out of the traditional 4-year degree route to instead obtain knowledge and skills for a highly technical and skilled occupation. By raising awareness of the opportunity in our local workforce center and through interactions with our area employer partners, WSNCT is committed to being a continued advocate for Burleson Works."

- David Setzer, Workforce Solutions for North Texas Executive Director

Measured Objectives

The program began in February 2017 with an objective to create a workforce development program to bridge the skills gap that local companies were currently experiencing. Partnerships were formed between the City of Burleson, the local chamber of commerce, local higher education institutions, private developers, citizens and Burleson companies to develop a program that would offer scholarships that train individuals for the specific skilled needs of the companies, year to year. After the training was successfully completed the scholarship recipient would then be placed in that job with the company. In
addition to these scholarships, many of our corporate partners are also offering internships to underclassman during the summer, so they gain an understanding of local industries and hopefully develop a particular field of interest.

The city hosted Burleson Works Expo, which was open to the community, in January 2018. The Expo allowed participants to meet representatives from our local industry and speak to them about what type of careers they offer. The Expo also served as a networking event, allowing the corporate partners, Burleson ISD and the higher education institutions to understand better what was currently being offered and how they can assist one another in developing curriculum for the classroom.

The Burleson Works program is not only benefiting our citizens, by providing training and then placing them in a career; it is also bringing together our corporate partners and local technical schools so they can work together to make sure students are prepared for careers after their education is complete.

In the program’s inaugural year we were able to make 16 different positions at local companies available for scholarship. Burleson citizens will fill these positions, making this program successful for our entire community.

Secondary Benefits

Being a suburb of the Dallas/Fort Worth Metroplex, 70 percent of Burleson’s population leaves the city limits daily, to commute for their job. But by offering scholarships to our citizens through the Burleson Works program, we can provide them with the skills needed to become employed with a local company, and this will have a substantial impact.

Having a shorter commute will lessen the environmental impact that a car causes while sitting in traffic and citizens will be spending locally when they go to lunch, but most importantly this will give our residents more time to spend with their family instead of sitting in traffic. All of these benefits will result in a better quality of life for our residents.

The relationships we have formed with our partners will allow us to be proactive to their needs in the future. By bringing so many community partners together as a collaborative group, we have shown that we can provide a solution in a timely manner which results in lower advertising costs, a shorter hiring process and will hopefully lead to a longer tenured employee.

In the short time the program has been in existence it has been successful to not only our current corporate partners, but we were able to use it as a recruitment tool to attract a national food manufacturer, McLane Classic Foods. They will be utilizing the program to fill newly created jobs in our community with homegrown talent.

“Burleson Works represents a simultaneous pledge to the business community and families that Burleson is committed to providing the best possible opportunities to succeed. For businesses,
the key to success is access to skilled and adaptable human resources. Increasingly, quality jobs that support families require education beyond high school. Obviously, developing solutions that meet specific workforce needs of businesses by broadening career options and expanding earning capacity for individuals requires tremendous cooperation between the public and private sectors, built on receptiveness to new and innovative approaches.”

- Ken Shetter, Mayor of Burleson

We are also offering internships, job shadowing and mentoring during the summers for students that believe they will be going into some of the industry clusters we have in our community. Connecting with our community through this program has been extraordinary and we are creating an opportunity for individuals that call Burleson home a chance to have a rewarding career.

- Alex Philips
  Burleson Economic Development Manager