



City of Corpus Christi

Education and Workforce Strategic Plan

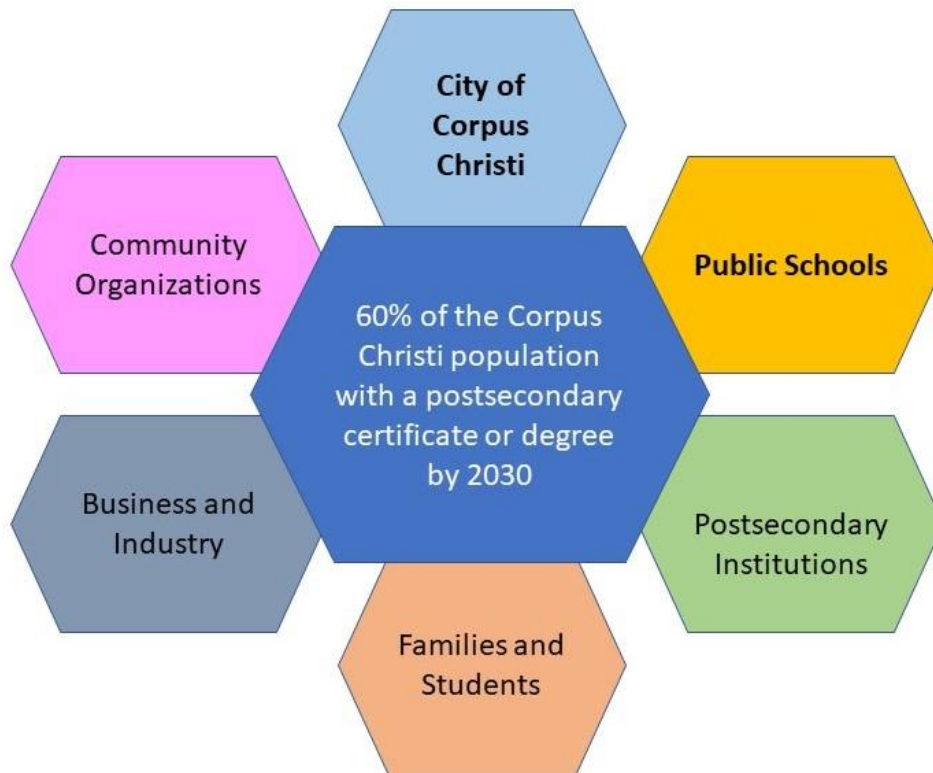
Vision

Corpus Christi will change lives and create economic prosperity by building a strong, inclusive and diverse education and workforce pipeline.

Goal

Sixty percent of the Corpus Christi population will have a postsecondary certificate or degree by 2030.

Creating a vibrant economy and an improved quality of life depends on an educated and skilled workforce. The City of Corpus Christi, along with public schools, postsecondary institutions, business and industry leaders, community organizations, and families and students, are committed to building equitable pathways to postsecondary and workforce success.



Priorities

1) Improve awareness and preparation for postsecondary education and careers throughout the P-16 system.

Strategies:

- Inventory and align organizational priorities, policies, and resources related to postsecondary education and/or workforce needs.
- Survey and report business and industry leaders' perceptions of education/workforce opportunities and challenges.
- Align HB5 endorsements with workforce needs, especially those identified in the "Target Occupation List."
- Develop career exploration strategies for students in all grade levels.
- Develop structured, guided education pathways to high-demand jobs.
- Increase the number/percentage of "college-ready" students through College Preparatory Courses and TSI preparation.
- Increase the number/percentage of students taking dual credit and/or certification courses.
- Create awareness among students of workforce needs through interactive websites, presentations, and conferences.
- Grow local scholarship and endowment programs, with a focus on workforce needs.

2) Use data to drive decisions and create a compelling call to action.

Strategies:

- Collect, share, and use data to make informed decisions.
- Analyze data to determine correlation and causation and to craft solutions.
- Develop Memorandums of Understanding (MOUs), as necessary, to share data among organizations.
- Investigate the creation of a "data clearinghouse" to allow all partners easy access to local data.
- Review data to identify high demand jobs and determine local area skills gaps.
- Create and promote a call to action message to cultivate engagement and awareness among business, industry, and community.
- Provide presentations to students and the community using a common message.
- Utilize social media to share the message.
- Build a web page to highlight data and raise awareness of the importance of education.
- Investigate, and if possible, utilize a data system that will track students from high school through postsecondary completion and into the workforce.

3) Enhance collaboration and partnerships among education, business, industry, and community organizations to align student skills with workforce needs.

Strategies:

- Create an Education/Workforce Policy Board, to include education, city, industry, business, health care, community, and faith-based stakeholders.
- Increase opportunities for internships and apprenticeships and increase awareness of opportunities by creating a local, online portal.
- Examine what other organizations and cities are doing to increase educational attainment and grow prosperity.
- Develop and use a local Return on Investment (ROI) for postsecondary attainment when working with the business community.
- Partner with business/industry leaders to identify discipline-specific marketable skills.
- Utilize the Corpus Christi Regional Economic Development *Business Retention Tool* to gauge employer perspectives and needs.