TARGETING THE FUTURE

Utilizing Labor Market Information to Help Students and Families Plan for College and Career Success

TECH PREP of the Rio Grande Valley, Inc.

Rio Grande Valley Partnership
Chamber of Commerce

TARGETING THE FUTURE: Tech Prep's Labor Market Report

- Today's presentation by

  - **Patricia G. (Pat) Bubb**, Executive Director
    Tech Prep of the Rio Grande Valley

  - **Linda McKenna**, President/CEO
    Rio Grande Valley Partnership

Why the Rio Grande Valley Partnership Is Involved

- RGV Partnership and Tech Prep both serve the entire region
- RGV Partnership is a regional chamber of commerce whose work complements, and does not duplicate, work done by individual communities
- RGV Partnership's mission is to:
  - Promote economic and strategic importance of the region
  - Provide research and support for business, industry, and government
  - Aggressively promote Valley agriculture, education, manufacturing, trade, and tourism
- RGV Partnership strives to advance regional economic development, and education and economic development are linked

Why the RGV Partnership Is Involved (cont.)

- Tech Prep's mission is closely related to the RGV Partnership's mission
- Tech Prep's work with its labor market report supports the Partnership's goal of promoting the economic importance of the region
- The information in Tech Prep's labor market report is important information for Valley students and families, plus the educators who work with them
- The RGV Partnership partners with Tech Prep to ensure that the information in the report is validated by Rio Grande Valley employers

Overview of the Report

- Introduction and Acknowledgments
- Section 1: Tech Prep RGV Service Area Profile
- Section 2: Rio Grande Valley Labor Market Analysis
- Section 3: Targeted Industries & Occupations and Related Education Opportunities
- Section 4: Economic Development & Education
- Section 5: Supplemental Information
  - Helping Students Think Through Career Choice and Place of Residence
  - State and National Trends

Section 1:
Tech Prep Service Area Profile

- Description of the Region That Tech Prep Serves
- Table 1.1 – RGV College/University enrollment
- Table 1.2 – Public School Enrollment by County and District
- Information about workforce development boards and districts
- Characteristics of the region
  - Racial/ethnic composition
  - Birth and death rates and age and gender distribution
  - Educational attainment, earnings, and other information

Section 2:
RGV Labor Market Analysis

- Civilian labor force, population growth, and geography
- Geography and comparative advantage
- Employment by major industry sector
- Location quotients
- Shift-share analysis
- Components of regional industry employment change
- Greatest likelihood for potential job opportunities

Section 3:
Targeted Industries / Occupations

- Difference between demand and targeted industries and criteria for Tech Prep's targeted occupations list
- Table 3.4 – Tech Prep's Targeted Occupations by Career Cluster, Education/Training and Hourly Wage

Targeted Occupations by Career Cluster	Education/ Training Required	Average Hourly Wage	
		Cameron	Hidalgo
HEALTH SCIENCES			
Biomedical Engineering Technician	2 years	$17.00	$17.00
Physician Assistant	Bachelor's	$59.00	$43.00
Radiologic Technologists/ Technicians	3 years	$21.00	$27.00

NOTE: Wages shown in Table 3.4 are average wages, not entry-level. Notes included with the table provide additional information.

Section 3 (cont.):

- Table 3.5 – Education and Training Opportunities for Tech Prep's Targeted Occupations

Occupation	Education & Training Programs Available	Tech Prep Option Available?
HEALTH SCIENCES		
Biomedical Engineering Technician	TSTC	Yes
Physician Assistant	UTPA	N/A
Radiologic Technologists / Technicians	STC	No
	UTB/TSC	Yes

Section 3 (cont.):

- Information regarding salary ranges
- Information about and explanation of Tech Prep programs
- Explanation about assistance that may be available through workforce boards and VIDA
- Comparison of Tech Prep's targeted industries and targeted occupations with those of workforce boards and VIDA
- Job Matrix Section with detailed information about each occupation included on Tech Prep's Targeted Occupations List

Section 4:
Economic Development & Education

- Explanation of the way educators influence the Valley's economic development
- Explanation of the way economic development works
- Information about the pivotal roles of educators and Tech Prep in workforce development
- Profiles of four employers from the Harlingen community

Section 5: Supplemental Information

- Information about helping students think through career choice and place of residence
- Explanation of the relationship between income and cost of living
- Cost of living comparisons
- How to "cost out" various lifestyles
- Table 5.4 – Comparison of cost of living for a middle class lifestyle for a single person living alone in Harlingen compared with cost in Houston
- U.S. Department of Labor occupational growth projections: state and national trends

Tech Prep and the RGV Partnership Work Together

- Tech Prep staff do the research to create the data for the report and contact partners for their input
- The RGV Partnership hosts a pre-publication session in which employers and representatives of chambers of commerce and economic development organizations participate
  - Purpose of pre-publication session: to provide opportunity for leaders from throughout the region to provide input before Tech Prep staff finalize and print the report
  - The RGV Partnership helps publicize the session and invites its own Board to participate
  - For the 2011 report, Tech Prep and the RGV Partnership collaborated for the pre-publication session on June 28, 2011

Tech Prep and the RGV Partnership Work Together (cont.)

- Tech Prep staff make changes based on input gathered at the pre-publication hearing, then print the final reports
- The Partnership hosts the meeting for formal release of Tech Prep's labor market report when the report is ready to be disseminated
  - Purpose of the formal release meeting: to announce the completion of the report and provide opportunity for those who contributed to its content to receive copies
  - The "formal release meeting" for the 2011 report was held at the RGV Partnership on September 21, 2011

Dissemination of the Report

- Once the report has been formally released, Tech Prep uploads the report to its website
- The RGV Partnership also announces the report through its own communication systems
- Tech Prep shares information from the report at its annual superintendents' meeting, then a Tech Prep contractor delivers individual copies of the report to superintendents in site visits
- The completed report is available electronically throughout the year after formal release

The Goal: Help Students/Families Plan for College & Career Success

- How the report is or could be used in schools
  - Planning programs and course offerings (secondary and post-secondary)
  - Counseling / advising students and their parents / guardians when students develop course schedules
  - Class discussions / research projects and papers
  - Preparation for job shadowing, field trips, etc.
  - Other ideas?

In Conclusion

- Questions?
- See the 2011 report—or download the report—at

  http://www.techpreprgv.com/lmi.html
- For additional information, contact
  - At Tech Prep:
    - Patricia G. (Pat) Bubb, Executive Director
    - Anadelia Gonzales, Ph.D., Special Projects Coordinator with responsibility for Labor Market Report updates

      http://www.techpreprgv.com/contact.html
  - At the Rio Grande Valley Partnership:
    - Linda McKenna, President/CEO

      http://www.valleychamber.com/staff.php