

GOAL 1: Develop, Align and Retain San Marcos Talent

SUMMARY

It is critical that San Marcos and Hays County ensure an education and workforce development system that is effective in producing the workforce talent needed by current and future employers in this area. Working closely with our partners in the workforce development “ecosystem”, the Chamber is interested in strengthening its capacity as a local *best practice provider* of talent development programs that are closely aligned with employer needs and best support regional workforce development efforts.

OUR PLAN

1.1 Strengthen the Local Talent Pipeline

Partner with SMCISD and GSMP to shape K-12 education programs that enable local employers to meet their workforce needs

- **Identify educational gaps** and work with educational leaders and businesses to come up with innovative ways to address those gaps
- **Advocate for new program and curriculum development** that produces the skills and capabilities that match the needs of area businesses

Continue/expand existing initiatives working in partnership with SMCISD, continue to deliver existing successful initiatives, including:

- **Youth Leadership program** for high school juniors and seniors. Seven sessions are held from September to April that focus on different aspects of the San Marcos community to orient them to the future workplace and provide leadership development opportunities
- **S.T.E.A.M. Fair** held at San Marcos High School showcasing local businesses and employment opportunities in a festive atmosphere to students and families with a focus on STEM careers.
- **Summer Externship Program** for SMCISD Teachers. Over 25 educators participate each summer, becoming embedded in local businesses to see real-life business practices first-hand and develop curriculum that incorporates their new knowledge and experiences
- **Education & Workforce Development Summit** event held for the business community to hear from key leaders providing institutional and regional updates, co-hosted with GSMP

Propose new initiatives for students including program possibilities such as:

- **Career and Technical Expo** to educate 7th graders about the variety of career opportunities in the region and the education/skills needed to acquire these jobs
- **Career Internship Program** offered to 12th graders to match students with local companies
- **Week-Long Summer Career Camps** open to rising 9th–12th graders to explore different career sectors
- **Apprenticeship Program** that connects student candidates with sponsors in the skilled trades
- **College Preparation that explores** a program pairing TXST students with HS students to advise on college prep
- **School Red Carpet Tours for Business Leaders** to allow local leaders a first-hand look at major employers’ operations and workforce needs
- **Job Shadowing Program** that matches student candidates with volunteer mentors
- **Financial Aid Saturdays** to help families with FAFSA applications via organized volunteer-led efforts with bilingual accessibility

Hire an Education & Talent Pipeline Coordinator to work with local education and workforce partners to coordinate these efforts and involve local businesses to sustain existing programs and develop new initiatives

1.2 Help Local Employers Attract and Retain Talent

Explore the development of an employer information portal to serve as a one-stop-shop for resources such as:

- Talent recruitment tools/kits
- A library of best practices for retaining employees
- An inventory of work-based learning opportunities
- Up-to-date list of all K-20 and workforce partner contacts

Develop a talent portal to connect businesses and applicants and serve as a central location “clearing house” for all available positions in the community

Disseminate current labor market information (wage and benefits surveys, job trends, skill availability, etc.) in collaboration with GSMP, local Workforce Development Boards and other partners

Develop a graduate attraction and retention program targeting young professionals and alumni from Texas State University, public and private schools

Coordinate talent recruitment efforts with the GSMP’s out-of-town business recruitment trips

Disseminate promotions to change prevailing attitudes regarding skilled trades and other occupations that do not require a four-year college degree

MEASURABLE RESULTS

Number of students assisted through apprenticeships, internships, job fairs, and college prep programs

Employer participation in programming focused on enhancing employee retention/satisfaction

Increased number of local graduates retained in Hays County

GOAL 1 STRATEGIC OUTCOME:

Workforce talent in San Marcos and Hays County meets the needs of current and future area employers.

Contact the Chamber for more information:

512-393-5900 www.SanMarcosTexas.com