GULF COAST WORKFORCE BOARD

STATE COMPLIANCE PLAN

FISCAL YEAR 2012

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Section I - Strategic Part 1 Vision

The Gulf Coast Workforce Board is accountable for leading and governing the regional

workforce system in the 13-county Gulf Coast region of Texas. It is the one and only workforce board in the region and one of its primary responsibilities is strategic planning.

The greatest challenge for us is setting the direction and focus for all workforce activities in the region, regardless of how they are funded, and to use our limited resources to leverage the larger system and achieve Board-established results. Moving the bigger system would be
impossible without a strategic plan that clearly describes and precisely quantifies what results the Board expects the regional workforce system to achieve.

The Board has been engaged in a strategic planning process for several years. In 2003, we

developed statements of our core values, mission and vision that explain what Board members value most, why it exist as a board, and where it wants to be at some point in the future. The Board developed results statements for the regional workforce system, both that which it
directly controls and for the larger system. The Board’s strategic plan is a tool for managing the regional workforce system. Board members and staff use it to drive the regional workforce system toward the four results statements.

*The Gulf Coast workforce system is a regional network of business, education, labor,*

*government, and community organizations serving the City of Houston and the 13-county Gulf
 Coast region of Texas.*

Core Values

*(Our Strongly Held Beliefs)*

Mission

*(The Reason We Exist)*

- Innovation - Productivity - Accountability - Results

The Gulf Coast workforce system helps employers solve their workforce problems and residents build careers, so both can compete in the global economy.

For the Gulf Coast region:

*The Gulf Coast of Texas ranks among the top ten economic regions in the world.*

Vision

*(The Future We Aspire To)*

• *Employers have an adequate supply of well-educated and well-
 trained workers, which enables them to compete in the world*

*economy.*

• *Residents have the knowledge, skills, and aptitudes to work and
 earn incomes that make them self-sufficient.*

• *The region is among the most attractive places in the country to live*

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*and work.*

For the regional workforce system:

*A single, integrated workforce system offers solutions for
employers’ workforce problems and helps people build
careers.*

•  *Employers access the system and use its services without leaving
 their place of business.*

•  *Residents are able to learn and work in their homes, in schools,
 and on the job to realize their greatest potential.*

•  *Residents throughout the region know about the system and can
 access the same high-quality information and labor market
 services regardless of where they live or how they come in contact
 with the system.*

•  *Strong commitments to innovation, productivity, accountability,
 and results keep the system flexible and responsive to employers’
 and residents’ ever-changing workforce needs.*

•  *Life-long learning and skills development are integral parts of the
 workforce system. Long-standing relationships between
 employers and educators keep education and training
 opportunities one step ahead of the needs of the market.*

•  *The system partners with those industries and businesses that
 drive the regional economy. It also works with chambers of
 commerce and economic development entities throughout the
 region to identify and support emerging industries vital to the
 region’s continued growth and diversification.*

•  *Operating above reproach, the system is highly valued by
 employers and residents alike.*

For the Gulf Coast Workforce Board:

*The Gulf Coast Workforce Board sets the regional workforce agenda. It is widely recognized for its excellence as a
leadership and governing board and for its commitment to making a difference.*

*Business, labor, and community leaders vie for board membership because they know it is:*

•  *Well-educated, innovative, disciplined, and high-performing*

•  *Nationally and locally known for its stewardship of public funds
 and its commitment to results; it makes funding decisions solely
 on the basis of performance, not politics*

•  *Accountable to its owners (the taxpayers) and their*

*representatives (the elected officials who appointed its members)*

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Results

*(The Difference We Will
 Make)*

1. More Competitive Employers

2. A Better Educated Workforce

3. More and Better jobs

4. Higher Incomes

Issues, Challenges, and Opportunities

Job Growth

Employers and residents in the Gulf Coast region are fortunate when it comes to jobs, relatively
speaking, because the local economy has weathered the current economic storm much better
than many areas in Texas, and most of the United States. By November 2011 the region
recovered all of the jobs lost during the recession in the majority of the private sector
industries. Industries with ties to oil and gas exploration were the first to enter recovery and
continue to see growth as of late 2012. Rising incomes tied to growth in oil and gas exploration
and a population growth rate that is more than twice the national average has contributed to
recovery in many other private sectors not directly tied to oil and gas exploration such as retail
trade, accommodation and food services, and many other various repair and personal services
related industries. Although the construction and finance industries have a ways to go to
recover most or all of the jobs lost during the recession they are no longer seeing a contraction
in payrolls and have begun to see job gains. The public sector continues to struggle with budget
constraints particularly at local government entities. Job growth should continue in the private
sector areas as long as recovery continues at the national level. The efforts for the nation to
achieve energy independence as well as its close proximity to the Eagle Ford Shale formation
places us in a strategic position to prosper in both the areas of oil and gas extraction and
chemical and petrochemical manufacturing, two major sources of economic activity in the
region. At what point the public sector sees job growth also depends on recovery at the
national level but with the region’s strong population growth rate the shortage in the areas of
education are expected to become more of an issue during the next five years.

Doing More with Less and Leveraging Technology

Over the last few years, the Board’s revenue has shrunk and we have to do more with less. The
good news is that we are meeting this challenge, in part, by leveraging available technology.

We offer customers virtual interviews through several branch offices so they can access a full

range of service without a full contingent of staff on site. Customers use webcams and email to talk to employment counselors, get advice on resumes and interviewing, and job leads.

Blogforce [(http://blogforce.wrksolutions.com/)](http://blogforce.wrksolutions.com/) provides customers with timely, helpful, and
usually humorous, advice on getting and keeping jobs, and career planning. Bloggers are Workforce Solutions office and Board staff.

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Every month, we send an email blast to educators highlighting the *Focus On* profiles

[(http://www.wrksolutions.com/jobs/focuson.html)](http://www.wrksolutions.com/jobs/focuson.html), a series of products for those interested in
information specific to career opportunities in *Target Industries* and *High-Skill, High-Growth
Occupations* in the region including the education and salary expectations for specific jobs.

Competing Priorities

Most of the resources supporting Workforce Solutions are targeted at providing individuals

with service, not employers. In fact, the focus of our revenue streams is narrower than

individual customers. The dollars focus on specific groups of resident customers or providing a
particular service. Half of our dollars can only be used to pay for child care service. We also
have funds for TANF and SNAP recipients. Maintaining a focus on employers takes an
unwavering commitment at the Board level, and support of our region’s chief elected officials.

As our revenue streams shrink, it becomes increasingly difficult to provide the same level and intensity of service to employer customers.

Becoming the Employer’s First Choice

The Workforce Board would like Workforce Solutions to be the first choice of employers when
they need assistance with workforce issues. From 2002 to 2008, the percentage of employers
in the region who used Workforce Solutions doubled, from 7.3% to 14.5%. We plan to continue
increasing market share to 25% by 2018. Most employers use our core products - help with
recruiting and screening for job openings. We would like to provide a deeper level of service to
our employer customers, becoming partners with them to solve workforce-related business
problems.

The Board is continuing to take steps to improve the quality of our screening and referral

process for employers. We plan to continue these efforts by improving our system’s ability to obtain and communicate accurate information on what employers need and want in
employees. ESD staff review new job orders submitted electronically by employers, and edit them to provide better matches with job candidates.

Employment Counselors help individuals get jobs that best fit their skills, interests, and

experience. We employ staffing specialists who “work” the job orders, looking for candidates in our system and outside. We continue to develop this function to include contacting college and university placement offices, community-based organizations, and other sources to find the best workers for the jobs we are trying to fill.

The Board will continue to track the results of its efforts to improve employer satisfaction through an annual survey. The current survey measures how well employers believe our business consultants follow through on promises, understand their needs, are responsive to those needs, offer solutions to problems, and are professional.

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Addressing Employers’ Concerns

In 2011, the Board released its latest Workforce Report Card, comparing the Gulf Coast region’s
workforce to that of other cities. The Workforce Report Card serves as a means of
benchmarking the Board’s efforts to make the Texas Gulf Coast region one of the most
competitive in the world. Comparisons are primarily made with metropolitan areas located
across the Sunbelt — regions sharing characteristics similar to those of the Gulf Coast/Greater
Houston area include Dallas-Fort Worth, San Antonio, Miami, Atlanta, San Diego and Denver
areas.

While education remains the greatest challenge for the region, we also need greater

investment, particularly in educational infrastructure. “A large portion of the money we spend
per student is spent inefficiently because it does not produce high school graduates ready to
pursue advanced education or to join the workforce.” More than a third of the region’s jobs
are considered “knowledge jobs” that require workers to have advanced secondary education.

The Board’s Education Committee is exploring how to influence the region’s education system to produce high school graduates with the reading, math, and problem solving skills needed to be functional employees. The committee’s work has most recently focused on the career
training PK-12 as well as Adult Basic Education to increase functional literacy in reading and math as well as in their direct application to the workplace.

The Education Committee’s current efforts focus on marketing the Workforce Board’s labor

market information to the public education system. We believe many students and parents do
not have enough information about the jobs that will be available to young workers, and would
make better decisions about staying in school and developing their skills with better
information. Our basic strategy is to develop new ways to “push out” information to the
schools.

• We developed the Focus-On series that provide information about Target Industries and
 High-Skill, High-Growth Occupations including the expected number of jobs and wages,
 and suggestions on classes to take in high school and after high school that might help
 people get these good jobs. We distribute them through a monthly email blast, aimed
 primarily at educators as well as in person to the region’s students, educators, and
 education partners. (<http://www.wrksolutions.com/jobs/focuson.html>).

• Board staff is in the process of developing the When I Grow Up

(<http://www.wrksolutions.com/whenigrowup/>) curriculum and accompanying resources
for Pre-Kindergarten through 8th grade students. We have currently rolled out the PK-5
curriculum for Elementary grades and made it available via the web to all school
districts. The curriculum introduces high skill-high growth occupations to students and
educators beginning at early childhood education. It is designed to be easily accessible
for teachers with internet-accessible resources, TEKS objective alignment, and malleable

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unit-structured lessons that can be delivered individually or collectively to present coherent career planning units throughout all grade levels.

• We are working on research regarding Adult Basic Education availability in the region,
 specifically addressing workplace readiness and job skill retention and expansion.
 Attention will be given to exploring (on-site) employer-directed workplace literacy
 programs versus off-site 3rd-party resources in ESL/ELL, GED attainment, and other
 literacy offerings.

• The Board continues its public relations campaign further spreading information about
 good jobs.

• The Board has also invested in Choices Planner, a web-based career exploration and

planning portal. The software allows a variety of career and interest inventories to help direct individuals to occupations that best match their skills and interests. The online interface is marketed with other career resources via career office and board staff
presentations to students and educators in the region

Strategic Goals and Objectives

We worked out a framework for quantifying progress toward Board-established results -

measures, baselines, annual and long-range targets for both the Board controlled activities and
the larger system. Together, this framework establishes a policy structure governing the
regional workforce system, and clearly lays out the expectations for the system. The Workforce
Board Strategic Planning Committee and staff annually review performance on strategic
metrics. More importantly, the Board and staff analyze gaps between performance and
targets. Do strategies align with the goals? Where are the opportunities to improve
operational efficiency? What factors are affecting performance? Based on this analysis, we
may adjust strategies, change procedures, revise (or eliminate) metrics and reset targets.

In the table below, are the metrics and long-term goals for both the Board-controlled and the larger workforce system over the next five years.

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FOR THE REGIONAL WORKFORCE SYSTEM

By 2018,

*Education*

 80 percent of the region’s population (25 and
 older) will hold an education credential

 36 percent of the region’s population (25 and

older) will hold a post-secondary degree
 21 percent of those pursuing an education

credential will earn one

By 2018,

*Job Creation*

 2.8 million individuals will be
 employed in the region, reflecting

300,000 new jobs created

FOR WORKFORCE SOLUTIONS

Measures and Targets

*(How We Will Measure our
 Progress)*

By 2018,

*Market Share*

 30 percent of the region’s employers will use
 Workforce Solutions

*Customer Loyalty*

 75 percent of the region’s employers will be
 repeat customers

By 2018,

*Education Credentials*

 47 percent of individual customers
 pursuing an education credential

will earn one

*Employment*

 80 percent of individual customers
 will be employed after leaving

Workforce Solutions

By 2018, By 2018,

*Job Creation Income*

 2,200 new jobs will be created as a direct results  42 percent of individual customers

of Workforce Solutions partnering with other leaving Workforce Solutions will

business organizations have earnings gains of at least 20

percent

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Aligning Efforts with *Advancing Texas*

The Gulf Coast region is rich in potential partners for workforce. We have nine community colleges
systems, more than a dozen university campuses, numerous economic development and business
organizations, a host of state and local agencies, and a wide variety of community and faith-based
organizations. Together, these institutions represent a rich infrastructure for the Gulf Coast workforce
system.

With our partners, we provide a wide range of service to employer and individual customers. On the

resident side, community and faith based organizations provide mentoring, life skills training, adult basic education, English as a second language, child care, transportation, and other work support service. Some of these organizations are paid vendors for our system while many others work informally with Workforce Solutions jointly assisting customers.

Workforce Solutions has an excellent relationship with our community college partners. The colleges
provide educational programs leading to degrees and technical certificates, adult education and English
as second language instruction, and other training. They work with the Board in developing customized
training for employers, and consult with us in developing proposals related to workforce training. The
colleges in the area are valuable partners in developing industry-based initiatives to address workforce
issues in the region. For example, the colleges were the lynchpin of our Work School project which

addressed the issues of nurse shortages for our health care industry group.

The region’s major universities have a role in the workforce system, and are likely to have a greater one
in the future as the Board’s industry-based work continues and expands. In working with the energy
industry, for example, we have identified a severe shortage of geophysicists and engineers. The region’s
universities, including historically black university Texas Southern, faith-based institutions, the University
of Houston and Rice University, will all likely have a role in addressing this long-term shortage.

The region’s 79 districts are key partners in addressing many of the long-term shortages of skilled

workers in our region. The Board has an existing relationship with many school districts, many career offices work directly with middle and high schools in their communities. The career offices are charged with providing service to young people in their schools.

In addition to serving individual youth, many of whom are out of school, the Board continues to work with schools broadly to provide good labor market information to schools, parents and young people. We continue to expand and improve our labor market information and career planning products which include the High Skill, High Growth Guide, Focus on Industry and Occupation profiles, When I Grow Up and Choices Planner. Our goal is to support schools in their efforts to reduce drop-out rates, target
resources to prepare youth for the good jobs of the future, and provide both parents and students
information they can use in selecting course work and career opportunities. The Board’s Education
Committee provides guidance and oversight, and is fully committed to assisting schools in producing
more graduates with the skills employers want.

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Economic development organizations are key partners in our region. In many cases, the Board is a

member of these organizations. In other cases such as our industry groups, the economic development organizations are key members of Board-sponsored projects. We work together in identifying
opportunities for the region to grow good jobs, and to help develop solutions to barriers to growth, such as the need for improved schools. The Board’s strategic plan includes a measure of the degree to which we are involved in economic development efforts leading to new or retained jobs.

In general, each partner we work with pays for the service and staff the organization normally provides. For example, we may have a memorandum of understanding to work with a community-based
organization to coordinate providing service to customers. We agree to make cross-referrals for
customers with each partner paying for service they deliver to each customer.

There are exceptions to this general policy. Some of our partners are either vendors for Workforce

Solutions or the Board has procured the organization to provide specialized service. In these cases, we pay for the partner organization to provide service, either by individual referral or through cost-
reimbursement contracts.

The Board has received competitive grants in which funds are set aside to reimburse the costs of project partners, such as when we made a strategic investment to reimburse the salaries of nursing instructors as one solution to the shortage of registered nurses.

The Board enjoys excellent working relationships with its partners, especially core partners such as the colleges, the adult education community, and economic development entities.

Working with Economic Development

The Board’s philosophy is that workforce development is a component of economic development, and
all of our activities reflect this philosophy. We measure our ability to help create jobs and help employer
customers become more competitive. Our work with economic development organizations includes
partnering on industry-based work groups, sharing planning and evaluation information, coordinating
grant proposals, and assisting in bringing new businesses to the region and retraining and supporting
existing businesses.

The Board works closely with economic development partners to identify long-range issues such as the changing demographics of the region’s workforce and a trend to lower educational achievement; and shorter-range issues such as funding transportation solutions in Colorado County so employers can get the workers they need.

Below is a list of economic development organizations that work with the Board.

|  |  |
| --- | --- |
| Chambers of Commerce | Norwegian American Chamber of Commerce |
| Acres Homes Citizens Chamber of Commerce | Pasadena Chamber of Commerce |
| African-American Chamber of Commerce | Pearland/Hobby Area Chamber of Commerce |

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|  |  |
| --- | --- |
| Alvin-Manvel Chamber of Commerce | San Leon Bacliff Bayview Chamber of Comm. |
| Anahuac Area Chamber of Commerce | Santa Fe Chamber of Commerce |
| Angleton Chamber of Commerce | Sealy Chamber of Commerce |
| Arab U S Chamber of Commerce | South Belt-Ellington Chamber of Commerce |
| Bay City Chamber of Commerce | South Montgomery County Woodlands C of C |
| Bayside Chamber of Commerce | Southwest Houston Chamber of Commerce |
| Baytown Area/West Chamber of Commerce | Swedish American Chamber of Commerce |
| Baytown Chamber of Commerce | Sweeny Chamber of Commerce |
| Baytown Hispanic Chamber of Commerce | Taiwanese Chamber of Commerce |
| Beeville Chamber of Commerce | Texas City La Marque Chamber of Commerce |
| Bellville Chamber of Commerce | Tomball Area Chamber of Commerce |
| Brazoria County Chamber of Commerce | West Columbia Chamber of Commerce |
| Brazosport Area Chamber of Commerce | Westchase Business Council |
| Brookshire/Paterson Chamber of Commerce | Wharton County Chamber of Commerce |
| C I S American Chamber of Commerce | Economic Development Councils |
| Clear Lake Area Chamber of Commerce | Alvin Economic Development Foundation |
| Cleveland Chamber of Commerce | Baytown Area/West Chambers Eco Devo |
| Cham. of Comm. of El Salvador, Inc. Houston | Brazoria County Partnership, Inc. |
| Columbian American Chamber of Commerce | Central Houston, Inc. |
| Cy-Fair Houston Chamber of Commerce | Chambers County Office of Eco Development |
| Deer Park Chamber of Commerce | City of Friendswood Economic Development |
| East End Area Chamber of Commerce | City of Houston, Dept. of Aviation |
| Fort Bend Chamber of Commerce | City of League City Economic Development |
| French American Chamber of Commerce | City of Pearland |
| Galleria Chamber of Commerce | Clear Lake Area Eco Devo Foundation |
| Galveston Chamber of Commerce | Corp. for Eco. Devo Harris County, Inc. |
| German American Chamber of Commerce | Deep East Texas CoG and Eco Devo Districts |
| Greater Conroe Chamber of Commerce | Entergy/ Texas |
| Greater Heights Chamber of Commerce | Galleria Chamber of Commerce |
| Greater Heights Chamber of Commerce The | [Galveston County Eco. Devo. Alliance](http://www.gceda.com/) |
| Greater Houston Partnership | [Galveston Economic Development Corp.](http://www.gedp.org/) |
| Hispanic Chamber of Commerce | Greater Conroe Eco Development Council |
| Houston Citizens Chamber of Commerce | Greater East End |
| Houston Citizens Chamber of Commerce Inc | Greater Ft. Bend County Eco. Devo. Council |
| Houston Hispanic Chamber of Commerce | Greater Greenspoint Management District |
| Houston Junior Chamber of Commerce | Greater Houston Partnership |
| Houston Northwest Chamber of Commerce | Gulf Coast Eco. Devo. Council/ H-GAC |
| Houston West Chamber of Commerce | Hempstead Economic Development Corp. |
| Humble Area Chamber of Commerce | Houston Economic Development |
| Huntsville Walker County C of C | Houston West Chamber of Commerce |
| InterAmerican Chamber of Commerce | International Economic Development Council |
| Italy-America Chamber of Commerce | [League City Economic Development](http://www.leaguecity.com/) |

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|  |  |
| --- | --- |
| Japan Business Association Of Houston | Missouri City Economic Development Comm. |
| Katy Area Chamber of Commerce | National Assoc. of Dev. Councils` |
| Kingwood Community Chamber of Commerce | NHMCCD, Center for Bus. Dev. & Eco. Dev. |
| La Grange Chamber of Commerce | Partnership of SouthEast Texas |
| La Marque Chamber of Commerce | Port of Houston Authority |
| La Porte-Bayshore Chamber of Commerce | [Reliant Energy HL&P](http://www.ecodev.hlp.com/) |
| Lake Conroe Area Chamber of Commerce | South Montgomery County Woodlands C of C |
| League City Chamber of Commerce | Southeast Harris County Eco Devo Council |
| Magnolia Area Chamber of Commerce | [Texas Department of Economic Development](http://www.tded.state.tx.us/) |
| Mansfield Chamber of Commerce | Texas Economic Development Council |
| National Acres Homes Chamber of Commerce | Texas Municipal League |
| National Us Arab Chamber of Commerce | Tomball Economic Development Council |
| North Channel Area Chamber of Commerce | Town Center Improvement District |
| North Forest Chamber of Commerce | Uptown Houston District |
| North Galveston County C of C | West Houston Association |
| North Houston Greenspoint C of C | Westchase District |

Healthcare

The Gulf Coast Workforce Board and the Greater Houston Partnership jointly sponsor the Gulf Coast

Health Services Steering Committee (HSSC). The HSSC has representatives from major healthcare

employers, health care educators and community leaders. Since there is no regional Gulf Coast hospital
association, the HSSC helps facilitate regional healthcare collaboration to meet common workforce
heeds among healthcare stakeholders. Health employers represented on the HSSC include CHRISTUS
Health System, Harris Health System, HCA Healthcare Gulf Coast Division, Memorial Hermann
Healthcare System, Michael E. DeBakey Veteran’s Administration Medical Center, Oak Bend Medical
Center, Park Plaza Hospital, Shriner’s Hospitals for Children, St. Luke’s Episcopal Health System, Texas
Children’s Hospital, Texas Medical Center, The Methodist Hospital System, University of Texas M.D.
Anderson Cancer Center and the University of Texas Medical Branch. In addition, healthcare educational
institutions include: University of Texas Health, Texas Woman’s University, UTMB, Prairie View A & M
University, Chamberlain College, Houston Baptist University, University of St. Thomas, Western
Governors’ University and 9 community college districts in the 13-county region. In addition, the HSSC
and professional staff, the Board maintains relationships with the Texas Board of Nursing, the Texas
Hospital Association, the Texas Department of State Health Services, the Texas Medical Association, the
Texas Nurses’ Association and other statewide healthcare stakeholders. Through the HSSC and its
affiliations and partnerships, the Board works with the community to assure the supply of RNs needed in
the region.

Energy

The Board has ongoing relationships with the America Petroleum Institute (API), the Greater Houston
Partnership Energy Collaborative Workforce Committee, the Gulf Coast Petrochemical Information

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Network, the Brazoria County Petrochemical Council, North American Process Technology Alliance, and the Chemical Technology Alliance with Brazosport College.

Below is a brief discussion of some of the projects with which the Board is involved.

• Working with the America Petroleum Institute (API) Workforce Taskforce, the Board contributed
 to the Veterans Recruitment focus [(http://veteranstoenergy.org/)](http://veteranstoenergy.org/). Through Board staff direct
 outreach, there are now 21 companies supporting this hiring process today and developing
 internal Veteran specific processes. Board staff worked with Anadarko Petroleum executives to
 develop the first Veterans Prior Services Recruiter network. This new avenue coordinates job
 assistance services with the Marine Corp Prior Service Recruiters regionally.

• The Energy Collaborative Workforce Committee and the Board are working on expanding the
 educational pipeline for workers in the oil and gas industry. The Independent Petroleum
 Association of America opened 2 Energy Academies in the region; University of Texas expanded
 GeoFORCE across Houston; University of Houston-Downtown and University of Houston Main
 Campus have transitioned the Science and Engineering Fair over for greater support across the
 system; Exxon-Mobil, Shell , Offshore Energy Center and Texas Chemical Council supported
 Teacher Externships in 2012; and the Energy Summit/Energy Day Houston was a big success:
 [http://energydayfestival.org/.](http://energydayfestival.org/) Board staff supports all of these activities.
 Engineers-to-Energy joined forces with the Energy Collaborative this year. Engineering
 executives are focusing on reducing the shortage of engineers in the industry and increases
 math/science awareness in K-12. The Board helped develop the Employer Toolkit - Adopt-A-
 School program to better connect industry people to local schools.

Governor’s Science and Technology Champions Academy (GSTCA) sponsored by the Governor’s office and the Texas Workforce Commission held at University of Houston Main Campus.
Academy was heavily supported by industry and endorsed by the Energy Collaborative. Board staff included this activity on an economic development tour with an Austrian company. The international visitor was very impressed with industry, government and educational
collaboration as well as engaged young people.

• Gulf Coast Petrochemical Information Network (the Brazoria Economic Development Alliance,
 Economic Alliance Houston Port Region, Bay Area Houston Economic Partnership, Chambers
 County Economic Development, San Jacinto Community College, Lee College, Brazosport College,
 College of the Mainland and the Gulf Coast Workforce Board)

• Continue to sustain the EnergyVenture Camps at area community colleges transitioning from TWC to private industry funding

• Board staff in 2012 led a revalidation of the 2008 in-depth industry hiring survey that shows more than 10,000 workers are needed to fill operations, maintenance and engineering jobs through 2012 with 3,847 new Process/Production Operators needed. The revalidation showed an increase crafts positions due to the expansions of
ChevronPhillips and Dow plants.

• Brazoria County Petrochemical Council’s Sub-committee on Advocacy and Awareness

• Continued support of the 2011 - 2015 Strategic Workforce Plan

Board staff introduced Dow Chemical to the SystemsGo aerospace student rocket program. First rockets were launched in Brazoria County in 2012.

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• North American Process Technology Alliance (NAPTA) - The Gulf Coast Process Technology
 Alliance grew up this year and has now expanded to include all 50 states. Endorsed colleges
 throughout the U.S. are going through a new audit of standardized curriculum and industry
 advisory teams. Board staff provides input to the annual Visioning exercise and support the
 outreach/membership sub-committee.

Where appropriate, the Board supports customers who are interested in becoming entrepreneurs

and/or creating micro businesses through referrals to entities that have better expertise in that area.
Small business development centers, for example, are a rich source of training, and the Board supports
several successful grant proposals for funds such as the U.S. Health and Human Services’ Job
Opportunities for Low Income (JOLI) program. New collaborative arrangements developed in 2012
between Board Energy staff and the Houston Technology Center [(www.houstontech.org/](http://www.houstontech.org/) ) and Bay Area
Houston Technology Consortium [(https://baytechsolutions.org/pages/1/Home](https://baytechsolutions.org/pages/1/Home) ). The board and office
staff supported activities for the establishment of this new 501 (c) 3.

Coordination with Texas Veterans Commission

We have 38 Texas Veteran Commission staff in 19 Workforce Solutions offices. We continue to provide seamless service to veterans, not excluding them from using any service they wish to use, and can access specialized service they want and need.

Coordination with Adult Education

For years, the Board has enjoyed an excellent relationship with the adult education providers in our region. Our offices refer people in need of basic skills, English as a second language, and general
equivalency examination (GED) preparation services to nearby providers. The Adult Ed providers refer customers needing work or financial aid to Workforce Solutions.

We have worked with these partners in applying for grants to provide work-based basic skills, and are looking for additional opportunities to build new models for serving our mutual customers.

Working with Education and Training Providers

The Board has no difficulty in identifying organizations interested in providing education and training service to meet employer needs. The region’s nine community colleges, universities, and numerous private career schools are quite willing to work with us.

The Board uses the Workforce Commission’s online application and review process to maintain its list of
approved vendors and educational programs. We provide information to organizations interested in
becoming vendors at [http://www.wrksolutions.com/about/vendorapplications.html.](http://www.wrksolutions.com/about/vendorapplications.html) Workforce
Solutions financial aid payment office assists organizations who want to become part of our network of providers. Staff answer provider questions and assist them in completing the process.

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In a few cases, such as the case of meeting the health industry’s need for more nurses, we convened

working groups of employers and educational organizations to increase the capacity of the educational system to meet employers’ needs. Employers work directly with the colleges to make more classes available in part by contributing employees to serve as part-time instructors.

Working to Improve Early Education

Through local match agreements, the Board coordinates with school districts and Head Start/Early Head Start providers to support and expand early education and care and to improve the quality and quantity of care available to working parents. We anticipate providing early education and care for an additional 3,400 children through these agreements in FY2012.

The Board will continue to support unique projects to enhance after school and year-around care. The projects include efforts to improve the quality of learning in a variety of early education situations
through scholarships for quality training, pilot projects to increase teacher pay, and support of the Texas School Ready project.

Sharing Information with Partners

Here are some examples of how The Board shares information with partners.

• Customer relationships - Our employer and resident service staff have ongoing relationships
 with both our partners and customers. On the employer service side, business consultants,
 industry liaisons, and administrative staff maintain relationships with employers, economic
 development organizations staff, and schools. On the resident side, career office staff,
 particularly our greeters, resource room specialists, personal service representatives, financial
 aid specialist and employment counselors, work with residents to ensure they have access to all
 the services they want and need.

Staff work with our vendor network to provide information about our service and system. Grants management staff work with many of partners to ensure our system is working to maximize
resources in the region and provide coordinated service to employers and individuals. Board staff provide support to partners in developing new projects and grant proposals. Staff work with partners to develop meaningful memoranda of understanding (MOU) that both share
information with partners and better coordinate resources.

• Marketing - The Board’s marketing plan is designed to share information about workforce

service throughout the region. Our marketing plan includes the use of our website,

[www.wrksolutions.com,](http://www.wrksolutions.com/) newsletters, email blasts, targeted mailings, and special publications.

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Part 2 Economic and Workforce Analysis

Workforce Needs of Businesses, Job Seekers, and Workers

The Gulf Coast Workforce Board has worked to identify the workforce needs of businesses, job seekers, and workers in the workforce region using a combination of labor market intelligence and active
participation of various partners and stakeholders. These needs are identified in three lists: 1) *Targeted Industries,* 2) *High-Skill, High-Growth* *Occupations*, and 3) *Where the Jobs Are*.

The three lists are used to guide not only the Board’s strategic investments, but also to help our

residents build careers in industries and occupations with good prospects and higher wages. We use the High-Skill, High-Growth Occupations list to decide which occupations we will support with our education scholarship dollars.

The Employer Service Committee reviewed and recommended the initial lists for the target industries, demand occupations and “hot jobs” to the Board. We noted then that we would bring periodic updates to these lists to the Committee and the Board as circumstances warranted.

Following is information about updates to each of the three lists.

Targeted Industries

We began, as always, with labor market data. We used NAICS-level employment and wage data and
projections for the 10-year period from 2008 to 2018 and looked for industries that fit the following
criteria:

1. Industries with a projected employment growth rate equal to or greater than the average
 growth rate for all industries in the region for the period 2008 to 2018 (>19.4%)

2. Industries having a projected employment growth of at least 6,500 new jobs from 2008 to 2018
 (an average of 650 jobs per year)

3. Industries with an average weekly wage of at least $700 per week.

In addition to industries meeting the above criteria, we included in our targeted list: Oil and Natural Gas Extraction and Manufacturing. There are several different groups of employers within this larger sector and because of the importance of these employers to the area economy and gross regional product, we have created the sector and added it to our list.

We have also had significant interest from a number of employers in this sector in the Board’s assistance
for current and projected skills shortages. We have been working for several years with the large oil
and gas companies, oilfield service firms, refiners and petrochemical manufacturers on a variety of
workforce needs.

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In addition to the criteria and steps listed above, the selection process was reinforced by the use of additional tools provided by the Texas Workforce Commission and are included as part of the Target Industries and Occupations Template:

• Standardized Occupational Components for Research and Analysis of Trends in Employment
 System (SOCRATES)

• Texas Industry Profiles

• Wanted Analytics

• Tracer

Eleven out of fourteen targeted industries as a result of the analysis are directly related to the governor’s clusters including:

NAICS Code and Title 2111 Oil and Gas Extraction

2131 Support Activities for Mining
2362 Nonresidential Building Construction 2371 Utility System Construction
3241 Petroleum & Coal Products
Manufacturing

3331 Agriculture, Construction, and Mining Machinery Manufacturing

5415 Computer Systems Design & Related Services

5416 Management, Scientific, and Technical Consulting Services

6113 Colleges, Universities, and Professional Schools

6221 General Medical and Surgical Hospitals 6223 Other Hospitals

High-Skill, High-Growth Occupations

Cluster

Petroleum Refining and Chemical Products Energy

Advanced Technologies and Manufacturing
Petroleum Refining and Chemical Products
Petroleum Refining and Chemical Products

Advanced Technologies and Manufacturing Information and Computer Technology

Information and Computer Technology
Petroleum Refining and Chemical Products

Biotechnology and Life Sciences
Biotechnology and Life Sciences

The high-skill, high-growth list is made up of larger, high-skill, well-paying occupations critical to the Gulf Coast region’s economic future. They offer the best job opportunities to area residents now and will likely continue doing so over the next ten to 15 years. These occupations are found in many industries in the region, not just in those on the targeted industries list.

Qualifying Criteria

Occupations meet the following criteria to be included on the high-skill, high-growth occupations list. They must have:

 projected employment for 2018 equal to or greater than the average for all occupations in the
 region (4,519)

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 a projected employment growth rate equal to or greater than the average growth rate for all
 industries in the region (19.4 %)

 minimum education requirements of a post-secondary certificate or degree, long-term on-the-
 job training, or work experience in a related occupation

 median hourly wages equal to or greater than the median for all occupations in the region
 ($16.08 per hour)

Scholarship Occupations

Students preparing for employment in occupations on the list that meet two of the following three
criteria are eligible for — but not guaranteed — scholarships from Workforce Solutions or one of its
partners. To qualify, two of the three following statements must be true. The occupation must be one:
  with chronic shortages of qualified workers to fill existing or projected job openings;
  where the number of workers expected to graduate from the requisite education or training

programs falls significantly below the number of job openings;

 whose employment is over represented in the targeted industries relative to all industries in the
 region.

The Scholarship Occupations list is a subset of the High-Skill, High-Growth list. We’ve focused this list -
the one we will use in our career offices to help guide staff in putting our dollars into scholarships - on those occupations for which we can provide about two years of support for a successful outcome. All of the Scholarship Occupations come from the High-Skill, High-Growth list and are those currently in
demand in our target industries and range of others.

All but three of the scholarship eligible targeted occupations as a result of the analysis are directly related to the governor’s clusters including:

SOC Code and Title

13-2011 Accountants and Auditors

49-3023 Auto Svcs Technicians and Mechanics 51-8091 Chemical Plant/System Operators

15-1031 Computer SW Eng, Applications 15-1032 Computer SW Eng, Systems

15-1051 Computer Systems Analysts
51-4011 Computer-Controlled Mach Tool Op
17-3019 Drafters, All Other (Pipe-drafters)
49-9051 Elec Power-Line Installers/Repairers
17-3023 Electrical and Electronic Engineering
Technicians

17-3012 Electrical and Electronics Drafters 47-2011 Electricians

17-2081 Environmental Engineers 19-2042 Geoscientists

33-2011 Fire Fighters

Cluster

Energy

None

Petroleum Refining and Chemical Products Information and Computer Technology

Information and Computer Technology
Information and Computer Technology

Advanced Technologies and Manufacturing
Petroleum Refining and Chemical Products
Petroleum Refining and Chemical Products
Petroleum Refining and Chemical Products

Petroleum Refining and Chemical Products
Petroleum Refining and Chemical Products
Petroleum Refining and Chemical Products
Energy

Petroleum Refining and Chemical Products

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19-4041 Geological and Petroleum Technician Energy

49-9041 Industrial Machinery Mechanics 29-2061 Licensed Practical /Voc Nurses 51-4041 Machinists

17-3013 Mechanical Drafters

29-2011 Medical/Clinical Lab Technologists 25-2022 Middle School Teachers

17-2151 Mining and Geological Engineers
15-1071 Network/Computer Systems Admins 25-1072 Nursing Instructors and Teachers,
Secondary

17-2171 Petroleum Engineers

51-8093 Petroleum Pump System Operators 47-2152 Plumbers/Pipefitters/Steamfitters 29-2034 Radiologic Technologists/Technicians 29-2071 Medical Records and Health

Information Technicians

29-1122 Occupational Therapists 29-1123 Physical Therapists

29-1111 Registered Nurses
29-1126 Respiratory Therapists
25-2031 Secondary School Teachers
47-5013 Service Unit Operators
29-1127 Speech-Language Pathologists
51-4121 Welders/Cutters/Solderers/Brazers

Modifying the List

Petroleum Refining and Chemical Products Biotechnology and Life Sciences

Advanced Technologies and Manufacturing Advanced Technologies and Manufacturing Biotechnology and Life Sciences

None

Energy

Information and Computer Technology Biotechnology and Life Sciences

Energy

Petroleum Refining and Chemical Products Petroleum Refining and Chemical Products Biotechnology and Life Sciences

Biotechnology and Life Sciences

Biotechnology and Life Sciences
Biotechnology and Life Sciences
Biotechnology and Life Sciences
Biotechnology and Life Sciences
None

Energy

Biotechnology and Life Sciences
Petroleum Refining and Chemical Products

An employer or group of employers with a demand for skilled workers can ask us at any time to modify our list. We will discuss with employers their shortage occupations, expected numbers of hires, wages and training requirements.

We also use our employer service sales and marketing staff and any updates to published labor market data to check on new or emerging shortage occupations that might be added to our list.

The updated High-Skill, High-Growth Occupations list and the Occupations Supported by Scholarship are both attached.

Where the Jobs Are

We use the “Where the Jobs Are” list to identify those occupations that are growing. We don’t use wage or other kinds of criteria to refine the list; it consists entirely of those jobs in which we expect to see openings over the next 10 years.

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Occupations on this list are those with projected annual average job openings equal to or greater than 170 per year.

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Targeted Industries

Selected Three and Four-Digit Industries Grouped by Three-Digit NAICS Codes Ranked by Number of Employees in First Quarter of 2010

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NAICS | Industry Title | 1st Qtr 2010Employment | 4-Digit % of3-Digit Totals | # of Units With100 Employeesor More | Employment GrowthAnnual Averages Absolute Percent2008 2018 Change 2 Change | Avg WklyWages 3 |
| 61161116113541541554162112133243331621162216223238223622371 | Educational ServicesElementary & Secondary Schools, Public/ PrivateColleges, Universities, & Professional Schools, Public/PrivateProfessional and Technical ServicesComputer Systems Design & Related ServicesManagement, Scientific, & Technical Consulting ServicesOil and Natural Gas Extraction and ManufacturingOil and Gas ExtractionSupport Activities for MiningPetroleum and Coal Products ManufacturingAgriculture, Construction, and Mining Machinery ManufacturingHealth ServicesOffices of PhysiciansGeneral Medical & Surgical Hospitals, Public/PrivateSpecialty Hospitals, Ex. Psychiatric/Substance Abuse, Public/PrivateSpecialty ConstructionBuilding Equipment ContractorsNonresidential Building ConstructionUtility System ConstructionTotals (for the above targeted industries)Total All Industries Public and Private | 272,151194,58452,231176,12723,65622,417121,93245,38832,21913,10631,219111,64144,03263,4514,15898,11237,13739,00921,966624,5732,500,520 | 100.0%71.5%19.2%100.0%13.4%12.7%100.0%37.2%26.4%10.7%25.6%100.0%39.4%56.8%3.7%100.0%37.9%39.8%22.4%n/an/a | 4063712922817311122245133215525129189669148043,553 | 269,140 367,220 98,080 36.4183,930 261,490 77,560 42.259,270 73,170 13,900 23.5187,040 224,740 37,700 20.224,870 31,600 6,730 27.124,310 30,880 6,570 27.0134,380 152,700 18,320 13.647,260 60,040 12,780 27.043,200 45,770 2,570 5.913,250 14,000 750 5.730,670 32,890 2,220 7.2133,020 176,350 43,330 32.641,600 58,640 17,040 41.071,720 91,000 19,280 26.919,700 26,710 7,010 35.6112,260 139,620 27,360 24.443,350 55,080 11,730 27.141,540 49,770 8,230 19.827,370 34,770 7,400 27.0672,040 865,810 193,770 28.82,910,920 3,475,140 564,220 19.4 | $1,033$969$1,367$1,594$1,838$1,778$3,217$4,790$2,443$2,873$2,030$1,098$1,317$1,012$948$1,169$954$1,381$1,187$1,558$1,126 |

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High-Skill, High-Growth Jobs Targeted by the Gulf Coast Workforce Board

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SOC | Occupational Title | Employment GrowthAnnual Averages Absolute Percent2008 2018 Change Change | Annual AverageJob OpeningsGrowth Replacement Total | MedianHrly Wage2009 |
| 17-200019-204219-404117-301351-809151-809347-501317-302349-904149-905151-404151-401147-2011 | Oil and Natural Gas Extraction and ManufacturingEngineers3,5Geoscientists, Ex. Hydrologists & GeographersGeological & Petroleum Technicians2Mechanical Drafters5Chemical Plant & System Operators5Petroleum Pump System Operators, Refinery Operators, & Gaugers2Service Unit Operators, Oil, Gas, & Mining2Electrical & Electronic Engineering Technicians5Industrial Machinery MechanicsElectrical Power-line Installers & Repairers5Machinists5Computer-Controlled Machine Tool Operators, Metal & Plastic5Boilermakers5 | 52,430 63,290 10,860 20.7%4,500 5,780 1,280 28.4%2,820 3,560 740 26.2%2,820 2,990 170 6.0%6,410 6,340 -70 -1.1%7,840 9,000 1,160 14.8%7,290 8,490 1,200 16.5%4,040 4,220 180 4.5%11,330 13,820 2,490 22.0%3,320 4,140 820 24.7%13,350 13,540 190 1.4%3,030 3,690 650 21.8%1,680 2,060 380 22.6% | 1,085 1,140 2,225125 130 25575 100 17515 60 750 145 145115 180 295120 125 24520 75 95250 165 41580 120 20020 175 19565 60 12540 35 75 | na64.7432.8024.5430.4425.8118.5827.2521.1223.6817.3217.5628.40 |
| 29-111129-206129-10XX29-105129-207129-203429-112729-112329-201129-112629-1122 | Health ServicesRegistered NursesLicensed Practical & Licensed Vocational NursesDoctors and Dentists4Pharmacists2Medical Records & Health Information Technicians2Radiologic Technologists & TechniciansSpeech-Language Pathologists5Physical Therapists5Medical & Clinical Laboratory Technologists2Respiratory Therapists2Occupational Therapists5 | 39,510 53,500 13,990 35.4%13,570 17,660 4,090 30.1%12,290 15,780 3,490 28.4%4,920 6,070 1,150 23.4%3,200 4,130 930 29.1%3,550 4,610 1,060 29.9%2,540 3,480 940 37.0%2,760 3,770 1,010 36.6%3,030 3,730 700 23.1%2,200 3,010 810 36.8%1,770 2,430 660 37.3% | 1,400 690 2,090410 425 835340 240 580115 110 22595 65 160105 50 15595 45 140100 35 13570 60 13080 40 12065 30 95 | 32.9420.39na51.4415.0225.9730.1337.5325.6325.7235.33 |
| 13-201149-302313-102333-201113-205123-2011 | OtherAccountants & AuditorsAutomotive Service Technicians & Mechanics5Purchasing Agents, Ex. Wholesale, Retail, & Farm ProductsFire FightersFinancial AnalystsParalegals & Legal Assistants | 26,030 32,910 6,880 26.4%13,210 15,040 1,830 13.9%6,470 8,080 1,610 24.9%4,530 5,790 1,260 27.8%5,430 6,820 1,390 25.6%4,790 6,130 1,340 28.0% | 690 440 1,130185 250 435160 170 330125 140 265140 100 240135 55 190 | 29.7119.2626.3619.9734.4423.10 |

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High-Skill, High-Growth Jobs Targeted by the Gulf Coast Workforce Board

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SOC | Occupational Title | Employment GrowthAnnual Averages Absolute Percent2008 2018 Change Change | Annual AverageJob OpeningsGrowth Replacement Total | MedianHrly Wage2009 |
| 25-200025-100011-903221-1012 | Educational ServicesPrimary, Secondary, & Special Education School TeachersPostsecondary TeachersEducation Administrators, Elementary & Secondary SchoolEducational, Vocational, & School Counselors | 100,560 145,690 45,130 44.9%28,980 36,160 7,180 24.8%5,090 7,040 1,950 38.3%5,680 7,650 1,970 34.7% | 4,515 2,440 6,955720 505 1,225195 150 345195 115 310 | nanana26.79 |
| 51-412147-211147-215249-902113-105117-3012 | Specialty ConstructionWelders, Cutters, Solderers, & Brazers5Electricians2Plumbers, Pipefitters, & Steamfitters2Heating, Air Conditioning, & Refrigeration Mechanics & InstallersCost EstimatorsElectrical & Electronics Drafters5 | 19,060 21,010 1,950 10.2%14,240 16,400 2,160 15.2%10,530 12,340 1,810 17.2%6,700 8,980 2,280 34.0%4,710 6,140 1,430 30.4%1,140 1,230 90 7.9% | 195 585 780215 345 560180 210 390230 110 340145 105 25010 25 35 | 17.5320.2121.7520.2430.7524.14 |
| 15-105115-108115-103115-107115-103213-107119-3021 | Professional and Technical ServicesComputer Systems Analysts5Network Systems & Data Communications AnalystsComputer Software Engineers, ApplicationsNetwork & Computer Systems AdministratorsComputer Software Engineers, Systems SoftwareEmployment, Recruitment, & Placement SpecialistsMarket Research Analysts | 11,420 13,580 2,160 18.9%4,640 7,170 2,530 54.5%8,580 10,950 2,370 27.6%7,170 8,760 1,590 22.2%8,360 10,250 1,890 22.6%4,470 5,650 1,180 26.4%4,300 5,400 1,100 25.6% | 215 245 460255 85 340235 70 305160 120 280190 70 260120 115 235110 115 225 | 36.8933.1943.2432.6742.6926.5733.68 |

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HIGH-SKILL, HIGH-GROWTH OCCUPATIONS SUPPORTED BY SCHOLARSHIPS

|  |  |
| --- | --- |
| SOC | OCCUPATION TITLE |
|  | Educational Services |
| 25-2022 | Middle School Teachers2,5 |
| 25-2031 | Secondary School Teachers2,5 |
| 25-1072 | Nursing Instructors and Teachers, Postsecondary3 |
|  | Specialty Construction |
| 47-2111 | Electricians |
| 49-9021 | Heating, Air Conditioning and Refrigeration Mechanics/Installers |
| 47-2152 | Plumbers, Pipe and Steamfitters |
| 51-4121 | Welders |
| 17-3012 | Electrical & Electronic Drafters |
|  | Professional and Technical Services |
| 15-1032 | Computer Software Engineers, Systems2 |
| 15-1031 | Computer Software Engineers, Applications2 |
| 15-1051 | Computer Systems Analysts2 |
| 15-1071 | Network and Computer Systems Administrators2 |
|  | Oil and Natural Gas Extraction and Manufacturing |
| 17-2081 | Environmental Engineers2 |
| 17-2171 | Petroleum Engineers2 |
| 17-2151 | Mining and Geological Engineers, Including Mining Safety Engineers2 |
| 17-3023 | Electrical & Electronic Engineering Technicians4 (I & E (Instrument and Electrical) Technicians only) |
| 17-3013 | Mechanical Drafters |
| 17-30XX | Pipe Drafters |
| 19-2042 | Geoscientists, Except Hydrologists & Geographers2 |
| 19-4041 | Geological and Petroleum Technicians |
| 51-8091 | Chemical Plant and System Operators |
| 47-5013 | Service Unit Operators, Oil and Gas |
| 51-8093 | Petroleum Pump System Operators |
| 49-9041 | Industrial Machinery Mechanics |
| 51-4041 | Machinists |
| 51-4011 | Computer-Controlled Machine Tool Operators, Metal & Plastic |
| 49-9051 | Electrical Power-line Installers & Repairers |
|  | Health Services |
| 29-1111 | Registered Nurses |
| 29-2061 | Licensed Practical and Licensed Vocational Nurses |
| 29-2034 | Radiology Technologists and Technicians |
| 29-1126 | Respiratory Therapists 2 |
| 29-1123 | Physical Therapists2 |
| 29-1122 | Occupational Therapists2 |
| 29-1127 | Speech-Language Pathologists2 |
| 29-2011 | Medical and Clinical Laboratory Technnologists2 |
| 29-2071 | Medical Records & Health Information Technicians |
|  | Other |
| 13-2011 | Accountants and Auditors2 |
| 49-3023 | Auto Service Technicians and Mechanics |
| 33-2011 | Fire Fighters |

1. Scholarship amounts may vary based on need and individual circumstances. Please speak to a Workforce Solutions counselor for information on current limits.

2. For educational programs that award a bachelor's degree or higher, Workforce Solutions will only award scholarships to help finance the last two years of the program of study. We will award scholarships to help finance all years in an Associate Degree in Nursing (ADN) program.

3. Individuals officially enrolled full time on program tracks leading to a Master's of Science in Nursing and committed to
teaching at least two years in programs leading to initial RN licensure in a Gulf Coast nursing school upon graduation are
eligible for scholarship support from Workforce Solutions to help finance all courses required to complete their Master's
Degree in Nursing.

4. Program must be specifically designed for instrumentation and electrical technicians (I/E technician).

5. Must be seeking a teacher certification with a major or minor in math or science.

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Where The Jobs Are 1,2,3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SOC | Occupational Title 4 | Employment GrowthAnnual Averages Absolute Percent2008 2018 Change Change | Annual AverageJob OpeningsGrowth Replacement Total4 | MedianHrly Wage2009 |
| 25-200035-303141-201141-203135-302143-405117-200029-111143-906153-706239-901137-201147-206111-102143-508143-101125-100025-904143-601453-303241-101141-401213-201131-101135-201443-303147-101139-902143-601133-903249-904243-417129-206131-101237-301151-4121 | Primary, Secondary, & Special Education School TeachersWaiters & WaitressesCashiersRetail SalespersonsCombined Food Preparation & Serving Workers, Including Fast FoodCustomer Service RepresentativesEngineers5Registered NursesOffice Clerks, GeneralLaborers & Freight, Stock, & Material Movers, HandChild Care WorkersJanitors & Cleaners, Except Maids & Housekeeping CleanersConstruction LaborersGeneral & Operations ManagersStock Clerks & Order FillersFirst-Line Supervisors/Managers of Office & Administrative Support WorkersPostsecondary TeachersTeacher AssistantsSecretaries, Except Legal, Medical, & ExecutiveTruck Drivers, Heavy & Tractor-TrailerFirst-Line Supervisors/Managers of Retail Sales WorkersSales Representatives, Wholesale & Manufacturing, Ex. Technical & Scientific ProductsAccountants & AuditorsHome Health AidesCooks, RestaurantBookkeeping, Accounting, & Auditing ClerksFirst-Line Supervisors/Managers of Construction Trades & Extraction WorkersPersonal & Home Care AidesExecutive Secretaries & Administrative AssistantsSecurity GuardsMaintenance & Repair Workers, GeneralReceptionists & Information ClerksLicensed Practical & Licensed Vocational NursesNursing Aides, Orderlies, & AttendantsLandscaping & Groundskeeping WorkersWelders, Cutters, Solderers, & Brazers | 100,560 145,690 45,130 44.9%46,580 60,010 13,430 28.8%63,270 73,480 10,210 16.1%85,010 99,570 14,560 17.1%56,790 77,240 20,450 36.0%50,530 62,910 12,380 24.5%52,430 63,290 10,860 20.7%39,510 53,500 13,990 35.4%61,350 72,540 11,190 18.2%47,690 49,410 1,720 3.6%35,340 41,380 6,040 17.1%42,910 49,290 6,380 14.9%44,730 56,200 11,470 25.6%42,130 44,210 2,080 4.9%33,030 39,010 5,980 18.1%31,100 36,440 5,340 17.2%28,980 36,160 7,180 24.8%20,540 28,100 7,560 36.8%46,360 51,970 5,610 12.1%35,490 40,980 5,490 15.5%33,850 38,230 4,380 12.9%33,830 37,540 3,710 11.0%26,030 32,910 6,880 26.4%16,540 25,860 9,320 56.3%18,490 24,510 6,020 32.6%37,410 43,310 5,900 15.8%25,020 30,250 5,230 20.9%17,380 25,290 7,910 45.5%31,270 36,800 5,530 17.7%21,580 26,790 5,210 24.1%27,410 32,730 5,320 19.4%18,740 22,170 3,430 18.3%13,570 17,660 4,090 30.1%20,170 26,500 6,330 31.4%21,980 27,650 5,670 25.8%19,060 21,010 1,950 10.2% | 4,515 2,440 6,9551,345 2,570 3,9151,020 2,840 3,8601,455 2,370 3,8252,045 1,205 3,2501,235 1,590 2,8251,085 1,140 2,2251,400 690 2,0901,120 835 1,955170 1,535 1,705605 1,035 1,640640 810 1,4501,150 300 1,450210 1,220 1,430600 760 1,360535 700 1,235720 505 1,225755 435 1,190560 625 1,185550 635 1,185440 725 1,165370 785 1,155690 440 1,130930 165 1,095600 475 1,075590 450 1,040525 485 1,010790 215 1,005555 420 975520 445 965535 420 955345 505 850410 425 835635 200 835565 265 830195 585 780 | na7.768.039.257.6613.73na32.9412.4410.427.898.8611.2047.7610.2123.47nana13.9517.1017.6026.2129.718.668.4616.5126.877.5920.579.7414.6212.4720.3910.519.4617.53 |

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Where The Jobs Are 1,2,3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SOC | Occupational Title 4 | Employment GrowthAnnual Averages Absolute Percent | Annual AverageJob Openings | MedianHrly Wage |
| 11-902125-309937-201235-101235-302235-903135-902129-10XX35-901113-119947-211151-209243-307153-705147-203153-303315-104147-207331-909235-202145-209241-309915-105133-305135-201135-301149-302321-201149-904129-205233-301249-101141-902243-601313-111139-5012 | Construction ManagersTeachers & Instructors, All OtherMaids & Housekeeping CleanersFirst-Line Supervisors/Managers of Food Preparation & Serving WorkersCounter Attendants, Cafeteria, Food Concession, & Coffee ShopHosts & Hostesses, Restaurant, Lounge, & Coffee ShopDishwashersDoctors and Dentists (GC Definition)6Dining Room & Cafeteria Attendants & Bartender HelpersBusiness Operations Specialists, All OtherElectriciansTeam AssemblersTellersIndustrial Truck & Tractor OperatorsCarpentersTruck Drivers, Light or Delivery ServicesComputer Support SpecialistsOperating Engineers & Other Construction Equipment OperatorsMedical AssistantsFood Preparation WorkersFarmworkers & Laborers, Crop, Nursery, & GreenhouseSales Representatives, Services, All OtherComputer Systems AnalystsPolice & Sheriff's Patrol OfficersCooks, Fast FoodBartendersAutomotive Service Technicians & MechanicsClergyIndustrial Machinery MechanicsPharmacy TechniciansCorrectional Officers & JailersFirst-Line Supervisors/Managers of Mechanics, Installers, & Installers, & RepairersReal Estate Sales AgentsMedical SecretariesManagement AnalystsHairdressers, Hairstylists, & Cosmetologists | 23,670 29,110 5,440 23.0%13,650 18,230 4,580 33.6%21,380 24,030 2,650 12.4%17,410 22,090 4,680 26.9%6,480 8,060 1,580 24.4%6,220 8,230 2,010 32.3%8,030 10,930 2,900 36.1%12,290 15,780 3,490 28.4%8,400 10,550 2,150 25.6%13,910 16,520 2,610 18.8%14,240 16,400 2,160 15.2%16,230 18,190 1,960 12.1%9,500 10,830 1,330 14.0%12,230 13,680 1,450 11.9%16,150 19,220 3,070 19.0%17,990 19,800 1,810 10.1%11,340 13,060 1,720 15.2%12,390 15,130 2,740 22.1%9,540 13,360 3,820 40.0%8,190 10,040 1,850 22.6%10,920 12,790 1,870 17.1%11,430 13,240 1,810 15.8%11,420 13,580 2,160 18.9%10,170 11,970 1,800 17.7%8,160 10,440 2,280 27.9%7,040 8,940 1,900 27.0%13,210 15,040 1,830 13.9%11,160 13,090 1,930 17.3%11,330 13,820 2,490 22.0%6,780 9,140 2,360 34.8%10,490 12,230 1,740 16.6%10,240 11,590 1,350 13.2%11,200 13,330 2,130 19.0%8,370 11,180 2,810 33.6%11,290 13,240 1,950 17.3%10,880 13,200 2,320 21.3% | 545 185 730460 210 670265 385 650470 165 635160 475 635200 435 635290 330 620340 240 580215 365 580260 310 570215 345 560195 365 560135 390 525145 365 510305 200 505180 320 500175 315 490275 215 490380 105 485185 295 480185 295 480180 285 465215 245 460180 260 440230 210 440190 250 440185 250 435195 220 415250 165 415235 170 405175 230 405135 270 405215 185 400280 115 395195 195 390230 160 390 | 36.45na8.2913.087.707.807.48na7.6631.3920.2111.0211.0413.0015.3914.2321.8315.6113.348.498.6326.3836.8925.257.939.2319.2618.1521.1214.2216.1029.1813.6014.0137.9510.25 |

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Where The Jobs Are 1,2,3

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| SOC | Occupational Title 4 | Employment GrowthAnnual Averages Absolute Percent | Annual AverageJob Openings | MedianHrly Wage |
| 43-507147-215247-507135-201243-302123-101141-302147-214141-101211-903215-108149-902113-102339-603153-706121-101215-103141-303151-101151-809343-301153-302215-107127-303149-909853-303111-919933-201141-401143-506111-301115-103231-909111-303119-204239-3091 | Shipping, Receiving, & Traffic ClerksPlumbers, Pipefitters, & SteamfittersRoustabouts, Oil & GasCooks, Institution & CafeteriaBilling & Posting Clerks & Machine OperatorsLawyersInsurance Sales AgentsPainters, Construction & MaintenanceFirst-Line Supervisors/Managers of Non-Retail Sales WorkersEducation Administrators, Elementary & Secondary SchoolNetwork Systems & Data Communications AnalystsHeating, Air Conditioning, & Refrigeration Mechanics & InstallersPurchasing Agents, Except Wholesale, Retail, & Farm ProductsFlight AttendantsCleaners of Vehicles & EquipmentEducational, Vocational, & School CounselorsComputer Software Engineers, ApplicationsSecurities, Commodities, & Financial Services Sales AgentsFirst-Line Supervisors/Managers of Production & Operating WorkersPetroleum Pump System Operators, Refinery Operators, & GaugersBill & Account CollectorsBus Drivers, SchoolNetwork & Computer Systems AdministratorsPublic Relations SpecialistsHelpers--Installation, Maintenance, & Repair WorkersDriver/Sales WorkersManagers, All OtherFire FightersSales Representatives, Wholesale & Manufacturing, Technical & Scientific ProductsProduction, Planning, & Expediting ClerksAdministrative Services ManagersComputer Software Engineers, Systems SoftwareDental AssistantsFinancial ManagersGeoscientists, Except Hydrologists & GeographersAmusement & Recreation Attendants | 15,400 15,520 120 0.8%10,530 12,340 1,810 17.2%10,530 12,630 2,100 19.9%7,600 9,480 1,880 24.7%10,420 12,590 2,170 20.8%11,890 13,510 1,620 13.6%9,980 11,320 1,340 13.4%10,810 12,620 1,810 16.7%11,600 12,820 1,220 10.5%5,090 7,040 1,950 38.3%4,640 7,170 2,530 54.5%6,700 8,980 2,280 34.0%6,470 8,080 1,610 24.9%5,890 7,780 1,890 32.1%6,980 7,650 670 9.6%5,680 7,650 1,970 34.7%8,580 10,950 2,370 27.6%6,700 7,720 1,020 15.2%15,890 16,730 840 5.3%7,840 9,000 1,160 14.8%7,260 8,810 1,550 21.3%6,920 8,560 1,640 23.7%7,170 8,760 1,590 22.2%5,320 6,870 1,550 29.1%4,320 4,960 640 14.8%7,910 9,190 1,280 16.2%6,830 7,720 890 13.0%4,530 5,790 1,260 27.8%7,850 8,700 850 10.8%7,530 8,330 800 10.6%6,310 7,590 1,280 20.3%8,360 10,250 1,890 22.6%4,690 6,390 1,700 36.2%7,970 9,090 1,120 14.1%4,500 5,780 1,280 28.4%3,470 4,240 770 22.2% | 10 380 390180 210 390210 180 390190 195 385215 170 385160 220 380135 230 365180 185 365120 240 360195 150 345255 85 340230 110 340160 170 330190 130 32070 250 320195 115 310235 70 305100 205 30585 215 300115 180 295155 135 290165 120 285160 120 280155 125 28065 205 270130 140 27090 175 265125 140 26585 180 26580 185 265130 130 260190 70 260170 90 260110 145 255125 130 25575 180 255 | 12.7921.7515.3810.3715.7963.3719.0315.3933.18na33.1920.2426.36na8.7826.7943.2423.9328.3625.8114.6311.3432.6725.3411.938.3945.0819.9738.4919.1740.7842.6915.0153.4764.747.89 |

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Where The Jobs Are 1,2,3

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| --- | --- | --- | --- | --- |
| SOC | Occupational Title 4 | Employment GrowthAnnual Averages Absolute Percent | Annual AverageJob Openings | MedianHrly Wage |
| 47-205111-914113-104113-105141-202147-501311-905113-205111-202213-107113-107343-505251-919843-418153-201119-302129-105111-911143-408151-906143-411147-301313-205249-905139-903147-301551-404123-201141-202243-501149-303151-204119-404125-903147-208153-7064 | Cement Masons & Concrete FinishersProperty, Real Estate, & Community Association ManagersCompliance Officers, Ex. Agriculture, Construction, Health & Safety, & TransportatioCost EstimatorsCounter & Rental ClerksService Unit Operators, Oil, Gas, & MiningFood Service ManagersFinancial AnalystsSales ManagersEmployment, Recruitment, & Placement SpecialistsTraining & Development SpecialistsPostal Service Mail CarriersHelpers--Production WorkersReservation & Transportation Ticket Agents & Travel ClerksAirline Pilots, Copilots, & Flight EngineersMarket Research AnalystsPharmacistsMedical & Health Services ManagersHotel, Motel, & Resort Desk ClerksInspectors, Testers, Sorters, Samplers, & WeighersInterviewers, Except Eligibility & LoanHelpers--ElectriciansPersonal Financial AdvisorsElectrical Power-Line Installers & RepairersFitness Trainers & Aerobics InstructorsHelpers--Pipelayers, Plumbers, Pipefitters, & SteamfittersMachinistsParalegals & Legal AssistantsParts SalespersonsCargo & Freight AgentsBus & Truck Mechanics & Diesel Engine SpecialistsStructural Metal Fabricators & FittersGeological & Petroleum TechniciansInstructional CoordinatorsDrywall & Ceiling Tile InstallersPackers & Packagers, Hand | 5,800 6,900 1,100 19.0%8,340 9,360 1,020 12.2%5,350 7,320 1,970 36.8%4,710 6,140 1,430 30.4%7,970 8,300 330 4.1%7,290 8,490 1,200 16.5%6,110 7,310 1,200 19.6%5,430 6,820 1,390 25.6%5,570 6,730 1,160 20.8%4,470 5,650 1,180 26.4%4,350 5,570 1,220 28.0%5,550 6,140 590 10.6%9,460 10,140 680 7.2%4,630 5,880 1,250 27.0%3,580 4,670 1,090 30.4%4,300 5,400 1,100 25.6%4,920 6,070 1,150 23.4%4,710 5,990 1,280 27.2%3,650 4,610 960 26.3%9,380 9,950 570 6.1%4,420 5,440 1,020 23.1%4,400 5,520 1,120 25.5%4,350 5,890 1,540 35.4%3,320 4,140 820 24.7%3,550 4,830 1,280 36.1%3,980 5,060 1,080 27.1%13,350 13,540 190 1.4%4,790 6,130 1,340 28.0%4,190 4,590 400 9.5%3,230 4,360 1,130 35.0%5,280 5,880 600 11.4%5,730 6,330 600 10.5%2,820 3,560 740 26.2%2,690 3,860 1,170 43.5%4,740 5,970 1,230 25.9%8,800 9,110 310 3.5% | 110 145 255105 145 250195 55 250145 105 25035 215 250120 125 245120 120 240140 100 240115 120 235120 115 235120 115 23560 175 23570 165 235125 105 230110 120 230110 115 225115 110 225130 90 22095 125 22060 155 215100 105 205115 90 205155 45 20080 120 200130 65 195110 85 19520 175 195135 55 19040 150 190110 75 18560 120 18060 120 18075 100 175115 60 175125 50 17530 145 175 | 13.9218.5923.5230.7510.2618.5828.9734.4453.4126.5724.1025.289.5514.78na33.6851.4440.438.2814.9414.6413.2631.4023.6818.1313.3517.3223.1012.6817.4319.5415.3432.8030.3714.397.77 |

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Where The Jobs Are 1,2,3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SOC | Occupational Title 4 | Employment GrowthAnnual Averages Absolute Percent | Annual AverageJob Openings | MedianHrly Wage |
| 39-202151-2099 | Nonfarm Animal CaretakersAssemblers & Fabricators, All Other | 3,720 4,630 910 24.5%4,210 4,940 730 17.3% | 90 80 17075 95 170 | 8.0511.59 |

1. Where The Jobs Are represents those occupations projected to offer the largest number of employment opportunities for Gulf Coast residents now and in the immediate future.

2. Occupations on this list are those with projected annual average job openings equal to or greater than 170 per year.

3. Other occupations not meeting the above criteria have also been included based on the best regional labor market intelligence available. Employers can petition to have other occupations added or deleted a

4. Occupations are ranked by total number of annual average job openings.

5. Engineers includes: Chemical, Civil, Computer Hardware, Electrical, Electronic, Industrial, Mechanical, Petroleum and others.

6. Doctors and Dentists includes: Dentists, Family & General Practitioners, Pediatricians, Internists, Surgeons, and others.

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Addressing the Needs of Businesses and Individuals

Since its inception, the Gulf Coast Workforce Board has been committed to building a

demand-driven workforce system. We have consistently demonstrated this commitment through policies and actions that include:

• Defining a demand-driven workforce system, identifying employers as the primary but
 not exclusive customers of the system

• Recognizing the 13-county area as an economically integrated region competing with
 other such regions in the international economy

• Setting strategic performance metrics that measure economic results rather than
 social welfare outcomes for employers and residents

• Creating an Employer Service Committee of the Board to keep attention focused on
 helping employers’ solve their workforce problems, especially their labor shortages in
 high-skill occupations

• Designing the regional workforce delivery system from a labor market perspective by
 recognizing that chronic imbalances in labor markets (i.e., too few or too many
 workers in an industry or occupation) justify some sort of outside intervention

• Creating a separate employer services component as the lead component in the

regional workforce delivery system, one that actively markets and “sells” workforce solutions to employers

• Starting the problem identification/service delivery process for employers and

individuals on the demand side of the labor market equation and offering service that help both compete in the international economy

• Providing basic information and labor market service to all employers but reserving the
 bulk of available resources to help employers with labor shortages in high-skill
 occupations in industries that are likely to contribute the most to the region’s
 economic future

• Using the best available statistical labor market information and local labor market
 intelligence to target these key industries and high-skill occupations for special
 attention

The Board developed overarching strategies that further guide the activities of the system. They include:

 Continually improve the quality of customer service  Provide high-quality labor market information

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 Provide skilled workers for employers in critical industries
 Contribute to high-quality, life-long learning experiences

 Use our resources to move the larger regional workforce system to achieve Board-
 established results

 Find additional revenue to support Board results
 Meet the requirements of our funding sources

 Improve the work environment in organizations in the regional workforce system
 including those funded by the Gulf Coast Workforce Board

Targeting Our Investments

In developing its strategic plan, the Board takes into account the regional economy,

employers’ current and projected human resource needs, and the current and future

workforce. All of this information plays a part in shaping how we target investments to meet the needs of the labor market and its industries, employers and individuals.

The resources the Board controls are small in contrast to those in the larger workforce

system. Our efforts are underwritten by a short list of revenue streams - Child Care

Development Block Grant, Temporary Assistance to Needy Families, Supplemental Nutrition
Assistance Program Employment and Training, Workforce Investment Act, Wagner-Peyser,
and Trade Act Assistance. Leveraging our role as an influencer becomes more critical as the
pool of Board-controlled resources shrinks. For example, the public education system in the
Gulf Coast region includes 79 school districts and 9 community college systems. The Board
must leverage its relationship with the educational systems to ensure all young people receive
an education that prepares them for the world of work, and adults have access to basic and
job-specific educational programs that prepare them for the high-skill, high-wage jobs in our
region.

The Board targets the resources it controls, as well as influences those controlled by its

partners in the regional workforce system, with the strategic plan and a series of four

supporting lists: 1) *The Targeted Industries List*, 2) *The High-Skill, High-Growth Occupations List*, 3) *The High-Skill, High-Growth Occupations Supported by Scholarship List*, and 4) *Where the Jobs Are.* In contrast to the conventional list of demand occupations used in the past to certify eligible vendors and guide education and training investments, these four lists help focus all workforce investments and resulting activities in the region.

The Gulf Coast Workforce Board, through its operating affiliate Workforce Solutions, is
committed to providing basic labor market information and service to all employers and
individuals across the 13-county region. The bulk of the resources available for employer
service, however, are targeted to employers in those industries that are likely to contribute
the most to the region’s economic future. We call this short list of industries the *Gulf Coast*

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*Workforce Board Targeted Industries List*.

The *Targeted Industries List* is simply those industries in which the Board makes major

investments. To build the list of targeted industries, we first looked we first looked at the

2008 through 2018 employment projections data and kept those industries that met specific
criteria for total employment, growth and average earnings for workers. Several industries
“fell out” because growth is not expected to keep pace with other industries. We added back
a few of these industries that will nevertheless remain large and an integral part of the
region’s economy, even if their growth will be relatively slow in the next decade. Simply put,
these industries are too important to the region’s economic well-being to not focus on their
needs.

While employers in the targeted industries are likely to have needs spanning the entire

spectrum of occupations that make up their workforces, those with chronic labor shortages in high-skill occupations have top priority for service financed by Workforce Solutions or one of its partners in the regional workforce system. We believe helping these employers solve their workforce problems will benefit employers and residents of the region alike, and ultimately yield the best return on the taxpayer’s investment.

The *High-Skill, High-Growth Occupations List* is the equivalent to the Commission’s target

occupations list, and represents the “good jobs” in the region. To build this list, we looked at
earnings, the number of jobs expected to be available, the number that are new jobs, and
what employers are posting ads for. We looked at educational requirements as a proxy for
skill level, and chose higher-skill occupations, i.e. those requiring at least a post-secondary
credential or significant work experience. We also considered what businesses are saying
they need. For example, the petro-chemical plants need more process operators, regardless
of what projections and other statistics show. Counselors in our offices use this list when

talking to customers - “Here are the good jobs; now let me help you figure out how to get

one.” We also use the list in working with the public education system. For example, the

Board is helping align academic and career/technology courses to the High-Skill, High-Growth Occupations, and then to the 16 education career clusters. The Board has developed career cluster maps - career planning tools - for school teachers, counselors and administrators to use when helping students choose courses that prepare them for good jobs.

The *High-Skill, High-Growth Occupations Supported by Scholarship List* is the equivalent of the
Commission’s target occupations for which the Board will dedicate Workforce Investment Act
training resources. The Board uses this list as a guide when helping customers pay for school,
regardless of the funding stream underwriting the financial aid. It is a subset of the *High-Skill,
High-Growth Occupations List*. To make the list, occupations must be “labor short”. There
must a shortfall between the demand for labor and the supply. In other words, looking at

both the labor pool and the pipeline of workers in development (those in the education and
training system), there will not be enough people, with the requisite skills, to meet the needs
of employers in our region. This causes an imbalance in the labor market. If the imbalance

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can be helped by making investments in individuals’ education, we added the occupation to
the scholarship list. (In a few cases, such as the training of fire fighters, staff research has
indicated that individual scholarships do not help address the shortage, but investments in
groups or classes of individuals made in conjunction with employer groups may. In these
cases, the information is passed to the Employer Service division as a possible customized
training opportunity.) The process used in developing the scholarship list supports a key
strategy - growing more workers with the knowledge and skills employers need and want.

Lastly, the *Where the Jobs Are List* is more of a consumer tool used by people looking for

work. It is primarily a list of occupations that are expected to provide at least 170 openings every year without regard to earnings potential and skill level. The list is rank-ordered by annual job openings.

Each of the lists is initially derived from the best statistical labor market information available.
They are subsequently tempered by the latest regional labor market intelligence (information
not reflected in the statistical information) to produce final lists which are subsequently
adopted by the Board. This “tempering” process serves as an important validation step,
involving small to large local employers, and is conducted in several forums - Workforce
Board meetings, the Board Employer Service Committee meetings, and the Board’s Industry
Steering Committees.

Strategies for Today’s Market

Employers and residents in the Gulf Coast region are fortunate, relatively speaking, because
the local economy has weathered the current economic storm much better than many areas
in Texas, and most of the United States. Nonetheless, we have felt the pinch. Here are some
things the Gulf Coast Workforce Board is doing to help mitigate the effects of the economic
downturn.

Building Stronger Community Partnerships

The Gulf Coast region is big and a good deal of money flows into the region supporting a solid foundation of resources and services. There are 79 school districts, 9 community colleges and several well-known universities in the region that, combined, have budgets of more than $12 billion. Our community colleges provide a significant number of workforce training programs, and continue to be awarded Skills Development Fund contracts.

The region has a substantial adult literacy community. It is home to one of eight regional
centers for the GREAT (Getting Results Educating Adults in Texas) project. The Center
coordinates professional development opportunities for adult education and family literacy
providers, and provides a forum for collaboration between adult education providers, the
Workforce Board, Texas LEARNS and other partners. There are several adult education co-ops

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that provide ESL, GED and other adult education opportunities for residents (Harris County Department of Education, Lone-Star College, College of the Mainland, Houston Community College, Region 4 and Region 6 Service Centers, Beaumont ISD, Wharton County Junior College). The Texas LEARNS initiative, providing non-discretionary grant management
functions, and program assistance to Texas adult education and family literacy providers, is operated by the Harris County Department of Education. There are many other adult
education providers that work with, and through the co-ops.

The Board’s strategy is to become better connected to other stakeholders in the region.

Better connections mean stronger partnerships, and stronger partnerships help all parties to
“divide and conquer”. For the Workforce Board, this means its funds will go farther, and
move the system closer to achieving its goals. The Board can concentrate on providing service
in its market niche.

Support for Key Industries

A fundamental strategy that undergirds all the Board’s efforts - almost too obvious to state -
is to support the region’s key or Targeted Industries. We only make significant investments in
key industries. The Board employs full time staff as liaisons to the healthcare, energy and
industrial crafts/construction industries. They are involved in building industry partnerships,
although many already exist, and help to ensure the Board is represented in and provides
expertise to economic development and industry-led initiatives. Industry liaisons’ work
focuses on short-term worker shortages, and longer-term efforts to develop a stable
workforce.

Some of the most recent successes are coming out of the Board’s connections to schools,

particularly the public education system. Many of the region’s school districts are asking

Career and Technology to lead the way under Achieve Texas. We are helping districts develop
education and career planning tools that align academic and career/technology courses with
the Board’s High-Skill, High-Growth Occupations and the 16 Federal Career Clusters. Through
efforts, such as this, we hope to guide students into careers with our Targeted Industries.
Other education-related projects and industry-specific projects are discussed in Appendix 1.

Support for Target Occupations

Perhaps the most critical step in supporting the Board’s *High-Skill, High-Growth Occupations* is
through the targeting process itself. The right occupations need to be on the list, those for
which there is a shortage of workers, and that is accomplished through a thorough targeting
process.

The Board continues to build a robust network of approved vendors and educational

programs. We have developed clear policies and procedures for Workforce Solutions staff to

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use when awarding scholarships to help customers pay for school that prepares them for a
career in an occupation we support through scholarships. Through this vendor network, we
can award scholarships to customers, who might not otherwise be able to go to school,
prepare them for meaningful careers in occupations that are in high-demand in the region’s
key industries.

Getting People Back to Work

Several years ago, the Board developed a Placement Team that consists of 12 employment
counselors working out of a central location. Daily, the team pulls an Unemployment
Insurance claimant list, and contacts new claimants. Working by phone and email, the team
helps customers clean up WorkInTexas.com applications, develop good resumes and find solid
job leads.

Staff contacts all customers in the Rapid Reemployment Service database (profiled pool) by

sending letters of introduction asking them to contact Workforce Solutions by phone, email or
in person.

The Board has on staff an outplacement specialist who is often a first responder working with employers to assess needs, and coordinate service for affected workers. Workforce Solutions usually provides job search workshops with modules on resume preparation, interviewing and using WorkInTexas.com.

We recently developed a regional facilitator team that provides Workforce Solutions seminars
and workshops at community locations such as public libraries. More than 400 people have
attended regional workshops on resume preparation, interviewing and jobs search
techniques.

Good employment counselors help customers identify knowledge and skills that can be

applied to different jobs and similar jobs in different industries. Several years ago as part of
an effort to improve the quality of referrals for employers, the Board asked its training
contractor, Learning Designs, Inc. (LDI), to develop and deliver training that teaches
employment counselors to move beyond computer-generated matches from
WorkInTexas.com to analyzing those matches to pick the best people possible for each job. In
the course, staff are taught how to help customers identify their transferable skills, develop
resumes and complete job applications highlighting those skills, and look for jobs that demand
those skills. The analytical skills developed through this process can be applied to helping
customers identify their unique, marketable, and transferable skills. We now provide at least
one class a month of *Working with Job Ready Customers* that trains staff in precisely this
function - helping customers find good jobs that match their skills.

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The Board also asked LDI to develop and deliver a series of industry-specific training courses for staff. The training talks about the industry, jobs, skill sets, and transferable skills. There is a basic labor market intelligence course that provides staff with a foundational knowledge of the labor market and resources to learn more about it. There are industry-specific courses for health services, oil and gas, educational services, and industrial crafts.

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Section II - Operational Template

Part 1 Service for Target Populations

How the Board will ensure continuous
improvement of eligible providers of services
and ensure that providers meet employment
needs of local employers and participants.

The Gulf Coast Workforce Board’s strategic plan is used to guide improvement efforts of eligible providers of services and ensuring that providers meet employment needs of local employers and participants.

Meeting the needs of local employers:

Two key performance metrics are employer market share and employer customer loyalty which measures are intended on gauging our success at increasing employer use and

satisfaction with our service. The Board sets annual and long-range targets, regularly

reviews performance, and adjusts operating strategies as needed. The Board offers these metrics and performance as evidence of the effectiveness of strategies it has

implemented to improve services to employers.

Employer Loyalty - Last year’s performance indicated 54.5% of our customers value our services and returned for additional services. Our current annual target is 55%.

Market Share - From 2002 to 2008, the
percentage of employers in the region who
used Workforce Solutions doubled, from

7.3% to 14.5%. We plan to continue
increasing market share to 25% by 2018.

Meeting the needs of participants:

Two key performance metrics are customers employed after exiting from services and

higher earnings gains.

Customers Employed - Last year’s

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|  |  |
| --- | --- |
|  | performance indicated 66.8% of ourcustomers were employed in the quarterafter exiting from services. Our currentannual target is 79%.Higher Real Incomes - Last year’sperformance indicated 25.5% of customerswho exited had earnings gains of at least20%. Our current annual target is 41%. |
| Description/assessment of type andavailability of adult and dislocated workertraining activities. | Eligible adult and dislocated workers mayreceive three levels of service: Basic servicesfor individuals needing help with their jobsearch, e.g., job search assistance, labormarket information, access to computers,instruction on résumé writing, financialplanning, stress management and referrals tojobs.An expanded level of services for individualsdeemed in need of additional assistance inorder to become employed, e.g.,comprehensive and specialized assessment ofskill levels.Financial aid - scholarships for education andoccupational skills training for individualsdeemed in need of training in order tobecome employed or retain employment andfor education and work support such as childcare, transportation, and work-relatedexpenses when needed by the individual towork or participate in education or training. |
| How the Board will coordinate workforceinvestment activities with Rapid Responseactivities, as appropriate. | Our Rapid Response team works withemployers that are faced with workforcechallenges that include reducing theirworkforce. Once layoffs are announced theRapid Response team begins working withthe employer to bring outplacement servicesonsite and provide them with immediateresponse to the needs of each employee.These services include information on whereand how to look for work, training and filingunemployment insurance claims. We provide |

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|  |  |
| --- | --- |
|  | the workers with tools like labor marketinformation, job listings, career explorationand planning. Additionally, we provideinformation on how to get registered forwork in Texas and work with them until theyare employed. |
| Description/assessment of the type andavailability of youth activities, includingsuccessful providers. | The Board provides year-round employmentand training services for economicallydisadvantaged youth (ages 14-21). Eligiblecustomers receive an objective assessment,including a review of academic andoccupational skill levels and service needs; anindividual service strategy with an age-appropriate career goal with steps to help thecustomer stay in school, return to school orgo to work. Individuals may receive referralsto education and training to prepare them forpostsecondary educational opportunitiesand/or to prepare them for jobs. The Boardalso provides schools with informationalguides to show linkages between academicand occupational learning. |
| List the current and projected employmentopportunities in the workforce area for theoccupations targeted for training usingAttachment 3, the Targeted Industries andOccupations Template. | See pages 43 and 44. |
| Outreach efforts to Migrant Seasonal FarmWorkers, if applicable. | Not applicable |
| Services provided for Trade AdjustmentAssistance, if applicable. | We provide TAA assistance to workers wholost their jobs due to foreign imports orcompetition. These workers can receive selfdirected job search to help them gain skillswhile looking for employment. They mayreceive job search allowance to pay for travelexpenses for job interviews outside the localarea. The training benefit can be used for anew occupation of their choice. Additionallythey may receive trade readjustmentallowances to help with their finances whilethey are in full-time training. Thereemployment trade adjustment assistancesupplements the wages of adults 50 years old |

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who are working full-time but earning less
than before. The TAA workers also receive
the benefit of the Health Coverage Tax Credit
that pays partial premiums for health
insurance.

How the Board will work with the local Senior Community Services Employment Programs (SCSEP), if applicable.

The Board will participate as a host agency providing a work site for eligible SCSEP

customers whenever possible. Workforce
Solutions offices will provide work experience
opportunities including job-specific training
to SCSEP customers placed at a host office of
Workforce Solutions. (SCSEP contract staff
work directly with Workforce Solutions office
managers to establish work site agreements
and job duties.)

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Part 2 Customer Service

How Business Services Units will
effectively coordinate multiple

programs and provide quality customer service.

The Boards Employer Services Division provides service to employers. We believe that helping employers find skilled workers results in the

region’s economic development and benefits
individual workers. We helped more than 22,000
Gulf Coast employers identify qualified candidates
for job openings last year. Business Service
Representatives visit employers to offer services
and learn firsthand a business’s specific need. They
offer the full system resources to help businesses
by:

• Recruiting, screening, referring and testing
 applicants for jobs

• Providing information about state and
 federal labor laws

• Providing economic and labor market
 information including occupation-specific

wage and salary data

• Outplacement services for employees who
 have been laid off due to a plant closure,

downsizing or a reduction-in-force

• Subsidizing a portion of a qualified

employee’s wage for a short time while the employer provides on the job training.

Employers can use the Workforce Solutions
website to list jobs with WorkInTexas.com, find labor market information, and access information about employment laws.

The Board’s Employer Service Division provides
staff to committees with members from the same
industry willing to work together to address the
industry’s immediate and long-term workforce
needs.

• These industry committees help the
 Workforce Board by adding real time advice

to statistical data about the workforce

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|  |  |
| --- | --- |
|  | needs of companies in the industry.• These committee recommendations allowthe Board to direct our resources to trainpeople for the jobs in demand now andlaterEmployer Service Division staff also work with thecommittees to identify outside resources to meetthe needs identified by the industry committee. |
| How Boards will support and promotestate operated programs (SkillsDevelopment Fund, Skills for SmallBusiness, Self-Sufficiency Fund, WorkOpportunity Tax Credit, Apprenticeship,other contracts). | The Board promotes the Skills Development Fund,Skills for Small Business and Self-Sufficiency Fundsand the Work Opportunity Tax Credit to areabusiness as part of the marketing kit used by theBoards’ sales force - Business ServiceRepresentatives. In addition - we provide jobseeking customers with information about theWork Opportunity Tax Credit to share withprospective employers during job interviews. |
| How the board will use technology (i.e.mobile units, job search aggregators,social media) to provide services toemployers and job seekers. | Job seekers - the Gulf Coast Workforce Board’sdelivery of services to job seekers is continuallyevolving and growing with many services availablevia the internet. We offer many services In additionto the basic ability of registering and performingjob searches online. We offer customers virtualinterviews through several branch offices so theycan access a full range of service without a fullcontingent of staff on site. Customers usewebcams and email to talk to employmentcounselors, get advice on resumes andinterviewing, and job leads. A large amount oflabor market information and career information isavailable on our website. Blogforce[(http://blogforce.wrksolutions.com/)](http://blogforce.wrksolutions.com/) providescustomers with timely, helpful, and usuallyhumorous, advice on getting and keeping jobs, andcareer planning. Bloggers are Workforce Solutionsoffice and Board staff. Every month, we send anemail blast to educators highlighting the *Focus On*profiles[(http://www.wrksolutions.com/jobs/focuson.html)](http://www.wrksolutions.com/jobs/focuson.html),a series of products for those interested ininformation specific to career opportunities in*Target Industries* and *High-Skill, High-Growth* |

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*Occupations* in the region including the education and salary expectations for specific jobs.

Employers - the Gulf Coast Workforce Board’s

delivery of services to employers is continually

evolving and growing with many services available
via the internet. Not only are employers able to
place job postings online but our website provides
a large amount of information such as current
labor market trends, occupational wages, industry-
specific employment data.

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|  |
| --- |
| Target Occupations ListUse this template to identify the Board’s target occupations, the 20 to 30 occupations that are most in demand and most critical to the Board’s target industries, and for which the Board will dedicate WIA training resources. The Board's target occupations must include, but need not be limited to, occupations related to the Governor’s industry clusters. |
| Board Name: | Gulf Coast | DateSubmitted/Updated:1 |  | Occupational Demand: Basis for Selection5 |
| 2TARGET OCCUPATION | Lay Occupation3 | NAICS Industry Code (4 digit)4 | Current Positions | Current Openings(Help Wanted Ads 2ndQtr 2012) | Vacancy Rate | Projectedpositions in 10years (JobGrowth) | JobGrowthRate | Are there currentlyEligible TrainingProviders (ETPs) inworkforce area?6 | How manyindividuals will ETPstrain/certify to fillcurrent openings? | Salary Range | Required Education | Experience | Additional Rationale, Local Wisdom, Comments7 |
| SOC / Onet Code | Target Occupation Job Title | Low | High | Does Related Work ExperienceApply? | Is On-the-Job Trainingor ApprenticeshipAvailable? |
| 13-201149-3023 | Accountants and AuditorsAuttomotive Service Techs |  | 2111 Oil and Gas Extractionna | 26,03013,210 | 7,1731,982 | 0.280.15 | 6,8801,830 | 26.4%13.90% | YesYes | 8898 | $44,373$20,729 | $88,850$46,145 | Bachelor's DegreeHS or Equivalent with Post Secondary Vocational Training |  | Yes | Wanted Analytics data shows that the occupation is one of the top five listed ads.Employer associatons report demand outpaces supply. Wanted Analytics data reflecthigh demand for the occupation with the number of ads increasing at an acceleratedrate in 2012. |
| 51-8091 | Chemical Plant/System Operators |  | 3241 Petroleum & Coal Products Mfg | 6,410 | 47 | 0.01 | 6,340 | -1.10% | Yes | 53 | $53,786 | $73,302 | Associate's Degree |  | Yes | Chemical and petroleum manufacturers active in voluntary industry workgroupsindicate supply is not able to keep up with demand. Industry requirements for thisoccupation are being increased making it more difficult to fill the openings. Industryrepresentatives indicate a high number approching retirement. |
| 15-1031 | Comp Software Eng., Applications |  | 5415 Computer Systems Design and Rel Svcs | 8,580 | 2,673 | 0.31 | 10,950 | 27.60% | Yes | 12 | $60,436 | $108,868 | Bachelor's Degree |  |  | Wanted Analytics data shows that the occupation is one of the top twenty listed ads. |
| 15-1032 | Comp Software Eng., Systems |  | 5415 Computer Systems Design and Rel Svcs | 8,360 | 423 | 0.05 | 10,250 | 22.60% | Yes | 233 | $62,213 | $111,835 | Bachelor's Degree |  |  | Wanted Analytics indicates 399 online job ads posted in a 120 day period and anaverage monthly ad volum above 140 throughout 2012 year to date. |
| 15-1051 | Computer Systems Analysts |  | 5415 Computer Systems Design and Rel Svcs | 11,420 | 7,167 | 0.63 | 13,580 | 18.90% | Yes | 88 | $54,277 | $108,604 | Bachelor's Degree |  |  | Wanted Analytics data shos that this is the second most commonly posted want ad. |
| 51-4011 | Computer-Controlled Mach Tool Op. |  | 3331 Ag., Const, and Mining Mach Mfg | 3,030 | 386 | 0.13 | 3,690 | 21.80% | Yes |  | $24,011 | $44,858 | HS or Equivalent with Post Secondary Vocational Training |  | Yes | Employers have indicated to our industry liaison supply is not able to keep up withdemand. As the nation continues to strive for energy independence demand isexpected to be strong. |
| 17-3019 | Drafters, All Other | Pipe Drafters | 3241 Petroleum & Coal Products Mfg | 400 | 3 | 0.01 | 420 | 5.00% | Yes | 35 | $32,696 | $69,842 | Associate's Degree |  |  | Employers have reported inadequate supply in the area of pipe drafting to meet theneeds of our region's large chemical and petrochemical manufacturing industry. |
| 49-9051 | Elec Power-Line Instal/Repair |  | 2371 Utility System Construction | 3,320 | 21 | 0.01 | 4,140 | 24.70% | Yes | 2 | $34,594 | $59,496 | HS or Equivalent with Post Secondary Vocational Training |  | Yes | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 17-3023 | Electrical and Electronic Engineering Tech | Instrumentation Technicians | 3241 Petroleum & Coal Products Mfg | 4,040 | 546 | 0.14 | 4,220 | 4.50% | Yes | 38 | $40,644 | $73,758 | Associate's Degree |  | Yes | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 17-3012 | Electrical and Electronics Drafters |  | 2382 Building Equipment Contractors | 1,140 | 73 | 0.06 | 1,230 | 7.90% | Yes | 2 | $39,657 | $75,103 | Postsecondary Vocational Training |  |  | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 47-2111 | Electricians |  | 2382 Building Equipment Contractors | 14,240 | 837 | 0.06 | 16,400 | 15.20% | Yes | 159 | $30,422 | $54,511 | HS or Equivalent |  | Yes | Employers have indicated that supply is unable to keep up with demand in theconstruction industry as well as chemical and petroleum manufacturing industry.Wanted Analytics indicates the shortage is increasing as recovery continues byincreased job postings. |
| 17-2081 | Environmental Engineers |  | 5416 Management, Scientific, & Tech Cons | 820 | 954 | 1.16 | 990 | 20.70% | Yes | 3 | $71,894 | $156,539 | Bachelor's Degree |  |  | Employers have reported to our industry liaison a shortage of workers to meet theneeds of chemical and petroleum plants. |
| 19-2042 | Geoscientists |  | 2111 Oil and Gas Extraction | 4,500 | 1,143 | 0.25 | 5,780 | 28.40% | Yes |  | $78,912 | $177,280 | Bachelor's Degree |  |  | Employers have reported to our industry liaison a shortage of workers to meet theneeds in the oil and gas extraction industry. |
| 33-2011 | Fire Fighters |  | 3241 Petroleum & Coal Products Mfg | 4,530 | 10 | 0.00 | 5,790 | 27.80% | Yes | 12 | $29,311 | $47,418 | Postsecondary Vocational Training |  |  | On-going shortage of new recruits and trained firefighters. Employers in the area ofchemical and petroleum manufacturing plants report a shortage of workers. |
| 19-4041 | Geological and Petroleum Technicians |  | 2111 Oil and Gas Extraction | 2,820 | 153 | 0.05 | 3,560 | 26.20% | Yes | 5 | $31,162 | $69,130 | Associate's Degree |  |  | Employers have reported to our industry liaison a shortage of workers to meet theneeds in the oil and gas extraction industry. |
| 49-9021 | Heating, A/C, and Refrig. Mechanics |  | 2382 Building Equipment Contractors | 6,700 | 893 | 0.13 | 8,980 | 34.00% | Yes | 93 | $30,303 | $48,492 | Postsecondary Vocational Training |  | Yes | Employers have indicated to our industry liaison supply is not able to keep up withdemand. |
| 49-9041 | Industrial Machinery Mechanics |  | 2111 Oil and Gas Extraction | 11,330 | 498 | 0.04 | 13,820 | 22.00% | Yes | 2 | $34,004 | $60,737 | Postsecondary Vocational Training |  | Yes | Employers in the oil and gas extraction industry indicate they are unable to fill jobopenings. |
| 29-2061 | Licensed Practical/Voc Nurse |  | 6221 General Medical & Surgical Hospitals | 13,570 | 1,362 | 0.10 | 17,660 | 30.10% | Yes | 323 | $36,036 | $49,971 | Postsecondary Vocational Training |  |  | According to the Work Environment Workgroup and he Gulf Coast Health ServicesSteering Committee the supply of candidates is not able to keep up with demand fromthe industry. |
| 51-4041 | Machinists |  | 3331 Ag., Const, and Mining Mach Mfg | 13,350 | 1,778 | 0.13 | 13,540 | 1.40% | Yes | 60 | $27,752 | $46,892 | Postsecondary Vocational Training |  | Yes | Employers have indicated to our industry liaison supply is not able to keep up withdemand. As the nation continues to strive for energy independence demand isexpected to be strong. |
| 17-3013 | Mechanical Drafters |  | 3331 Ag., Const, and Mining Mach Mfg | 2,820 | 398 | 0.14 | 2,990 | 6.00% | Yes | 20 | $34,452 | $69,477 | Postsecondary Vocational Training |  |  | Employers have indicated to our industry liaison supply is not able to keep up withdemand. As the nation continues to strive for energy independence demand isexpected to be strong. |
| 29-2011 | Medical/Clinical Lab Technologist |  | 6221 General Medical & Surgical Hospitals | 3,030 | 420 | 0.14 | 3,730 | 23.10% | Yes | 16 | $41,959 | $63,387 | Bachelor's Degree |  |  | The H1B Visa Report of top occupations filled by foreign professionals includedmedical and clinical laboratory technologies. Houston has the second highest numberof all H1B visas |
| 25-2022 | Middle School Teachers | Math and Science Teachers | 6111 Elementary & Secondary Schools | 18,240 | 107 | 0.01 | 27,150 | 48.80% | Yes | 5 | $43,096 | $58,943 | Bachelor's Degree |  |  | Teachers in the critical needs areas of Science and Math lead the shortage for certifiedteachers for middle grades. Currently, 14 local districts representing the bulk of theregion's student population serve on the foluntary industry workgroup and all reportshartages in these areas. |
| 17-2151 | Mining and Geological Engineers |  | 2111 Oil and Gas Extraction | 330 | 18 | 0.05 | 430 | 30.30% | Yes | 1 | $58,371 | $175,475 | Bachelor's Degree |  |  | Employers have indicated to our industry liaison supply is not able to keep up withdemand. As the nation continues to strive for energy independence demand isexpected to be strong. |
| 15-1071 | Network/Computer Systems Admin |  | 5415 Computer Systems Design and Rel Svcs | 7,170 | 3,408 | 0.48 | 8,760 | 22.20% | Yes | 158 | $47,249 | $88,481 | Bachelor's Degree |  |  | HWOL data indicates this as an occupation in high demand. The occupation is in thetop 25 jobs requested. |
| 25-1072 | Nursing Instructors and Teachers, Postsecondary | 6221 General Medical & Surgical Hospitals | 1,130 | 46 | 0.04 | 1,410 | 24.80% | Yes | 6 | $41,705 | $85,269 | Doctoral or Professional Degree |  |  | As of Sept 30 2011 there were 149.5 FTE vacancies for postsecondary nurses faculty inTexas according to the Texas Center for Nursing Workforce Studies. Both educatorsand industry representavtives have identified the shortage of nursing instructors is aprimary barrier to meeting industry demand. |
| 17-2171 | Petroleum Engineers |  | 2111 Oil and Gas Extraction | 6,400 | 2,386 | 0.37 | 9,870 | 54.20% | Yes | 30 | $86,773 | $174,983 | Bachelor's Degree |  |  | Employers have indicated to our industry liaison supply is not able to keep up withdemand. As the nation continues to strive for energy independence demand isexpected to be strong. |
| 51-8093 | Petroleum Pump System/Refine Op |  | 3241 Petroleum & Coal Products Mfg | 7,840 | 17 | 0.00 | 9,000 | 14.80% | Yes | 7 | $43,519 | $70,742 | Postsecondary Vocational Training |  | Yes | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 47-2152 | Plumbers, Pipefitters, Steamfitters |  | 2362 Nonresidential Building Construction | 10,530 | 572 | 0.05 | 12,340 | 17.20% | Yes | 6 | $34,176 | $56,322 | HS or Equivalent |  | Yes | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 29-203429-2071 | Radiologic Technologists/Techniciansmedical Records and Health Information Technicians | 6221 General Medical & Surgical Hospitals6221 General Medical & Surgical Hospitals | 3,5503,200 | 641681 | 0.180.21 | 4,6104,130 | 29.90%29.10% | YesYes | 65182 | $39,205$24,806 | $63,286$46,357 | Associate's DegreeAssociate's Degree |  |  | The Texas Health Information Workforce Project at Texas State University, fundedthrough a Wagner-Peyser grant and supported by TWC, estimated an additional 10,000HIT workers will be need in Texa by 2013. |
| 29-1122 | Occupational Therapists |  | 6221 General Medical & Surgical Hospitals | 1,770 | 1,635 | 0.92 | 2,430 | 37.30% | Yes | 7 | $56,998 | $86,569 | Master's Degree |  |  | The H1B Visa Report of top occupations filled by foreign professionals includedoccupational therapists. Houston has the second highest number of all H1B visasgranted to foreign professionals of all types. |
| 29-1123 | Physical Therapists |  | 6221 General Medical & Surgical Hospitals | 2,760 | 2,044 | 0.74 | 3,770 | 36.60% | Yes | 3 | $63,459 | $93,867 | Master's Degree |  |  | The H1B Visa Report of top occupations filled by foreign professionals includedphysical therapists. Houston has the second highest number of all H1B visas |
| 29-1111 | Registered Nurses |  | 6221 General Medical & Surgical Hospitals | 39,510 | 13,864 | 0.35 | 53,500 | 35.40% | Yes | 318 | $56,639 | $82,521 | Associate's Degree |  |  | The Texas Center for Nursing Workforce Studies prjects that by 2020, Texas will beshort 71,000 FTE's of needed nurses. |
| 29-112625-2031 | Respiratory TherapistsSecondary School Teachers | Math and Science Teachers | 6221 General Medical & Surgical Hospitals6111 Elementary & Secondary Schools | 2,20023,780 | 243445 | 0.110.02 | 3,01033,360 | 36.80%40.30% | YesYes | 38 | $48,103$45,170 | $59,379$61,387 | Associate's DegreeBachelor's Degree |  |  | Teachers in the critical needs areas of Science and Math lead the shortage for certifiedteachers. Currently, 14 local districts representing the bulk of the region's studentpopulation serve on the foluntary industry workgroup and all report shartages in theseareas. |
| 47-5013 | Service Unit Operator |  | 2111 Oil and Gas Extraction | 7,290 | 113 | 0.02 | 8,490 | 16.50% |  | 1 | $30,944 | $49,399 | HS or Equivalent |  |  | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 29-1127 | Speech-Language Pathologists |  | 6221 General Medical & Surgical Hospitals | 2,540 | 1,702 | 0.67 | 3,480 | 37.00% | Yes | 1 | $50,484 | $78,734 | Master's Degree |  |  | Health industry representatives have indicated to our industry liaison that supply hasnot been able to keep up with demand . |
| 51-4121Notes | Welders/Cutters/Solderers/Brazers |  | 2362 Nonresidential Building Construction | 19,060 | 1,334 | 0.07 | 21,010 | 10.20% | Yes | 575 | $28,644 | $46,199 | Postsecondary Vocational Training | Less than 1 year |  | Chemical and petroleum manufacturing companies have reported through ourvoluntary industry workgroups that supply is not keeping up with demand.. |
| 1. As leading industries, occupations, and employer training needs change, Boards must update their Target Industries List and Target Occupations List and e-mail the updated lists to Board.Plans@twc.state.tx.us.2. 20 to 30 target occupations are recommended; no more than 40 permitted. Occupations must correspond to a six-digit SOC code. Target occupations do not need to be listed in any rank order. |  |  |  |  |  |  |  |  |  |  |  |  |
| 3. If applicable. Local planning efforts may identify occupations using lay concepts and labels. These can be used, but they must be best-fitted into an appropriate SOC-coded occupation.For tools to assist in matching lay occupations to SOC-coded occupations, see [http://socrates.cdr.state.tx.us/iSocrates/occprofiles/profile\_select.asp](http://socrates.cdr.state.tx.us/isocrates/occprofiles/profile_select.asp/) and [http://autocoder.lmci.state.tx.us:8080/jc/onetmatch.](http://autocoder.lmci.state.tx.us:8080/jc/onetmatch./) |  |  |  |  |  |  |  |  |  |  |  |  |
| 4. The Board target industry to which the occupation pertains (must also be included on the Board's Target Industries List).5. Key types of labor market indicators are available in LMCI tools for use in evaluating and ranking the relative importance of occupations. Boards must fully explore these in their analyses, so they can identify what criteria they will use in selecting target occupations: |  |  |  |  |  |  |  |  |  |  |  |
| - Current Positions Available- Current Openings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - Projected Positions in ten years- Annual Salary Range |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - Availability and Capacity of Eligible Training Providers- Preferred educational and experience levels |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6. Boards must review Eligible Training Provider (ETP) availability for target occupations; if there is no ETP available for an occupation, this does not prevent it from being on the Target Occupations List, but it is an indication that the Board needs to develop ETP availability for that occupation in its workforce area.7. This space is to identify any additional indicators used in targeting the occupation, if applicable, and must include information on local wisdom that further supports or validates the importance of the target occupation in the workforce area. |  |  |  |  |  |  |  |
| This may include, but need not be limited to, information gained from surveys of employers; local or regional labor market or occupational studies; or other information gained from industry, economic development, or professional/occupational organization partners. |  |  |  |  |  |  |  |

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Target Occupations List

Use this template to identify the Board’s target occupations, the 20 to 30 occupations that are most in demand and most critical to the Board’s target industries, and for which the Board will dedicate WIA training resources. The Board's target occupations must include, but need not be limited to, occupations related to the Governor’s industry clusters.
 Date

Board Name: Gulf Coast Submitted/Updated:1 Occupational Demand: Basis for Selection5

TARGET OCCUPATION2

Lay Occupation3SOC / Onet Code Target Occupation Job Title

NAICS Industry Code (4 digit)4 Current Positions Current Openings Vacancy Rate

Projected

positions in 10
 years (Job

Growth)

Job

Growth

Rate

Are there currently How many

Eligible Training individuals will ETPs

Providers (ETPs) in train/certify to fill

workforce area?6 current openings?

Salary Range

Required Education
Low High

Experience

Does Related Work Experience
 Apply?

Is On-the-Job Training Additional Rationale, Local Wisdom, Comments7

or Apprenticeship
 Available?

13-2011 Accountants and Auditors 2111 Oil and Gas Extraction 26,030 116 WA na 6,880 26.4% Yes $65,850 $80,500 Bachelor's Degree Wanted Analytics data shows that the occupation is one of the top five listed ads.

Employer associatons report demand outpaces supply. Wanted Analytics data reflect

high demand for the occupation with the number of ads increasing at an accelerated

49-3023 Auttomotive Service Techs na 13,210 73 WA na 1,830 13.90% Yes $34,400 $42,050 HS or Equivalent with Post Secondary Vocational Training rate in 2012.

Chemical and petroleum manufacturers active in voluntary industry workgroups

indicate supply is not able to keep up with demand. Industry requirements for this

occupation are being increased making it more difficult to fill the openings. Industry

51-8091 Chemical Plant/System Operators 3241 Petroleum & Coal Products Mfg 6,410 10 WA na 6,340 -1.10% Yes $59,850 $73,150 Associate's Degree representatives indicate a high number approching retirement.

15-1031 Comp Software Eng., Applications 5415 Computer Systems Design and Rel Svcs 8,580 113 WA na 10,950 27.60% Yes $80,250 $98,100 Bachelor's Degree Wanted Analytics data shows that the occupation is one of the top twenty listed ads.

Wanted Analytics indicates 399 online job ads posted in a 120 day period and an

15-1032 Comp Software Eng., Systems 5415 Computer Systems Design and Rel Svcs 8,360 238 WA na 10,250 22.60% Yes $78,500 $95,950 Bachelor's Degree average monthly ad volum above 140 throughout 2012 year to date.

15-1051 Computer Systems Analysts 5415 Computer Systems Design and Rel Svcs 11,420 173 WA na 13,580 18.90% Yes $70,150 $85,700 Bachelor's Degree Wanted Analytics data shos that this is the second most commonly posted want ad.

Employers have indicated to our industry liaison supply is not able to keep up with
 demand. As the nation continues to strive for energy independence demand is

51-4011 Computer-Controlled Mach Tool Op. 3331 Ag., Const, and Mining Mach Mfg 3,030 128 WA na 3,690 21.80% Yes $42,850 $52,350 HS or Equivalent with Post Secondary Vocational Training expected to be strong.

Employers have reported inadequate supply in the area of pipe drafting to meet the

17-3019 Drafters, All Other Pipe Drafters 3241 Petroleum & Coal Products Mfg 400 11 WA na 420 5.00% Yes $56,350 $68,950 Associate's Degree needs of our region's large chemical and petrochemical manufacturing industry.

Chemical and petroleum manufacturing companies have reported through our

49-9051 Elec Power-Line Instal/Repair 2371 Utility System Construction 3,320 10 WA na 4,140 24.70% Yes $44,100 $53,900 HS or Equivalent with Post Secondary Vocational Training voluntary industry workgroups that supply is not keeping up with demand..

Chemical and petroleum manufacturing companies have reported through our

17-3023 Electrical and Electronic Engineering Tech Instrumentation Technicians 3241 Petroleum & Coal Products Mfg 4,040 128 WA na 4,220 4.50% Yes $42,150 $51,550 Associate's Degree voluntary industry workgroups that supply is not keeping up with demand..

Chemical and petroleum manufacturing companies have reported through our

17-3012 Electrical and Electronics Drafters 2382 Building Equipment Contractors 1,140 48 WA na 1,230 7.90% Yes $78,900 $96,450 Postsecondary Vocational Training voluntary industry workgroups that supply is not keeping up with demand..

Employers have indicated that supply is unable to keep up with demand in the
construction industry as well as chemical and petroleum manufacturing industry.
Wanted Analytics indicates the shortage is increasing as recovery continues by

47-2111 Electricians 2382 Building Equipment Contractors 14,240 158 WA na 16,400 15.20% Yes $44,800 $54,750 HS or Equivalent Long-term on the job training required increased job postings.

Employers have reported to our industry liaison a shortage of workers to meet the

17-2081 Environmental Engineers 5416 Management, Scientific, & Tech Cons 820 677 WA na 990 20.70% Yes $86,250 $105,400 Bachelor's Degree needs of chemical and petroleum plants.

Employers have reported to our industry liaison a shortage of workers to meet the

19-2042 Geoscientists 2111 Oil and Gas Extraction 4,500 54 WA na 5,780 28.40% Yes $73,400 $89,700 Bachelor's Degree needs in the oil and gas extraction industry.

On-going shortage of new recruits and trained firefighters. Employers in the area of

33-2011 Fire Fighters 3241 Petroleum & Coal Products Mfg 4,530 6 WA na 5,790 27.80% Yes $55,800 $68,200 Postsecondary Vocational Training chemical and petroleum manufacturing plants report a shortage of workers.

Employers have reported to our industry liaison a shortage of workers to meet the

19-4041 Geological and Petroleum Technicians 2111 Oil and Gas Extraction 2,820 84 WA na 3,560 26.20% Yes $47,250 $57,750 Associate's Degree needs in the oil and gas extraction industry.

Employers have indicated to our industry liaison supply is not able to keep up with

49-9021 Heating, A/C, and Refrig. Mechanics 2382 Building Equipment Contractors 6,700 33 WA na 8,980 34.00% Yes $38,150 $46,650 Postsecondary Vocational Training demand.

Employers in the oil and gas extraction industry indicate they are unable to fill job

49-9041 Industrial Machinery Mechanics 2111 Oil and Gas Extraction 11,330 14 WA na 13,820 22.00% Yes $36,900 $45,100 Postsecondary Vocational Training openings.

According to the Work Environment Workgroup and he Gulf Coast Health Services
Steering Committee the supply of candidates is not able to keep up with demand from

29-2061 Licensed Practical/Voc Nurse 6221 General Medical & Surgical Hospitals 13,570 414 WA na 17,660 30.10% Yes $49,850 $60,950 Postsecondary Vocational Training the industry.

Employers have indicated to our industry liaison supply is not able to keep up with
 demand. As the nation continues to strive for energy independence demand is

51-4041 Machinists 3331 Ag., Const, and Mining Mach Mfg 13,350 156 WA na 13,540 1.40% Yes $43,150 $52,750 Postsecondary Vocational Training expected to be strong.

Employers have indicated to our industry liaison supply is not able to keep up with
 demand. As the nation continues to strive for energy independence demand is

17-3013 Mechanical Drafters 3331 Ag., Const, and Mining Mach Mfg 2,820 22 WA na 2,990 6.00% Yes $48,150 $58,850 Postsecondary Vocational Training expected to be strong.

The H1B Visa Report of top occupations filled by foreign professionals included

medical and clinical laboratory technologies. Houston has the second highest number

29-2011 Medical/Clinical Lab Technologist 6221 General Medical & Surgical Hospitals 3,030 109 WA na 3,730 23.10% Yes $53,650 $65,550 Bachelor's Degree of all H1B visas

Teachers in the critical needs areas of Science and Math lead the shortage for certified
 teachers for middle grades. Currently, 14 local districts representing the bulk of the region's student population serve on the foluntary industry workgroup and all report

25-2022 Middle School Teachers Math and Science Teachers 6111 Elementary & Secondary Schools 18,240 9 WA na 27,150 48.80% Yes $39,850 $48,650 Bachelor's Degree shartages in these areas.

Employers have indicated to our industry liaison supply is not able to keep up with
 demand. As the nation continues to strive for energy independence demand is

17-2151 Mining and Geological Engineers 2111 Oil and Gas Extraction 330 89 WA na 430 30.30% Yes $83,150 $101,650 Bachelor's Degree expected to be strong.

HWOL data indicates this as an occupation in high demand. The occupation is in the

15-1071 Network/Computer Systems Admin 5415 Computer Systems Design and Rel Svcs 7,170 148 WA na 8,760 22.20% Yes $65,450 $79,950 Bachelor's Degree top 25 jobs requested.

As of Sept 30 2011 there were 149.5 FTE vacancies for postsecondary nurses faculty in
Texas according to the Texas Center for Nursing Workforce Studies. Both educators
and industry representavtives have identified the shortage of nursing instructors is a

25-1072 Nursing Instructors and Teachers, Postsecondary 6221 General Medical & Surgical Hospitals 1,130 89 WA na 1,410 24.80% Yes $53,250 $65,150 Doctoral or Professional Degree primary barrier to meeting industry demand.

Employers have indicated to our industry liaison supply is not able to keep up with
 demand. As the nation continues to strive for energy independence demand is

17-2171 Petroleum Engineers 2111 Oil and Gas Extraction 6,400 520 WA na 9,870 54.20% Yes $99,950 $122,150 Bachelor's Degree expected to be strong.

Chemical and petroleum manufacturing companies have reported through our

51-8093 Petroleum Pump System/Refine Op 3241 Petroleum & Coal Products Mfg 7,840 18 WA na 9,000 14.80% Yes $54,250 $66,250 Postsecondary Vocational Training voluntary industry workgroups that supply is not keeping up with demand..

Chemical and petroleum manufacturing companies have reported through our

47-2152 Plumbers, Pipefitters, Steamfitters 2362 Nonresidential Building Construction 10,530 53 WA na 12,340 17.20% Yes $39,650 $49,350 HS or Equivalent Long-term on the job training required voluntary industry workgroups that supply is not keeping up with demand..

29-2034 Radiologic Technologists/Technicians 6221 General Medical & Surgical Hospitals 3,550 144 WA na 4,610 29.90% Yes $56,600 $69,150 Associate's Degree

The Texas Health Information Workforce Project at Texas State University, funded

through a Wagner-Peyser grant and supported by TWC, estimated an additional 10,000

29-2071 medical Records and Health Information Technicians 6221 General Medical & Surgical Hospitals 3,200 243 WA na 4,130 29.10% Yes $40,050 $48,950 Associate's Degree HIT workers will be need in Texa by 2013.

The H1B Visa Report of top occupations filled by foreign professionals included
occupational therapists. Houston has the second highest number of all H1B visas

29-1122 Occupational Therapists 6221 General Medical & Surgical Hospitals 1,770 348 WA na 2,430 37.30% Yes $65,150 $79,650 Master's Degree granted to foreign professionals of all types.

The H1B Visa Report of top occupations filled by foreign professionals included

29-1123 Physical Therapists 6221 General Medical & Surgical Hospitals 2,760 484 WA na 3,770 36.60% Yes $64,850 $79,250 Master's Degree physical therapists. Houston has the second highest number of all H1B visas

The Texas Center for Nursing Workforce Studies prjects that by 2020, Texas will be

29-1111 Registered Nurses 6221 General Medical & Surgical Hospitals 39,510 1,945 WA na 53,500 35.40% Yes $62,150 $76,000 Associate's Degree short 71,000 FTE's of needed nurses.

29-1126 Respiratory Therapists 6221 General Medical & Surgical Hospitals 2,200 110 WA na 3,010 36.80% Yes $59,150 $72,250 Associate's Degree

Teachers in the critical needs areas of Science and Math lead the shortage for certified
 teachers. Currently, 14 local districts representing the bulk of the region's student population serve on the foluntary industry workgroup and all report shartages in these

25-2031 Secondary School Teachers Math and Science Teachers 6111 Elementary & Secondary Schools 23,780 11 WA na 33,360 40.30% Yes $45,750 $55,850 Bachelor's Degree areas.

Chemical and petroleum manufacturing companies have reported through our

47-5013 Service Unit Operator 2111 Oil and Gas Extraction 7,290 42 WA na 8,490 16.50% $62,100 $75,900 HS or Equivalent Long-term on the job training required voluntary industry workgroups that supply is not keeping up with demand..

Health industry representatives have indicated to our industry liaison that supply has

29-1127 Speech-Language Pathologists 6221 General Medical & Surgical Hospitals 2,540 128 WA na 3,480 37.00% Yes $71,350 $87,200 Master's Degree not been able to keep up with demand .

Chemical and petroleum manufacturing companies have reported through our

51-4121 Welders/Cutters/Solderers/Brazers 2362 Nonresidential Building Construction 19,060 136 WA na 21,010 10.20% Yes $39,200 $47,950 Postsecondary Vocational Training Less than 1 year voluntary industry workgroups that supply is not keeping up with demand..

Notes

1. As leading industries, occupations, and employer training needs change, Boards must update their Target Industries List and Target Occupations List and e-mail the updated lists to Board.Plans@twc.state.tx.us.

2. 20 to 30 target occupations are recommended; no more than 40 permitted. Occupations must correspond to a six-digit SOC code. Target occupations do not need to be listed in any rank order.

3. If applicable. Local planning efforts may identify occupations using lay concepts and labels. These can be used, but they must be best-fitted into an appropriate SOC-coded occupation.

For tools to assist in matching lay occupations to SOC-coded occupations, see [http://socrates.cdr.state.tx.us/iSocrates/occprofiles/profile\_select.asp](http://socrates.cdr.state.tx.us/isocrates/occprofiles/profile_select.asp/) and [http://autocoder.lmci.state.tx.us:8080/jc/onetmatch.](http://autocoder.lmci.state.tx.us:8080/jc/onetmatch./)

4. The Board target industry to which the occupation pertains (must also be included on the Board's Target Industries List).

5. Key types of labor market indicators are available in LMCI tools for use in evaluating and ranking the relative importance of occupations. Boards must fully explore these in their analyses, so they can identify what criteria they will use in selecting target occupations:

- Current Positions Available

- Current Openings

- Projected Positions in ten years

- Annual Salary Range

- Availability and Capacity of Eligible Training Providers

- Preferred educational and experience levels

6. Boards must review Eligible Training Provider (ETP) availability for target occupations; if there is no ETP available for an occupation, this does not prevent it from being on the Target Occupations List, but it is an indication that the Board needs to develop ETP availability for that occupation in its workforce area.

7. This space is to identify any additional indicators used in targeting the occupation, if applicable, and must include information on local wisdom that further supports or validates the importance of the target occupation in the workforce area.

This may include, but need not be limited to, information gained from surveys of employers; local or regional labor market or occupational studies; or other information gained from industry, economic development, or professional/occupational organization partners.
For sample language, see Attachment 1.

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Target Industries List

Use this template to identify the Board's top 10 to 15 target industries and the associated top three to six TWC/LMCI industry sectors. The Board's target industries must include, but need not be limited to, industries related to the governor’s industry clusters.

Board Name: Gulf Coast Date Submitted: 1 Basis for Selection6

Please complete the following information to indicate why a target industry was selected
NAICS Industry Code (4 Projected positions in 10

Additional Rationale, Local Local Industry

digit)

NAICS Industry Name2 Lay Industry3 TWC/LMCI Industry Sector4

Governor's Industry Cluster5 Current Positions Current Openings Vacancy Rate

years

Job Growth Rate

Competitiveness

Wisdom, Comments7

2111 Oil and Gas Extraction Energy, Mining and Related Support Services Energy Core 47,260 na na 12,780 27.00% 2011 LQ 14.33

Core industry in the region. Actual growth

2131 Support Activities for Mining Energy, Mining and Related Support Services Energy Ancillary 43,200 na na 45,770 5.90% 2011 LQ 5.83 rate of 5.9% from 1st qtr 2008 to 1st qtr 2011.

2362 Nonresidential Building Construction Heavy and Specialty Trade Const Advanced Technologies and Manufacturing Support 41,540 na na 49,770 19.80% 2011 LQ 3.1

2371 Utility System Construction Distribution, Transportation & Logistics Energy Core 27,370 na na 34,770 27.00% 2011 LQ 3.15

2382 Building Equipment Contractors Heavy and Specialty Trade Const \* No Assignment \* 43,350 na na 55,080 27.10% na

Core industry in the region. Actual growth
rate of 5.7% from 1st qtr 2008 to 1st qter
2011, an addition of 750 jobs. High wages,

high volume of employees approaching

3241 Petroleum & Coal Products Mfg Petroleum Refining & Chemicals Petroleum Refining and Chemical Products Products Core 13,250 na na 14,000 5.70% 2011 LQ 5.7 retirement.

Core industry in the region. Actual growth

rate of 7.2% from 1st qtr 2008 to 1st qtr 2010,

3331 Ag., Constr., and Mining Mach Mfg Production Support & Industrial Machinery Petroleum Refining and Chemical Products Products Core 30,670 na na 32,890 2,220 2011 LQ 7.88 an addition of 2,220 jobs

5415 Computer Systems Design and Rel Svcs Telecommunications & Information Services Information and Computer Technology Core 24,870 na na 31,600 27.10% 2011 LQ 0.81

5416 Mgmt & Technical Consulting Svcs Business and Financial Services Aerospace and Defense Support 24,310 na na 30,880 27.00% 2011 LQ 1.18

A population growth rate that more than
doubles that of the nation places this
industry in a position to return to a high

growth rate as the economy continues to
 improve. Even with local educational institutions scaling back payrolls over the last year or so teachers in the critical areas of science, math, and bilingual education are in
 short supply. 14 local school districts serving on a voluntary industry workgroup indicate a continued shortage in the area of

6111 Elementary and Secondary Schools Education, Training & Personal Development \* No Assignment \* 183,930 na na 261,490 42.20% na math, science, and bilingual education.

6113 Colleges and Universities Education, Training & Personal Development Biotech and Life Sciences Core with Medical Services 59,270 na na 73,170 23.50% 2011 LQ 0.93

6211 Offices of Physicians Biotechnology, Life Sciences & Medical \* No Assignment \* 41,600 na na 58,640 41.00% na

6221 General Medical and Surgical Hospitals Biotechnology, Life Sciences & Medical Biotech and Life Sciences Core with Medical Services 71,720 na na 91,000 26.90% 2011 LQ 0.75

6223 Other Hospitals Biotechnology, Life Sciences & Medical Biotech and Life Sciences Core with Medical Services 19,700 na na 26,710 35.60% 2011 LQ 4.27

Notes

1. As leading industries, occupations, and employer training needs change, the Board must update its Target Industries List and/or Target Occupations List, as necessary, and e-mail the updated lists to Board.Plans@twc.state.tx.us.

2. 10 to 15 target industries are recommended; no more than 20 permitted. Industries must correspond to a 4-digit NAICS code. Target industries do not need to be listed in any rank order.

3. If applicable. Local planning efforts may identify industries using lay concepts and labels. These can be used, but they must be best-fitted into an appropriate NAICS-coded industry.

For a tool to assist in matching lay industries to NAICS-coded occupations, see [http://www.texasindustryprofiles.com/apps/lae/indsearch.asp.](http://www.texasindustryprofiles.com/apps/lae/indsearch.asp./)

4. Corresponding TWC/LMCI industry sector. See descriptions of the sectors at [http://www.texasindustryprofiles.com/apps/locquot/LQ\_Docs/Industry%20Sector%20Descriptions%20and%20Keywords.doc.](http://www.texasindustryprofiles.com/apps/locquot/lq_docs/industry%20sector%20descriptions%20and%20keywords.doc./)

5. A crosswalk of NAICS 4-digit industries, TWC/LMCI industry sectors, and governor's industry clusters can be found under the *Industry Clusters* dropdown list at [http://www.texasindustryprofiles.com/.](http://www.texasindustryprofiles.com/./)

6. Basis for Selection: Key types of labor market indicators are available in LMCI tools for use in evaluating and ranking the relative importance of industries. Boards must fully explore these in their analyses to determine what criteria to use in selecting target industries and TWC/LMCI sectors:

- Employment (current positions and current openings will produce current vacancy rate)

- Job growth rate (projection made using a recently observed period and/or projections into the future)

- Local industry competitiveness (such as Location Quotient, Export Jobs, or Greatest Likelihood for Potential Job Opportunities in Shift-Share Analysis)

7. This space must be used to identify any additional indicators used in targeting the industry, if applicable, and to describe any additional local information sources or knowledge regarding the importance of target industries in the workforce area.
 This may include, but need not be limited to, information gained from local or regional labor market or industry studies, industry or economic development partners, or employer surveys.

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Part III - Texas Workforce Investment Council

Part 1

Since its inception, the Gulf Coast Workforce Board has been committed to building a demanddriven workforce system with employers as the primary but not exclusive customers of the system. Having designed the regional workforce delivery system from a labor market
perspective, we recognize that chronic imbalances in labor markets are most effectively
addressed when everyone, including special populations is part of the workforce.

With the goal of developing a labor pool equipped with requisite skills and knowledge to meet
employer demand, the Gulf Coast Workforce Board has established strategies to help veterans,
people with disabilities and people with inadequate literacy or language skills enter the
workforce.

Veterans

The Gulf Coast Workforce Board has integrated staff of the Texas Veterans Leadership Program and the Texas Veterans Commission into the Workforce Solutions career offices. This allows veterans efficient and seamless access to employment services, one-on-one job coaching as well as resource and referral services.

To support the efforts of TVC and TVLP staff, we have placed large, stand-up posters in the

front of our offices that ask customers to tell us if they are a veteran and promote the

additional resources offered to vets. In addition, we have a special section on our website

about veteran services - Our service begins when your service ends - found at

[http://wrksolutions.com/jobs/veteranservices.html.](http://wrksolutions.com/jobs/veteranservices.html./) The site includes links to and information
about re-employment rights, veterans’ benefits for school, buying a home, health care and
counseling.

Because of the strong working relationship between Workforce Solutions staff, TVLP staff and TVC staff - and an inherit understanding that we all serve customers together - the Board is able to pursue innovative outside partnerships to benefit veterans in our region. The Microsoft Elevate America Veterans Initiative is one example of this strategy. Courtesy of Microsoft, the Gulf Coast Workforce Board was able to provide free online training, test prep and certification testing to over 700 veterans over the last year.

Literacy and English Language Proficiency

For years, the Board has enjoyed an excellent relationship with the adult education providers in our region. Our offices refer people in need of basic skills, English as a second language, and general equivalency examination (GED) preparation services to nearby providers. The Adult Ed providers refer customers needing work or financial aid to Workforce Solutions.

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We have worked with these partners in applying for grants to provide work-based basic skills, and are looking for additional opportunities to build new models for serving our mutual
customers. In particular, the Board is encouraging Adult Ed providers to build on the recent success of combined curriculum that provides intensive GED preparation, workplace literacy along with occupational skills training.

Customers with Disabilities

To meet the needs of employers, the Gulf Coast Workforce Board provides opportunity for

everyone to be actively involved in the potential labor pool. All career office staff participates in professional development training through the National Workforce Institute and learn to
approach customer service from a strength-based approach. In all our training courses - from using labor market information to conducting interviews, our staff learns to identify customers’ skills and abilities and then match that to available jobs. Within those trainings, staff learns to focus on abilities, not disabilities. They also learn to utilize the Navigator as a consultant on
accommodations and considerations.

We plan to expand the availability of Navigators to support staff understanding and access of other specialized resource areas of our system. The Navigators will continue to serve as a consultant and provide specialized training to enhance our staff’s ability to leverage strengthbased counseling and match customers to good jobs.

Part II

The Gulf Coast Workforce Board is actively dedicated to collaboration that results in improved
service to customers. We are currently working with the United Way of Greater Houston to
leverage the talent and expertise of community-based organizations within the THRIVE network
to deliver quality labor market information to a larger audience. THRIVE supports low-income,
working families in their efforts to attain what every family wants -- a good job with good
wages; safe and affordable housing; success for their children and financial security.

With good jobs as a core element of the THRIVE initiative, the partner agencies are anxious to learn more about the vast resources available through Workforce Solutions. With a stronger knowledge and understanding of resources available in our career offices and at
wrksolutions.com, the partner agencies are confident that they can provide participants with professional advice about local labor markets and employers, on looking for work and applying for jobs, and on education and training needed for good jobs. As a result, partner agencies will be able to help THRIVE participants find a job, keep a job or get a better job.

In effect, the Gulf Coast Workforce Board provides service to more people in more places
without adding staff or driving additional traffic to the career office. Additionally, our
customers will have access to additional services provided by the THRIVE partner agencies.

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We are in the process of creating a pilot project to test this collaboration concept in as many as
three career offices. In this pilot, the Board will provide training for partner agency staff; invite
partner agency staff into our office; and, provide career staff to work at the partner agency site.

The United Way is soliciting proposals from current THRIVE partner agencies to participate in
the pilot. The selected partners will have access to training to effectively utilize Workforce
Solutions resources and information; provide targeted services to customers in our career
offices; and act as a connector between the THRIVE network and Workforce Solutions local
career office staff.

With this pilot, we expect to see stronger relationships between partner agency staff and career office staff that will result in: [a] more effective cross referrals; [b] better service for customers; and [c] more THRIVE participants advancing to new/better jobs.

Part IV - Grants

The Houston-Galveston Area Council is the staff for the Gulf Coast Workforce Board and the entity authorized by the Workforce Board and the chief elected officials to act as the grant recipient in the Gulf Coast Workforce Development Area.

Part V - Public Comment

Public Comment

The Gulf Coast Workforce Board discusses planning and resource allocation through several Board sub-committees and during regularly scheduled Board meetings. All meetings are
published in the Texas Register and comply with the requirements for Open Meetings. Public comments and input are solicited and welcomed at committee and Board meetings. The Board did not conduct any public hearings specifically to talk about this plan.

We posted a public notice at our website, [www.wrksolutions.com](http://www.wrksolutions.com/), providing information about
the plan, soliciting comments on the plan and the planning process. We also posted a public notice at the Houston-Galveston Area Council website. Interested individuals could email or contact Ron Borski for more information or a copy of the planning document.

On Saturday, November 3, 2012 a notice was placed in the Houston Chronicle, the area’s

leading newspaper distributed throughout the Gulf Coast region. The public comment period closed on Monday, December 3, 2012. No comments were received.

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Part VI - Memorandum of Understanding (MOU)

|  |  |
| --- | --- |
| Required Partner Agency or Program | Expiration Date |
| WIA Title I - Adult, Dislocated Worker, and Youth Programs | NA |
| Temporary Assistance for Needy Families Choices | NA |
| Supplemental Nutrition Program Employment and Training | NA |
| Child Care Services | NA |
| Trade Act | NA |
| Wagner-Peyser Employment and Training, as amended by WIA(includes Migrant and Seasonal Farmworkers) | NA |
| Veterans’ Employment and Training Service, as amended by theJobs for Veterans Act | NA |
| Apprenticeship | Ongoing |
| WIA Title II - Adult Education and Family Literacy Act | Ongoing |
| National and Community Services Act | Ongoing |
| Postsecondary Vocational Education Activities under the Carl D.Perkins Act | Ongoing |
| Senior Community Service Employment Program | Ongoing |
| Coordinated Choices Case Management with the Texas Health andHuman Services Commission | Ongoing |
| Unemployment Insurance | NA |
| Texas Department of Family and Protective Services | 11/10/2015 |
| Neighborhood Centers Inc | Contract |
| Interfaith of the Woodlands | Contract |
| ResCare Workforce Services | Contract |

|  |  |
| --- | --- |
| Optional Partners and Programs | Expiration Date |
| Vocational rehabilitation programs and services |  |
| Job Corps services under WIA youth | Ongoing |
| Native Americans programs under WIA | Ongoing |
| Community Services Block Grant programs | Ongoing |
| Employment and training services provided through grantees of theU.S. Department of Housing and Urban Development (YouthBuild) |  |
| Texas Department of Housing and Community Affairs or localhousing authority | Ongoing |
| Community Development Block Grant recipients |  |
| Local education agencies | Ongoing |
| Vocational education agencies |  |
| Colleges• Lone Star Community College• Houston Community College | OngoingOngoing |

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|  |  |
| --- | --- |
| • College of the Mainland• UTMB | OngoingOngoing |
| Extension Services |  |
| Fatherhood initiative programs or other child support programs• Office of Attorney General | August 31, 2014 |
| Fatherhood initiative programs or other child support programs |  |
| Army National Guard employment and training programs |  |
| Texas Juvenile Justice Department |  |
| Juvenile Probation Commission |  |
| Texas Department of Criminal Justice | Ongoing |
| Migrant and Seasonal Farmworker youth educational services |  |
| National Farmworker Jobs Program Grantee |  |
| Domestic violence intervention programs |  |
| Community-based organizations |  |
| Office of the Attorney General | Ongoing |
| Tri-County Mental Health Mental Retardation Services | Ongoing |
| Houston Area Women’s Shelter | Ongoing |
| Community based organizations |  |
| Houston Area Urban League | Ongoing |
| Houston Center for Independent Living | Ongoing |
| The Council on Alcohol and Drugs Houston | Ongoing |
| Assoc. for the Advancement of Mexican Americans | Ongoing |
| Job Corps | Ongoing |
| Catholic Charities (SCSEP) | Ongoing |
| Experience Works (SCSEP) | Ongoing |
| Chinese Community Center (SCSEP) | Ongoing |
| SER Jobs for Progress (SCSEP) | Ongoing |
| U.S. Forest Service (SCSEP) | Ongoing |
| Region IV Education Services Center | Ongoing |
| Texas Educational Foundation | Ongoing |
| Moving Forward | Ongoing |

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