



TARGETING THE FUTURE

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





TARGETING THE FUTURE: Tech Prep's Labor Market Report

- Today's presentation by
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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>