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:
Lubbock Economic Development Alliance
Contact Name: Christine Allen   Title: Director of Workforce Development and FTZ 260
Mailing Address:  1500 Broadway, 6th Floor Lubbock, Texas 79401
Telephone:  806-723-8227    Email Address:  Christine.Allen@lubbockeda.org
Community Population:  252,506 (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: Christine Allen   (individual, not organization)
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Lubbock ISD and LEDA
Partners in Workforce Development

The Lubbock Economic Development Alliance (LEDA) has a multi-pronged approach to workforce development which include initiatives focused on training and equipping high school students for the future. With a historically low unemployment rate, LEDA understood the importance of focusing directly on education and training for its future workforce. With this in mind, LEDA maintains a robust partnership with Lubbock ISD’s Byron Martin Advanced Technology Center (BMATC).

Lubbock ISD (LISD) and LEDA believe that Career and Technical Education (CTE) programs are critical to the development of Lubbock’s workforce and its regional employers. LEDA and LISD work continuously to implement new CTE programs and enhance existing CTE programs. Both organizations want to provide a strong pipeline of students who graduate with the technical skills needed by our local employers.

The Byron Martin Advanced Technology Center (BMATC) is a state-of-the-art facility which opened in 1997 as a joint endeavor of Market Lubbock, the City of Lubbock, Lubbock ISD and South Plains College. It was one of the first technology centers in the state of Texas and has grown tremendously since its inception. LISD added a 20,113 sq. ft. addition in 2006 to provide 10 additional classrooms and the LISD TV station; in 2011, office spaces were converted into two additional classrooms.

At this technology center, there are more than 2,000 high school students (Grades 10-12) from all high schools who attend 51 classes with transportation assistance provided by the district. LISD has established 15 advisory committees by cluster area that represent business, industry, and higher education; in total, that encompasses 165 members plus teachers and staff that meet twice or more per year. And, the chair of each committee sits on the district advisory committee to provide updates for all program areas.

CTE prepares students for successful careers through rigorous academic and work-based learning programs, promoting instructional partnerships with business and industry, and increasing awareness of the available career opportunities. In total, LISD has nearly 12,000 students enrolled in CTE courses at the BMATC and its four high school campuses.
LISD CTE programs offer many opportunities for students:

- 26 Nationally Recognized Industry Certifications Offered
- 1,216 Industry Certifications Earned & Paid by the District in 2016
- 26 Classes Offered for SPC College Credit at No Charge to the Student
- 859 Students Earned Articulated Credit with South Plains College
- Paid and Unpaid Internships Provide Work-based Learning Experience

LISD has strong partnerships with the Lubbock community. LEDA and the Lubbock Chamber of Commerce help to sponsor the luncheons for all LISD’s CTE Advisory Committees. For the past four years, LISD has partnered with LEDA and Workforce Solutions, receiving High Demand Job Training grants to increase the capacity and expand in-demand technical programs at the BMATC. LEDA and LISD partner to provide program and student enrollment information for potential businesses, provide tours of campuses and the BMATC programs, as well as interviews with teachers and students for potential employers.

**Project Description**

Leading up to the 2017-18 school year, South Plains College moved out of their portion of the BMATC to a new facility. This provided 25% additional classroom and lab space for LISD to expand current offerings and begin new programs to meet student and employer needs. At that time, LISD offered the following classes at the BMATC: Architecture & Construction, Arts, Audio/Video Technology & Communications, Health Science, Human Services, Information Technology, Manufacturing, Science, Technology, Engineering and Mathematics (STEM), Precision Metal Manufacturing, Welding Technology, Transportation, Distribution and Logistics. Due to a short time frame for remodeling during the
summer, it was decided that the project would be completed in two phases. Phase I would add additional classrooms for the current program growth in areas such as Health Sciences, Audio/Video Production, Precision Metal Manufacturing, Computer Maintenance, Networking, and Technician Classes. It would also relocate, expand and add additional equipment to the Culinary Arts Lab, Welding Technology Lab, Precision Metal Lab and create a 6,000 square foot separate plasma cutting room. New lockers for girls and boys were added, as well as the installation of a new ventilations and electrical system. Several new programs were added in Phase 1 including Advanced Culinary Arts and Practicum, Law Enforcement pathway and Floral Design pathway. Finally, the Phase I renovations needed networking of the additional space to connect them to the LISD Network.

The addition of the Advanced Culinary Arts curriculum created the need for a large commercial Culinary Arts lab. This state-of-the art facility was expanded to 4,200 square feet with the ability to hold 150 students throughout the school day. This lab functions as a dual-purpose classroom and has meeting and serving space. Another partnership with United Supermarkets assisted with the equipment costs for this commercial kitchen, as well as training, internships and student demonstrations in bakery (cake decorating), meat cutting, and general culinary skills. Finally, a partnership with the Lubbock Restaurant Association provides scholarships and hosts a Culinary Showcase.

A Floral Design lab was also created in this new space. Students can earn two industry certifications and prepare to take the Master Floral Licensing Exam. These students are offered internship opportunities with United Supermarkets and are also hired as part-time employees at multiple locations.

On March 1st, 2017, the LEDA Board of Directors met with LISD to discuss their needs at the BMATC and to understand the priority projects that had been identified. Because of its importance in the Lubbock community and the potential impact it would have on the future workforce, the LEDA Board unanimously voted to commit to support the Phase I renovation project at BMATC in a grant amount of $800,000. The LEDA Board of Directors understood the importance of providing career and technical training to the future workforce of Lubbock. They also supported the concept of training students on relevant, state-of-the-art equipment.

**Innovativeness**

This project is part of a comprehensive and coordinated attempt to successfully grow Lubbock’s future workforce while developing a talent pipeline for local businesses. It takes a unique approach to workforce development by incorporating important messaging about available in-demand careers.

This is one of many times that LEDA and the BMATC have partnered in such a way to grow economic opportunities together and in a mutually beneficial way. Its approach incorporates community goals and a program delivery that meets those goals. There is a high demand from
LISD students to participate in many of the available technical curriculums. This program is an innovative way to address that demand while ensuring that the skill sets the students learn will not only benefit them but will also benefit Lubbock businesses.

This industry-driven project elevates exposure to Lubbock and its in-demand industries while representing a critical outreach component of a true community-centered economic development plan that ultimately benefits both job seekers and businesses.

Transferability

Replication of this project is already occurring with regional school districts. LEDA has partnered with the two other larger school districts in Lubbock, County, as well as some of the smaller school districts outside of Lubbock. The key for replicability of this partnership is a stakeholder analysis of each of their strengths and weaknesses, and then tailoring a program that best fits the needs of the school district and the interests of the students. The best environment for success with programs such as these is where public and educational organizations are able to work closely with each other to identify needs and produce a solution.

Other communities who have identified a specific need within their workforce could easily adopt this project. Additionally, all economic development corporations have access to social media outlets and could successfully coordinate this kind of workforce project while scaling it to fit their budgets and needs. The key to success is working with your local businesses and school districts to make sure the messaging is strong and will grab the attention of the targeted audience.

Community Commitment and Leveragability

LEDA’s financial commitment set off a chain reaction of commitment from the Lubbock community and State workforce partners. LISD was able to leverage the $800,000 Phase I renovation grant from LEDA to receive an additional $900,000 grant from Lubbock’s local CH Foundation. This additional grant from the CH Foundation will be used to complete the Phase II renovations at the BMATC. Phase II will include the addition of plumbing and electrical apprenticeship programs, and the expansion of the Law Enforcement and IT Networking programs. Finally, LISD was able to leverage the foundation commitment for Phase II and was awarded a Texas Industry Partnership Grant from the Texas Workforce Commission. These additional funds will be used to update and create a high-tech health sciences lab at BMATC.

It was paramount that these two entities came together to participate in this project. Many hours were spent in this effort to produce a plan that could be incorporated to meet the needs of the BMATC. Additionally, it meets the needs of the Lubbock employers, in that they now have the ability to recruit a trained workforce all the while knowing that there are several layers of students working their way through that talent pipeline. Many LISD students have competed regionally and gone to state to exhibit their technical skills competitively.

LISD is a strong community partner that prides itself in educating Lubbock’s students; in addition, they educate businesses on the activities of the district and stay connected to business. LISD will be able to leverage this model and use it for other CTE courses taught within
the district. This program is only one of the many ways that they have helped educate the Lubbock community.

**Measurable Objectives**

This Phase I renovation project allowed the BMATC to serve an additional 190 students in the Fall of 2017. The addition of another welding instructor allowed for 60 additional students to sign up for welding classes. The new culinary lab enrolled an additional 50 students and the new floral design lab had 80 students newly enrolled. Finally, LEDA’s commitment of $800,000 allowed LISD to obtain an additional $1M in community and state funds in order to complete the Phase II renovations at the BMATC.

LEDA and LISD’s partnership has helped to serve many of the 12,000 students that are currently enrolled in CTE classes in the district. This partnership not only expanded the capacity of many CTE programs, but it also ensures that future students will have access to the state-of-the-art equipment and facilities done in this Phase 1 renovation. These students are working with the same equipment that is currently being used in the marketplace, thus ensuring that the skills they are learning are current and relevant. Many of these students will receive various industry certifications and begin working in their fields of interest before leaving high school.

**Secondary Benefits to the Community**

Lubbock and the South Plains are experiencing a shortage of technically-skilled workers ready to enter the workforce. To address this, our education partners have positioned themselves to assist with this effort and to assist their students who are interested in technical careers. This program solidifies that effort at the high school level. Lubbock’s local community college, South Plains College, built a state-of-the-art technical center at their new Lubbock location, which teaches advanced technical courses. This culminates into a progressive career ladder in the various technical skill industries. These layers of technical education provide a solid foundation for these skills in the Lubbock area.

The success of this project has touched many aspects of our community and has strengthened LEDA’s relationships with education and business. Because of the success of this partnership, LEDA will continue to seek out ways to strengthen its multi-pronged efforts in workforce development.