



WORKFORCE LUBBOCK



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

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POPULATION

One thing that makes Lubbock very unique is its community. Lubbock's population consists of nearly 278,831 people and is still on the rise. Between Lubbock's diverse and skilled workforce that is employed by all types of sectors and general way of life that has remained recession-free, Lubbock is the perfect place to raise your family.

POPULATION

Lubbock's population has risen over 20% since 1990 and is only getting larger. The largest portions of our residents consist of college students or graduates from ages 19 to 30. Lubbock is becoming a more diverse community everyday and with Texas Tech University on the verge of becoming a Tier One university, it should only enhance what is already a cultural society.

Lubbock has grown substantially through the years. Surrounding communities have also benefited from Lubbock's positive economic impact. In addition, many people commute to Lubbock for work opportunities.



PROJECTED POPULATION GROWTH

| CBSA | 2010 | 2015 | Percent Change |
|---------------------|-----------|-----------|----------------|
| Lubbock, CBSA | 275,658 | 287,780 | 4.4% |
| Oklahoma City, CBSA | 1,228,544 | 1,288,100 | 4.8% |
| Midland, CBSA | 131,542 | 138,861 | 5.6% |
| Kansas City, CBSA | 2,031,038 | 2,112,261 | 4.0% |
| Philadelphia, CBSA | 5,913,308 | 5,987,829 | 1.3% |

Source: Nielson

15% GROWTH IN POPULATION

In Lubbock since 2000

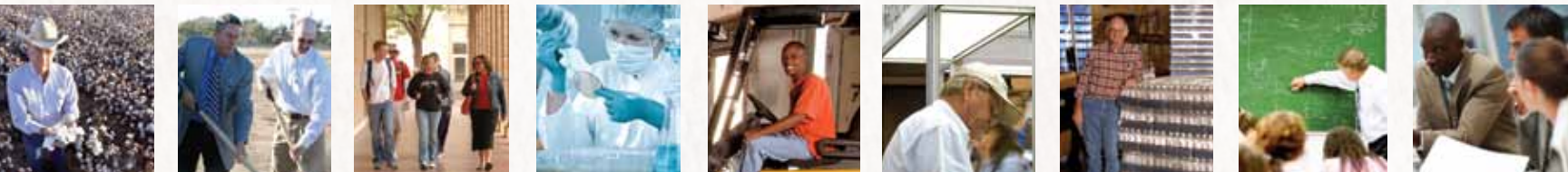
Source: Census 2010

ETHNIC COMPOSITION

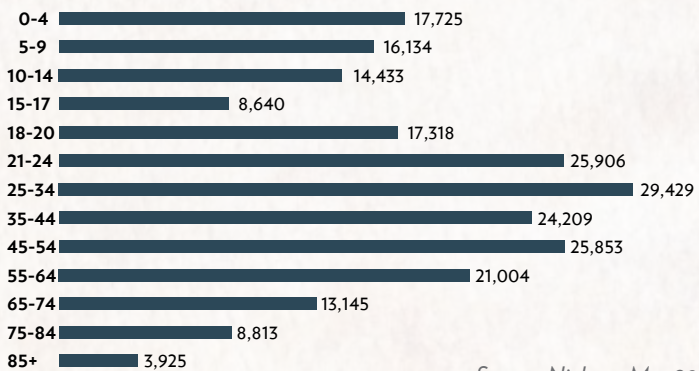
2011 Estimated Population

| | Population | Percentage of Population |
|--|----------------|--------------------------|
| White | 160,077 | 74.29% |
| Black | 18,425 | 7.67% |
| American Indian | 1,534 | 0.58% |
| Asian or Pacific Islander | 3,450 | 1.34% |
| Native Hawaiian or other Pac. Isl. Alone | 91 | 0.04% |
| Other Race | 37,177 | 14.15% |
| Multi-Race | 5,780 | 1.97% |
| Total | 226,534 | 100.00% |

Source: Nielson- May 2011



AGE DISTRIBUTION



Source: Nielson- May 2011

MEDIAN AGE COMPARED TO NEARBY CITIES

| | Median Age | | |
|-------------------|------------|------|----------------------|
| Lubbock | 29.5 | 28.9 | Lawton, OK |
| Austin | 29.6 | 33.1 | Clovis, NM |
| Dallas/ Ft. Worth | 30.7 | 33.4 | Wichita, KS |
| Houston | 30.9 | 33.6 | Colorado Springs, CO |
| El Paso | 31.1 | 34.0 | Oklahoma City, OK |
| Abilene | 31.1 | 34.9 | Albuquerque, NM |
| Amarillo | 33.5 | 35.2 | Roswell, NM |
| Midland | 34.1 | 35.2 | Pueblo, NM |

Source: Individual City Profiles-May 2011

EDUCATION

One of Lubbock's many assets is the educational community and the students that graduate from the strong programs at the three local universities. With three universities and one of the states strongest community colleges, there is a continual flow of eager and ready individuals going into the workforce.



West Texas Alliance - Higher Education

| | City | County | 15 County | 29 County |
|------------------------------|---------|---------|-----------|-----------|
| Age 25+ Population | 126,378 | 154,297 | 232,319 | 335,574 |
| Some High School, No Diploma | 11,765 | 15,100 | 25,724 | 40,625 |
| High School Graduate, or GED | 31,784 | 40,916 | 65,160 | 96,486 |
| Some College, No Diploma | 30,290 | 36,560 | 51,196 | 75,550 |
| Associates Degree | 6,765 | 8,319 | 12,506 | 18,525 |
| Bachelor's Degree | 23,812 | 27,074 | 35,502 | 45,289 |
| Graduate Degree | 8,232 | 9,301 | 11,666 | 15,146 |
| Professional School Degree | 2,250 | 2,501 | 2,845 | 3,156 |
| Doctorate Degree | 2,010 | 2,176 | 2,494 | 2,921 |

With At Least...

| | | | | |
|-------------|------------------|------------------|------------------|------------------|
| High School | 105,143 83.2% | 110,861 78.7% | 181,369 78.1% | 254,073 75.7% |
| Associates | 43,069 34.1% | 40,967 29.1% | 65,013 28.0% | 85,037 25.3% |
| Bachelor's | 36,304 28.7% | 34,494 24.5% | 52,507 22.6% | 66,512 19.8% |
| Graduate | 12,492 9.9% | 11,931 8.5% | 17,005 7.3% | 21,223 6.3% |

Source: Nielson- May 2011

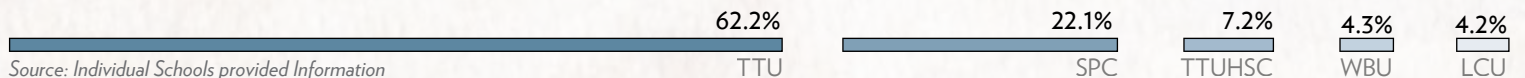
TOTAL ENROLLMENT BY COLLEGE

| Institution | Type of Institution | City | Total Enrollment |
|--|-----------------------|----------------|------------------|
| Amarillo College | 2-Year College | Amarillo, TX | 11,540 |
| Clarendon College | Public 2-Year College | Clarendon, TX | 1,583 |
| Howard College | Public 2-Year College | Big Spring, TX | 4,685 |
| <input type="checkbox"/> Lubbock Christian University | Private University | Lubbock, TX | 2,028 |
| Midland College | Public 2-Year College | Midland, TX | 6,343 |
| Odessa College | Public 2-Year College | Odessa, TX | 5,211 |
| <input checked="" type="checkbox"/> South Plains College | Public 2-Year College | Levelland, TX | 10,153 |
| Texas State Technical College | Public 2-Year College | Sweetwater, TX | 1,319 |
| <input checked="" type="checkbox"/> Texas Tech University | Public University | Lubbock, TX | 31,587 |
| <input checked="" type="checkbox"/> Texas Tech Health Science Center | Health-Related | Lubbock, TX | 3,590 |
| University of Texas - Permian Basin | Public University | Odessa, TX | 4,063 |
| <input checked="" type="checkbox"/> Wayland Baptist University | Private University | Plainview, TX | 2,102 |
| West Texas A&M University | Public University | Canyon, TX | 7,839 |
| Western Texas College | Public 2-Year College | Snyder, TX | 2,307 |
| | | Total | 94,351 |

Source: Texas Higher Education Coordinating Board Fall 2010

Higher Education in Lubbock MSA

Enrollment Fall 2010



Source: Individual Schools provided Information



BYRON MARTIN ADVANCED TECHNOLOGY CENTER

The Byron Martin Advanced Technology Center (ATC) is a unique educational venture located in Lubbock. Involving South Plains College, the Lubbock Independent School District, LEDA, and a number of community partners, the center is designed to deliver cooperative technical education programs to support the development of a skilled technical workforce for Lubbock and the South Plains.



Housing four high schools with highly technical career paths, the Byron Martin Advanced Technology Center is the first high school in the nation to host a manufacturing certification program, concentrating in areas such as high tech manufacturing, wind energy, renewable energies, and automotive technologies.

Programs

At the ATC, South Plains College offers college-level technical education programs and courses that focus on business administration, computer technology, machinist trades, and automotive technology. Career guidance, counseling, library, and tutoring services support the Center's instructional efforts.

Through an extensive continuing education and workforce development program, the ATC also serves the training needs of non-traditional students and workers who need to upgrade job skills or retrain for new jobs. The facility enables South Plains College to collaborate with its educational partners to provide rapid response training to attract new business and industry and customized job training to support and retain existing businesses.

Specific Programs Include

- Electronics
- Desktop publishing
- Metal working and welding
- Computer information systems
- Manufacturing Skills Standards Certification (MSSC), starting as early as high school
- Multimedia design
- Home building
- Machinist trades

Facilities

The ATC houses more than 87,000 square-feet of instructional space and features high-tech computer classrooms with Internet access, a multimedia distance education classroom with satellite downlink capabilities, a multi-media tiered conference room, a multimedia instructional support library with access to online services. Additionally, the facility houses 13 instructional classrooms with multimedia capabilities, a rapid response training area, millwork lab, metals lab, and automotive technology lab. State-of-the-art equipment in all instructional areas provides students with "high-tech, high-touch" instruction and hands-on application of skills. Many individuals who need certain college classes to advance in their jobs, take advantage of the Byron Martin Advanced Technology Center.

SOUTH PLAINS COLLEGE

South Plains College, a comprehensive public community college serves the 15-county South Plains region. It provides academic transfer courses, technical/vocational, continuing education, workforce development, and community service programs. It is a remarkable place where academic and technical opportunities merge.



Students are all ages, from recent high school graduates to retired people. Some attend college full time and others part time. Many combine work with college studies. Nearly 10,000 students enroll in SPC's college-credit courses each semester and another 9,500 take advantage of continuing education short courses and workforce development programs. SPC serves more than 22,000 individuals each year. Students, for the most part, are residents of Lubbock and surrounding communities.

Programs

The many technical programs offered are designed to prepare students for employment in specific occupations through a prescribed course of study. The college offers technical programs in business administration, health occupations, and industrial technology areas. These programs have been developed in direct consultation with advisory committees from these areas and consist of college-level, semester-credit hour courses and award either an Associate of Applied Science or Certificate of Proficiency.

Adult and continuing education programs are available to satisfy the professional and personal interests of area residents. Specialized training programs are offered to businesses and industries as workforce development needs arise in the Lubbock and South Plains area. The South Plains College workforce Development Division offers

short-term courses and training programs on a CEU credit basis in the areas of adult literacy, employment skills, foundational employment, job skill enhancement, personal growth, professional development, and enjoyment. An ATC Distance Learning Center is also available.

SPC Reese Center

An extension center of South Plains College, the SPC Reese Center offers a wide range of programs and courses designed to provide academic transfer, technical education, adult and continuing education, Workforce Development Custom Training Programs and other specialized training programs in cooperation with the universities, business, industry and the professional medical community of the South Plains area of West Texas.

The 16 technical programs offered at the SPC Reese Center are designed to prepare students for employment in a specific occupation through a prescribed course of study. The college offers technical programs in health occupations, business administration and industrial technology areas. These programs consist of college-level, semester credit hour courses and award either an Associate of Applied Science degree or a Certificate of Proficiency. The programs have been developed by South Plains College faculty members in direct consultation with advisory committees made up of individuals from education, business and industry.

LUBBOCK CHRISTIAN UNIVERSITY

Lubbock Christian University is a smaller school where students may benefit from a nurturing and knowledgeable faculty, and a student-to-faculty ratio of just 13:1. With more than 35 undergraduate majors, a Scholars Colloquium, and an Honors College, LCU has been recognized by U.S. News & World Report as a Top 20 Comprehensive College in the Western Region.



Academic Achievements

With more than 35 undergraduate majors, a Scholars Colloquium, and an Honors College, LCU has been recognized by U.S. News & World Report as a Top 20 Comprehensive College in the Western Region.

Guaranteed scholarships for freshmen with an ACT composite score of 18 or an SAT math and reading score of 860. More than \$23 million in financial aid awarded in 2008-09 to approximately 96 percent of LCU's students.

Character Counts

Whether you choose the tradition of Praise Choir or step up and lead Faith in Action, at LCU your character will form the foundation for your success. LCU was an NAIA Champion of Character Institution and was one of only six Texas schools to be named to the Templeton Honor Roll of Character Building Colleges.

Technology

The mission of the Technology Services Department and Distance Learning Department at Lubbock Christian University is to facilitate communication, research, learning, and administrative excellence through the provision of world class information technology and services.

Relationships with many world class organizations and corporations helps LCU create an excellent learning environment and support many creative and meaningful learning experiences that future employers value. LCU strives to be adaptable and creative with all new resources and tools to assist our students toward success.

Successful Outcomes

LCU graduates are in high demand and are connected with an impressive network of more than 7,000 alumni. In fact, LCU has a 96% placement rate for graduates in their education program, and their pre-med students gain acceptance to medical school in a typical year at 85% which far exceeds the national average.

Green Initiatives

LCU is one of the "greenest" campuses in the country, and as a student, you can help ensure it stays that way. LCU is an innovator in energy conservation, recycling, sustainability, and waste reduction, and voluntarily seek LEED certification from the U.S. Green Building Council for new campus construction projects. Plus, over \$6 million has been spent in current campus improvements and updates, including 300 innovative single occupancy student living spaces.

WAYLAND BAPTIST UNIVERSITY

Wayland Baptist University exists to educate students in an academically challenging, learning focused, and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind. The academic experience at Wayland begins with putting ideas, aspirations, and expectations on the table. Wayland Baptist University likes to set the expectations high and dream big.



Wayland began in 1908 as the dream of pioneers who respected the life-altering value of education. Now the oldest university in continuous existence on the High Plains of Texas, Wayland Baptist reaffirms that commitment every day through a distinctive combination of offerings.

Location

Main campus in Plainview, a community of 25,000 on the high plains of West Texas between Lubbock and Amarillo.

Wayland is also home to one of the fastest growing online Christian colleges in the nation, with several online degree programs available. Students at our Virtual Campus get the same attention and faculty excellence as our face-to-face students, with the atmosphere of Christian colleges and universities remaining intact.

Enrollment

More than 1,000 students on the main campus in Plainview, TX, plus 5,800 students on campuses in Amarillo, Lubbock, San Antonio, and Wichita Falls, Texas; Anchorage and Fairbanks, Alaska; Sierra Vista and Phoenix, Arizona; Aiea, Hawaii; Albuquerque and Clovis, New Mexico; Altus, Oklahoma; and Kenya, Africa.

The liberal arts philosophy and Christian heritage provides the perfect foundation for future success with an impressive range of academic opportunities, such as their respected Honors Program, undergraduate research, study abroad, and their Leadership Program. Plus, the average class size of 16 helps to form close, meaningful relationships with professors who are simply outstanding. Wayland Baptist University offers more than 40 undergraduate majors, more than a dozen pre-professional programs, and nine graduate programs.

Enrollment

The cost of an education at Wayland is among the lowest of any fully accredited, private, senior university in the country. Still, the aggressive approach of Wayland's financial aid office has resulted in financial assistance for over 95 percent of our full-time students. Through institutional, state, and federal programs, Wayland makes available both merit-based and need-based assistance.

Practical Experience

A main emphasis of our academic setting involves providing a wide range of opportunities to apply knowledge in real-world settings, such as internships, practical, service learning, student ministries, and many others.

TEXAS TECH UNIVERSITY

Texas Tech University prides itself on being a major comprehensive research university that retains the sense of a smaller liberal arts institution. Although enrollment is over 28,000, Texas Tech students boast of one-on-one interaction with top faculty and an environment that stresses student accomplishment above all else. Large enough to provide the best in facilities and academics, but small enough to focus on the student.



Why Tier One?

“Tier One” is a term used to describe institutions having academic excellence, world-class research and an exceptional student body; it is used interchangeably with “national research university.” Tier One universities spend at least \$100 million in total research annually. They offer more than 50 doctoral degree programs and have more than 1,000 tenure-track faculty. They also have large undergraduate populations and offer a wide range of undergraduate degrees. Texas Tech spent about \$88 million last year in total research. We offer more than 50 doctoral degrees and have 1,013 tenured or tenure-track faculty. Our fall 2009 undergraduate enrollment included 24,236 students pursuing bachelor’s degrees in 150 programs ranging from art to zoology.

Why It’s Important For Lubbock and For Texas

Tier One universities create an educated workforce and produce research that provides solutions to complex issues facing the state, nation and the world. The money they generate makes them substantial economic engines and they often serve as centerpieces of our country’s most vibrant cities.

Texas Tech students come from every county in Texas, all 50 states and more than 90 foreign countries. Tech offers 150 undergraduate degree programs through 11 academic colleges, a graduate school, and a school of law, plus more than 100 master’s degree programs and over 50 doctoral degree programs!

Texas Tech University was created by legislative action in 1923 and has the distinction of being the largest comprehensive higher education institution in the western two-thirds of the state of Texas. The university is the major institution of higher education in a region larger than 46 of the nation’s 50 states and is the only campus in Texas that is home to a major university, law school and medical school.

The Journey to Tier One Status

We are well on our way to becoming the state’s next Tier One University. Achieving Tier One status will have a transformative effect on Texas Tech. It will put Texas Tech into an elite category of universities, providing our students with unmatched educational opportunities.

Attaining Tier One status will not only transform Texas Tech University, it will expand the scope of our research to meet the world’s needs and create an economic boom for Lubbock, West Texas and the state.

| College | Undergraduate | Graduate | Professional | Total |
|--|---------------|--------------|--------------|---------------|
| College Of Agriculture And Natural Resources | 1,320 | 360 | -- | 1,680 |
| College Of Architecture | 556 | 118 | -- | 684 |
| College Of Arts And Sciences | 7,936 | 1,264 | -- | 9,200 |
| College Of Business Administration | 3,468 | 614 | -- | 4,082 |
| College Of Education | 753 | 1,063 | -- | 1,816 |
| College Of Engineering | 3,165 | 713 | -- | 3,969 |
| Graduate School | -- | 496 | -- | 496 |
| Honors College | 32 | --- | -- | 32 |
| College Of Human Sciences | 2,747 | 418 | -- | 3,165 |
| Law School | -- | -- | 650 | 650 |
| College Of Mass Communications | 1,345 | 58 | -- | 1,403 |
| University College | 639 | -- | -- | 639 |
| College Of Visual & Performing Arts | 872 | 289 | -- | 1,161 |
| Texas Tech University | 625 | -- | -- | 625 |
| HSC Co-Enrolled | 38 | 52 | -- | 90 |
| School Of Allied Health Sciences | -- | 986 | -- | 986 |
| Graduate School Of Biomedical Sciences | -- | 61 | -- | 61 |
| School of Medicine | -- | -- | 391 | 391 |
| ATP School of Nursing | -- | -- | 879 | 879 |
| School of Pharmacy | -- | -- | 35 | 35 |
| Total | 25,462 | 5,505 | 1,955 | 32,044 |

Source: Texas Tech University Fact Book- Spring 2011

DEGREES CONFERRED

Degrees awarded TTU, Dec 09, May 10, Aug 10

| | Bachelors | Doctoral | Masters | Law | Total |
|--------------|--------------|------------|--------------|------------|--------------|
| Total | 4,478 | 243 | 1,222 | 210 | 6,153 |

Degree Programs: 150 undergraduate, 100 master's and 50 doctoral

Population: 31,637 students (fall 2010)

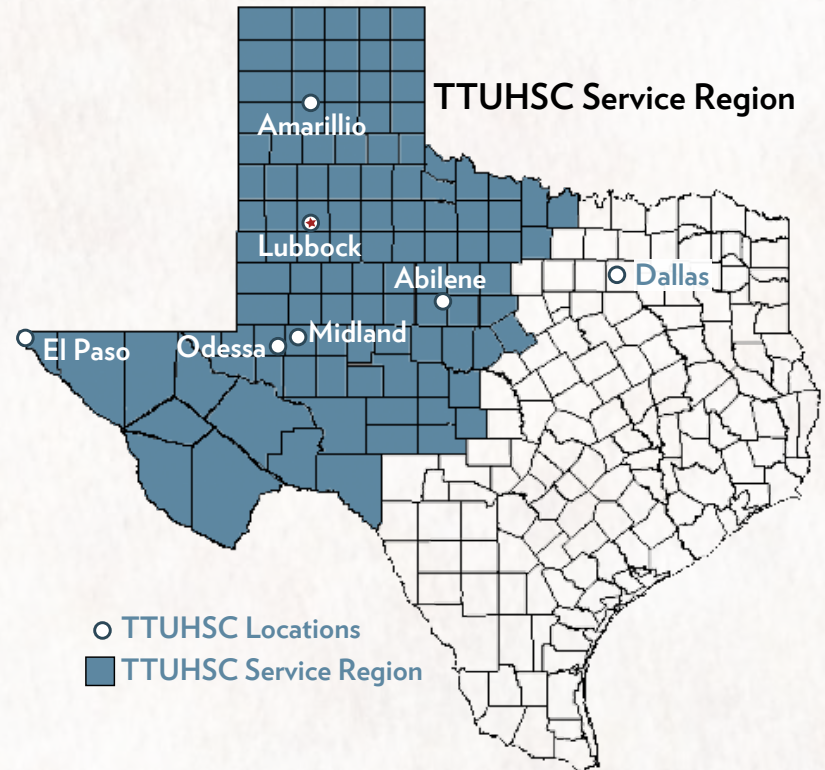
Source: Texas Tech University Fact Book

TTU HEALTH SCIENCE CENTER

The mission of Texas Tech University Health Sciences Center (TTUHSC) is to improve the health of people by providing educational opportunities for students and health care professionals, advancing knowledge through scholarship and research, and providing patient care and service.



- 1969 The Texas Tech University School of Medicine was created by the 61st Texas Legislature in as a multi-campus institution with Lubbock as the administrative center and with regional campuses at Amarillo, El Paso, and Odessa.
- 1979 The charter was expanded to become the Texas Tech University Health Sciences Center, leading the way for establishment of the Schools of Nursing and Allied Health Sciences, and the Graduate School of Biomedical Sciences.
- 1993 The legislature authorized the establishment of a School of Pharmacy to be located in Amarillo. In addition, Allied Health Sciences programs were expanded to Amarillo and the Permian Basin.
- 2003 The legislature authorized the establishment of a four-year medical school in El Paso.



Source: TTUHSC Fact Book Nov. 2010

The six schools are committed to regionalized, multi-campus educational experiences, and to the related biomedical research, graduate studies, patient care and community service required of a health sciences center. A primary effort is made to achieve a balanced group of students with qualified minority students, diverse age groups, and heterogeneous backgrounds in educational and life experiences. A special effort is made to recruit applicants from West Texas and from rural and border communities.

Allied Health Sciences Center

The School of Allied Health Sciences offers eighteen different doctoral, masters, baccalaureate, and post baccalaureate health professions degree programs in the rehabilitation sciences, clinical laboratory sciences, speech, language and hearing sciences, and disciplines related to primary care and healthcare management.

Biomedical Sciences

In support of the institutional mission, the Graduate School of Biomedical Sciences strives to provide superior graduate education as well as leadership in increasing knowledge and understanding through scholarship and research. The mission of the Graduate School of Biomedical Sciences is to educate the next generation of scientists and health-related professionals in a dynamic and productive research environment that fosters creativity and discovery.

Medicine – HSC School of Medicine

The basis of the TTUHSC School of Medicine's mission – teaching physicians, providing top-notch health care for the people of the South Plains and conducting research to unlock continuing medical mysteries. The Health Sciences Center faculty believes balance among these three elements will improve health care for generations of West Texans. The need to train more physicians for West Texas remains at the forefront.

Medicine – Foster School of Medicine

The mission of the Paul L. Foster School of Medicine at TTUHSC El Paso is to provide exceptional opportunities for students, trainees, and physicians; to advance knowledge through innovative scholarship

and research in medicine with a focus on international health and health care disparities; and to provide exemplary patient care and service to the entire El Paso Community and beyond.

Nursing

The School of Nursing offers the only Doctor of Nursing Practice (DNP) program in West Texas. The program provides doctorate education to prepare nurses for leadership roles in advanced nursing practice, administration, clinical research and advanced academia. The program is unique in that there are two tracks: the advanced practitioner for the nurse practitioner and the executive leadership for nurse administrators. Students are engaged in an innovative, state-of-the-art educational program which focuses on evidence-based practice, public policy advocacy, improving safety and organizational effectiveness, health informatics, population health, financial and business management and advanced specialty practice.

Pharmacy

The Texas Legislature established the TTUHSC School of Pharmacy (SOP) to meet the needs of the 108 West Texas counties that make up Texas Tech's service region. The main SOP campus building exists on a parcel of land located within Amarillo's Harrington Regional Medical Center. Since its establishment, the School has implemented Graduate Pharmacy Education (Residencies); a Master of Sciences (M.S.) and Doctor of Philosophy (Ph.D.) in Pharmaceutical Sciences program. The School has also expanded its program to regional campuses located in Lubbock, the Dallas/Ft. Worth Metroplex and Abilene.

CULTIVATED PARTNERSHIPS

Lubbock Economic Development Alliance collaborates with local and regional partners, providing for network and support groups for industry clusters, and supporting workforce development projects. Lubbock also has various forms of assistance from the city, county and state in sourcing potential applicants for ongoing employment needs.

Local School Districts

Of the 59 regional school districts, more than half of the High Schools are rated as Recognized or Exemplary by the Texas Education Agency. This proves that students receiving their education in the Lubbock Metro Area are gaining the knowledge and wisdom to excel beyond the limits of a high school diploma. Lubbock ISD facilities include a state of the art Advanced Technology Center for the teaching of computer operations and programming, iron and wood construction, and automotive technology. LISD alone, offers 120 career and technical classes, 20 of which are housed at the Byron Martin Advanced Technology Learning Center.

Frenship Independent School District (FISD) plans to construct a second advanced technology center to host career and technical courses with a focus on manufacturing and certification programs.

Region 17 Schools formed the Career and Technical Education Consortium with all regional school districts in order to upgrade all CTE courses. Lubbock is able to expand all technical programs through distance learning and facility-use share agreements.

Internships

College of Business and College of Engineering at Texas Tech University have formed internship programs in order to help retain students for jobs available in the Lubbock area.

Manufacturing Skills Standards Council (MSSC)

MSSC is a nationwide, industry-based skill standards, assessment, and certification system for all sectors. MSSC certification is designed to validate that any individual with the certification has both the technical as well as employability and academic skills needed to work in modern manufacturing. MSSC training and assessment address the need for employability and academic skills as well as technical skills.



Workforce Solutions

The first source of assistance for employment needs is WorkForce Solutions of the South Plains. Their goal is to ensure the services provided actually make a difference in the South Plains by touching lives and helping people. Their individualized services have been designed to meet the specific needs of regional employers and job seekers because they understand the importance of the personalized touch that is lacking with so many of today's global service providers.

Through innovative partnerships, a strong presence in local education and their maintained focus on South Plains employers, they're working every day to build a workforce that regional businesses can depend on. Their services include: employee recruitment, on-the-job training, computerized job postings, child labor advisor, fair labor standards advisor, labor laws and legal issues, information for new businesses, assistance with tax credits, family and medical leave act advisor, information and assistance with federal/state, office space provided for job interviews, and downsizing and restructuring assistance. WorkForce of the South Plains not only provides these services for the city-area of Lubbock, but for the 15-county South Plains region.

WorkForce also provides on-the-job training services available for you if you want to provide occupational training on your work environment that meets your specifications. This service is available based on eligibility and you are reimbursed a portion of the wages paid for training.

Community Workforce Partnership

A unique alliance that includes community leaders, business professionals, workforce and economic development specialists who have come together in order to have an ongoing dialogues about workforce development programs for the South Plains Region in an effort to increase coordination and collaboration between the many valuable workforce development programs for the Region. The support team also includes the Lubbock Economic Development Alliance Board of Directors, City of Lubbock staff, consultants from various utilities, construction, and engineering firms to assist in all aspects of the project.

Grants and Funds

Work Skills Enhancement Training Grant is a business incentive program to support the training and upgrading of the South Plains' current workforce across the 15-county region. The Texas Workforce Commission administers the Skills Development Fund*, which encourages partnerships between local businesses and educational establishments. The Skills Development Fund assists business by designing, financing and implementing customized job-training programs in partnership with public community and technical colleges for new or existing jobs in local businesses.

Funding opportunities for customized training are available for the following entities: private-for-profit corporations, Community-Based Organizations (CBO's), non-profit organizations, local educational agencies, institutions of higher learning, other literacy providers, & entities that have a demonstrated need for work skill enhancement activities.

Additionally, other workforce grants are available locally and statewide, to further assist and advance the region's workforce.

*This application must be made jointly with a local community college. A Skills Development Fund proposal submission is required and will assist the Executive Director of the Texas Workforce Commission in determining grant funding. If approved, the money is distributed to the community college for training for the approved company. In order to receive funding under the Skills Development Fund there must be two or more joint applicants.

LEDA'S COMPETITIVE EDGE



EDUCATED WORKFORCE

There is no doubt about it – Lubbock’s greatest strength is its educated, diverse and skilled workforce. West Texans have a proud work ethic found nowhere else, coupled with an innovative and entrepreneurial spirit. The Lubbock labor pool is refreshed annually with more than 10,000 college graduates.

50,000 STUDENTS

Total number of students enrolled annually in Colleges and Universities in the Lubbock area.

10,000 GRADUATES

Total number of students graduating annually in Colleges and Universities in the Lubbock area.

One of Lubbock’s many assets is the educational community and the students that graduate from the strong programs at the three local universities. With three universities and one of the states strongest community colleges, there is a continual flow of eager and ready individuals going into the workforce. The labor force in Lubbock is distributed over a wide variety of industries and contains a diverse set of skills and knowledge. With over 49,000 students enrolled annually and over 600,000 residents in the surrounding area, the Lubbock labor force offers the most potential for your business. We graduate more than 10,000 students a year, all with a knowledge that matches that of any other institution in the country. Between the universities, colleges and Workforce Development Programs, Lubbock has established itself as a premier supplier for a very diverse workforce demand.



LABOR MARKET SURVEYS

Customized by Lubbock Economic Development Alliance

Surveys conducted by the Center for Public Service, Texas Tech University. The Regional Labor Market Survey results can be found online at www.lubbockeda.org

- Regional Labor Market Survey was conducted to provide employers and local residents with up-to-date labor market information covering a 90-mile radius of Lubbock, which includes 29 counties.
- Regional Underemployment Survey was conducted to estimate the level of underemployment and describe salient characteristics of that population. The report includes results about the employed workforce, the latent workforce, and the underemployed workforce.
- Job Location Preference Survey was conducted to reveal opinions about the ideal community college students and career professionals prefer. *It was discovered 78% of students prefer to stay in Lubbock.*
- Higher Education Student Survey was conducted to reveal the preferred community characteristics of college students. *It was discovered 96.1% of higher education students are willing to work part-time while pursuing further education and/or training.*

YES 78.1%

If offered an attractive job in Lubbock, would you stay?

Data for the study came from a survey of 1,037 current and 311 alumni students from Texas Tech University.

YES 64.4%

Would you consider relocating in Lubbock if you were offered a job that was attractive both in terms of salary and career goals?

Data for the study came from a survey given to Texas Tech University alumni.



LABOR AVAILABILITY

Since Lubbock is one of the fastest growing cities in the nation, it's only logical that more employment opportunities arise as well. The number employed in the Lubbock Metro has remained at a steady increase since the recession took place.

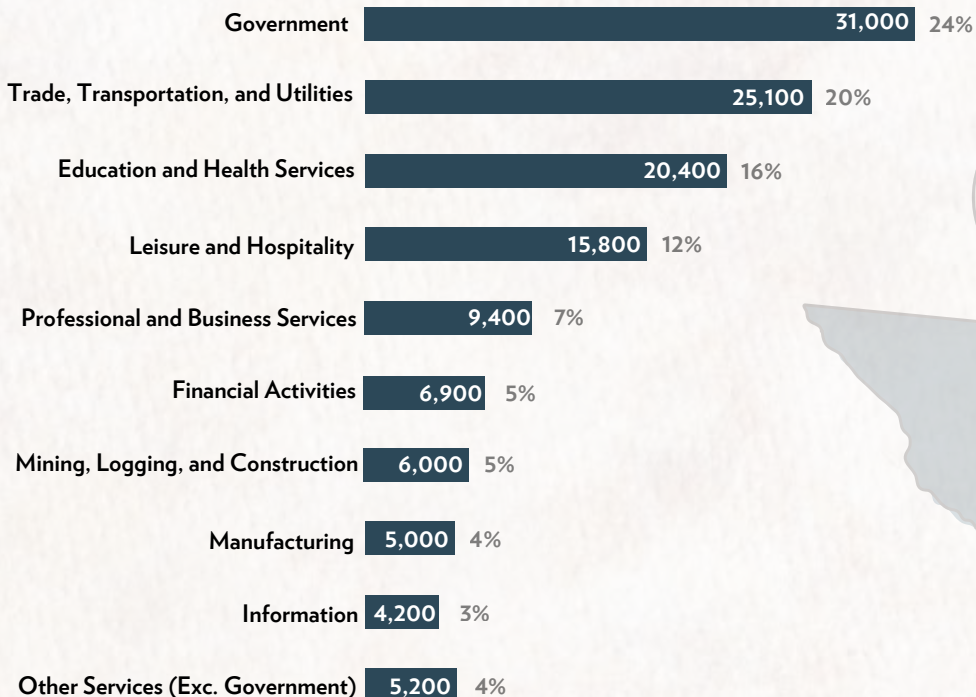
Lubbock and Surrounding Area Civilian Labor Force

Workforce Average Travel Time - 16 minutes

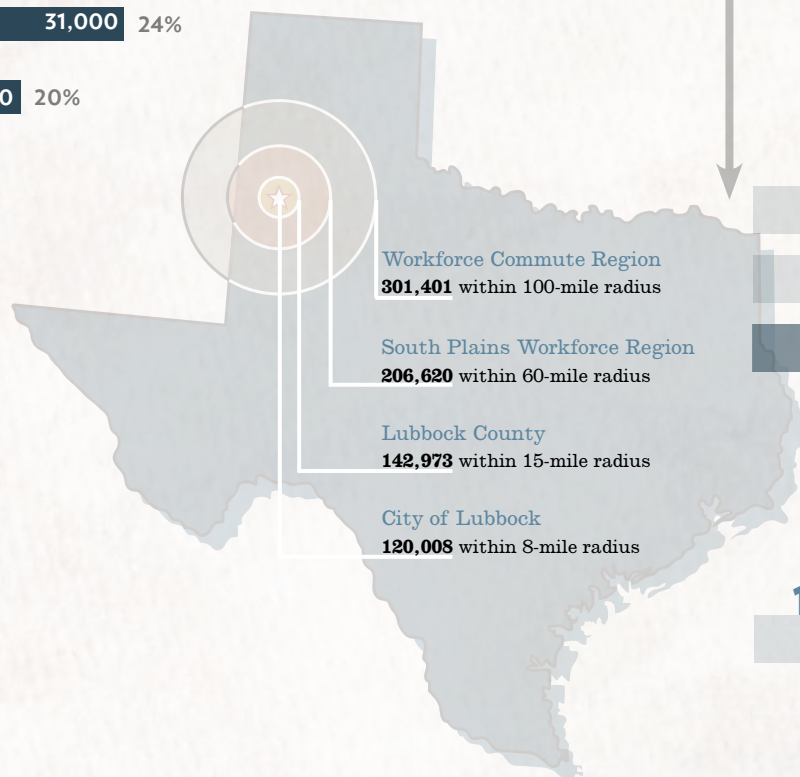
| | | | |
|------------------|-----|-----------|----|
| less than 15 min | 50% | 30-44 min | 5% |
| 15-29 min | 42% | 45-59 min | 1% |
| | | 60+ min | 2% |

Source: Nielson- May 2011

Lubbock's Available Labor Force and Industry Composition



Source: Texas Workforce Commission- March 2011



FASTEST GROWING INDUSTRIES

It's not often that a city experiences growth in every single employment sector, but that is exactly what Lubbock has done. Healthcare and Management occupations are expected to rise the most from 2006 to 2016 while total employment for all occupations is predicted at a 17.3% increase.



| Industry Title | 2006 | 2016 | Change | Rate |
|--|----------------|----------------|---------------|--------------|
| Agriculture, Forestry, Fishing and Hunting | 7,350 | 8,150 | 800 | 10.9% |
| Mining | 2,950 | 3,700 | 750 | 25.4% |
| Utilities | 1,000 | 1,150 | 150 | 15.0% |
| Construction | 6,900 | 8,350 | 1,450 | 21.0% |
| Manufacturing | 9,600 | 10,500 | 900 | 9.4% |
| Wholesale Trade | 7,500 | 8,350 | 850 | 11.3% |
| Retail Trade | 19,900 | 22,850 | 2,950 | 14.8% |
| Transportation and Warehousing | 6,300 | 7,050 | 750 | 11.9% |
| Information | 6,500 | 7,900 | 1,400 | 21.5% |
| Finance and Insurance | 6,200 | 7,250 | 1,050 | 16.9% |
| Real Estate, Rental and Leasing | 2,200 | 2,350 | 150 | 6.8% |
| Professional, Scientific, and Technical Services | 3,750 | 4,400 | 650 | 17.3% |
| Management of Companies and Enterprises | 750 | 1,050 | 300 | 40.0% |
| Waste Management & Remediation Services | 7,700 | 9,250 | 1,550 | 20.1% |
| Educational Services | 22,800 | 26,550 | 3,750 | 16.4% |
| Health Care and Social Assistance | 24,400 | 32,650 | 8,250 | 33.8% |
| Arts, Entertainment, and Recreation | 1,550 | 1,900 | 350 | 22.6% |
| Accommodation and Food Services | 15,850 | 19,150 | 3,300 | 20.8% |
| Other Services (Exc. Government) | 8,300 | 9,300 | 1,000 | 12.0% |
| Government | 10,900 | 12,050 | 1,150 | 10.6% |
| TOTAL EMPLOYMENT | 197,300 | 231,350 | 34,050 | 17.3% |

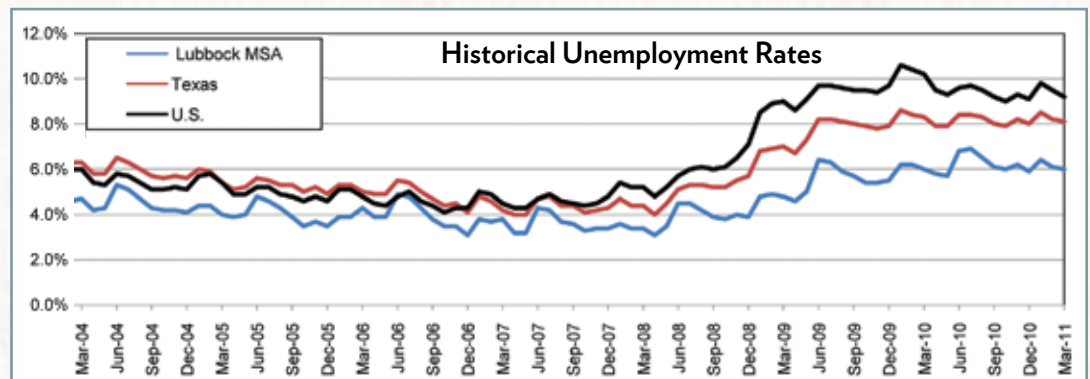
Source: Texas Workforce Commission- March 2011

UNEMPLOYMENT RATES

"Lubbock and the Region are stable economies with consistent growth rates and unemployment rates relative to our state and national trends."

-Terri Patterson

Director of Workforce Development LEDA



Source: Texas Workforce Commission- March 2011

WAGE RATES

Another reason Lubbock is the perfect place for you to start or expand your business is due to our low labor costs. Not only are our Average Hourly Rates significantly lower than the rest of the Country, but they are also significantly lower than the State's as well. The chart below describes this in more detail.



LOCAL AREA **\$17.18**

Average Wage Rate for All Occupations

STATE **\$19.76**

Average Wage Rate for All Occupations

NATIONAL **\$20.90**

Average Wage Rate for All Occupations

| Job Title / Occupation | Average Wage Rate / Hour |
|--------------------------------------|--------------------------|
| Laborers | |
| General Purpose | \$10.16 |
| Engineers | |
| Civil | \$21.76 |
| Mechanical | \$36.25 |
| Electrical | \$35.21 |
| Computer Software | \$38.06 |
| Customer Service Reps | |
| General Purpose | \$11.48 |
| Technicians | |
| Surveying/ Mapping | \$15.48 |
| Civil Engineering | \$15.79 |
| Mechanical Engineering | \$23.81 |
| Electrical and Electronic | \$25.73 |
| Weighers, Inspectors, Testers | \$12.86 |
| Production Workers/ Helpers | |
| Machinery | \$8.68 |
| Residential Construction | \$10.25 |
| Non-Residential Construction | \$9.96 |
| Machinists | |
| Machinists | \$14.85 |
| Computer- Controlled Operators | \$15.85 |
| Welders, Cutters, Solderers, Brazers | \$13.63 |
| Industrial Machinery Mechanic | \$15.54 |

Source: Texas Workforce Commission/ Texas Industry Profiles-2011

ADDITIONAL RESOURCES



Government Resources

Lubbock Chamber of Commerce
www.LubbockChamber.com
806.761.7000

The City of Lubbock

www.ci.lubbock.tx.us
806.775.3000

U.S. Small Business Association of Lubbock

www.sba.gov/localresources/district/tx/lubbock
806.472.7462

WorkForce Solutions

WorkForce Solutions of the South Plains
www.spworkforce.org
806.687.5627

The Lubbock Hiring Hub

www.lubbocktx.jobs
806.319.3833

Texas Workforce Commission

www.twc.state.tx.us
800.832.9394 and 800.832.2829

Educational Resources

Texas Tech University System
www.texastech.edu
806.742.2011

South Plains College

www.southplainscollege.edu
806.894.9611

Lubbock Christian University

www.lcu.edu
800.933.7601

Wayland Baptist University

www.wbu.edu
806.291.1000

Byron Martin Advanced Technology Center

www.atcweb.southplainscollege.edu
806.747.0576

Quality of Life Resources

Visit Lubbock
www.VisitLubbock.org
806.747.5232
800.692.4035

Lubbock Economic Development Alliance

1500 Broadway, 6th Floor
Wells Fargo Center
Lubbock, Texas 79401
800.687.5330
806.749.4500
fax 806.749.4501
www.lubbockeda.org

