

Why the Pathways Project and Workforce Development are Important to our COG

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PARTNERSHIPS/PROJECTS

- Green Education Project
- San Carlos Project
- Copper Corridor
- Gila River Indian Community
- ITV Network
- Monster.com



EMPLOYER CONNECTIONS



- e-Renewable Resources
- Yulex Corporation
- Harmon Electric & Solar



Workforce Development is Economic Development

- Direct Spending in Region – Employment, Work Experiences, Purchases
- Capacity Building – Training, Partnership Development, Council of Government capability (ITV – Thin Client, Employment Readiness to partners)
- Skilled Workforce – Targeted Economic Development





***COMBINING REGIONAL ECONOMIC
DEVELOPMENT, JOB DEVELOPMENT, AND
PATHWAYS***

GETTING OUT OF THE BOX

OUR LOCATION





ORIGINAL SCOPE

- 1. Solar Training**
- 2. Building Weatherization**
- 3. Building Performance**



PROBLEMS

- 1. Our population base**
- 2. No local “green” training partners.**
- 3. No local “green” business/employer partners.**
- 4. Our original plan**
- 5. To be successful, our training and employment dollars would have to leave the region**

OUR CHOICES

Stay on Course:

- A.** Training dollars go elsewhere.
- B.** Trained/certified clients would leave the area along with their income and families.

Be Creative

- A.** Keep a majority of our training dollars local.
- B.** Create a program that met the needs of our local economy.

OUR CHOICE: BE CREATIVE



TAKE ADVANTAGE OF OUR REGION'S STRENGTHS

- ③ **Looked at our top industries: Fort Huachuca, Tourism/Hospitality and Copper/Gold Mining.**
- ③ **Good match with mining industry.**
- ③ **Created a training plan that matched our local mining company needs.**
- ③ **Found a way to create a training partnership with Cochise College.**
- ③ **Requested DOL Modification that added Environmental Remediation as an acceptable training track.**


CREATED PARTNERS FOR OUR PARTNERS

- ③ **Matched outside training organizations with our local college.**
- ③ **Matched small solar companies with small manufactures and solar sales companies.**
- ③ **Matched private with government.**
- ③ **Tied BPI and Solar together.**
- ③ **Provided grant information to all potential sources.**



SUCCESS REQUIRED GETTING COMPLETELY OUT OF THE BOX

- ⊙ **Must have 126 jobs to meet project goals.**
- ⊙ **Found that most organizations/businesses using more and more contract/temp labor.**
- ⊙ **Green labor brought in and their money went out.**
- ⊙ **Through our program, we developed many skill sets and relationships that are of value to our partners.**
- ⊙ **Developed a highly qualified “green” workforce that we needed to take advantage of. Did not want to loose this talent**
- ⊙ **High cost of relocation.**



OUR ANSWER: OUR OWN “GREEN” EMPLOYMENT AGENCY

- ③ **Take advantage of the outsourcing trend.**
- ③ **Keep money and talent in our region.**
- ③ **Utilize our partnerships to grow.**
- ③ **Control our own destiny. Make our program sustainable beyond the grant window.**



QUESTIONS?



Permian Basin Regional Economic Profile & Challenges

Major Industries:

- ▣ Oil & Gas – Mining, Refinery
- ▣ Manufacturing
- ▣ Transportation
- ▣ Medical Industry
- ▣ Education
- ▣ Alternative Energies-Wind Industry, Solar, Geothermal, Nuclear

Challenges:

Workforce Availability

Housing



NARC

Building Regional Communities

National Association of Regional Councils

PBRPC

Pathways Program Partnerships

- Higher Education, Community Colleges-
 - Howard College, Big Spring
 - Midland College, Midland
 - Odessa College, Odessa
- Workforce Development
- Industries: Wind Industry, Home Builders, HVAC
- Chambers of Commerce, Economic Development
- Community Development – weatherization projects led by local government and community based organizations.
- Permian Basin Economic Development District Board of Directors



Permian Basin Economic Development District Comprehensive Economic Development Strategy (CEDS)

Goals, Objectives

- Industry Diversification
- Workforce Development
- Housing
- Transportation and Infrastructure
- Regional Marketing and Outreach

PBRPC

Pathways Project/CEDS

- Promotes green industries.
- Promotes entrepreneurship initiative
- Initiates and promotes awareness.
- Starts-up sustainable programs within the community college system.

Green Collar Education

Building Performance Institute

New alliance between colleges created

- Creates interest in alternative field for workforce.
- Provides skilled and credentialed workforce for construction companies and utility companies.

PBRPC Economic Development Program Pathways Project Workforce Development Initiative

- Entrepreneurship – Small Business Development Partnership
- Internships in private sector: Wind, Home Construction Industry
- Apprenticeship opportunities
- Addresses workforce availability crisis for region
 - Construction: Building Performance Analyst
 - Heating and Air Conditioning Technician
 - Wind Industry:
- Promotes PBRPC Economic Development Program

A photograph of a concrete path leading through a grassy field. The path is light-colored and curves to the right. The grass is green and appears to be a well-maintained lawn. The overall scene is bright and clear.

PBRPC

Creating
Pathways
to

New Jobs!

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