

A stylized map of Texas is shown in the background, overlaid with a grid pattern. The map is dark and semi-transparent, set against a lighter background with a grid. The grid lines are thin and light-colored. The overall aesthetic is professional and technical.

# 2007 Annual Report

DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

*Industry Clusters are a Texas Priority...  
and the DFW Region Leads the Way*

# 2007

## LEADERSHIP

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Flowserve Corporation

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Freese and Nichols, Inc.

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Patti Clapp  
Greater Dallas Chamber

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Freese and Nichols, Inc.

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Lockheed Martin  
Aeronautics Company

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WorkSource for Dallas  
County

Judy McDonald  
Workforce Solutions  
for Tarrant County

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Fort Worth  
Chamber of Commerce

Judy Northup  
Community Representative

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Texas Instruments

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Two Peppers Sales &  
Marketing  
Human Resource and  
Workforce Strategies

Tom Smith  
Workforce Solutions for  
North Central Texas

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Arlington Chamber  
of Commerce

Elizabeth With  
Student Development  
University of North Texas

# Overview

## DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

### INDUSTRY CLUSTERS

*Industry Clusters are a Texas Priority... and the DFW Region Leads the Way*

Harvard Business School Professor Michael Porter popularized the concept of industry clusters in his book *The Competitive Advantage of Nations (1990)*. Porter's cluster definition "a geographic concentration of competing and cooperating companies, suppliers, service providers, and associated institutions" captures the work that is done at the Dallas/Fort Worth regional level.

Staffed by the local workforce boards in collaboration with area Chambers of Commerce, the clusters are responsible for:

- Making the business case for cluster-based activity
- Identifying key cluster stakeholders
- Working with industry to define the cluster's goals – particularly those that relate to enhancing and sustaining the workforce
- Developing programmatic responses to meet those goals
- Tracking goal progress and measuring the results

### BACKGROUND

The DFW Regional Workforce Leadership Council (RWLC) was formed in 2002 with a Memorandum of Understanding between the Dallas, North Central Texas and Tarrant Workforce Boards and the Arlington, Dallas and Fort Worth Chambers of Commerce that guided the work of developing industry clusters. Led by business, the RWLC has functioned as the convener and connector for the formation and ongoing development of the regional clusters. The membership also includes representatives from the targeted industries as well as the important education link.

In 2007, the RWLC agreed to be the operational entity for the North Texas WIRED proposal. Although not funded, one of the key elements of the proposal – talent development – continues to be a topic for future research and possible implementation by one or more clusters.

### IMPACT ON EDUCATION

Also in 2007, the RWLC convened a group of leaders in the DFW education community to determine whether an education cluster was needed to address math and science readiness. The group decided to form a Math and Science Readiness Cluster since all industry clusters require math and science proficiency and to address the increased demand for math and science high school teachers caused by Texas House Bill 1 which requires all students entering the ninth grade in the 2007-2008 school year take four years of math and science in order to graduate. The Cluster is in the initial formation stages.

## IMPACT ON LOCAL INDUSTRY/EMPLOYERS

To date, the RWLC has created clusters in the following areas: Aerospace, Logistics, Advanced Manufacturing and Supply Chain, Healthcare and Semiconductor and Technology. The Council invites organizations interested in moving the Cluster work forward to participate in the following ways:

- Join regional education engagement opportunities such as job shadowing for students and teachers, career forums and other venues
- Share specific workforce needs in the targeted industries
- Participate in the various training opportunities developed through grants received by the Clusters

We are excited by the achievements of the Clusters and the RWLC since its formation. We look forward to continued development and growth as we compete regionally in today's global economy.

## HOW TO GET INVOLVED

Targeted industries within Clusters (Aerospace, Healthcare, Logistics, Math and Science Readiness and Semiconductor):

- Contact the appropriate Cluster Manager to see how you can get your organization involved in cluster activities
- Participate in regional education engagement opportunities – through job shadowing for students and teachers, career forums and other venues
- Share specific workforce needs with the RWLC to more accurately target potential employees

## EDUCATION AND TRAINING ORGANIZATIONS

- Contact the appropriate Cluster Manager to see how you could become a certified training provider or sponsor an education forum at your institution
- Work with the Cluster Managers to target specific occupations that are in hot demand and match students with those occupations
- Participate in regional education engagement opportunities that serve to generate connectivity and creative ideas for matching employer needs with education resources

## PARENTS, STUDENTS AND COMMUNITY MEMBERS

- Encourage cluster activity by requesting industry and education participation at the local school level

## CLUSTER MANAGERS

### AEROSPACE

**Judy Bell**  
Workforce Solutions  
for Tarrant County

1320 S. University Suite 600  
Fort Worth, Texas 76107

817-413-4440

[judy.bell@twc.state.tx.us](mailto:judy.bell@twc.state.tx.us)

### HEALTHCARE

**Jennifer Stetter**  
WorkSource for Dallas  
County  
Greater Dallas Chamber

700 North Pearl, Suite 1200  
Dallas, Texas 75201

214-746-6623

[jstetter@dallaschamber.org](mailto:jstetter@dallaschamber.org)

### LOGISTICS

**Kent Andersen**  
Workforce Solutions for  
North Central Texas

616 Six Flags Drive, Suite 200  
Arlington, Texas 76011

817-695-9289

[kandersen@dfwjobs.com](mailto:kandersen@dfwjobs.com)

### SEMICONDUCTOR & TECHNOLOGY

**John Shellene**  
DFW Semiconductor &  
Technology Executive  
Council

12770 Coit Road, Suite 805  
Dallas, Texas 75251

214-273-3700

[jshellene@dfwstec.org](mailto:jshellene@dfwstec.org)

### MATH & SCIENCE READINESS

**Lindsay Moffett**  
WorkSource for Dallas  
County  
Greater Dallas Chamber

700 North Pearl, Suite 1200  
Dallas, TX 75201

214-712-1945

[lmoffett@dallaschamber.org](mailto:lmoffett@dallaschamber.org)

# 2007

## MEMBERS

CVS/pharmacy

Blockbuster

Hillwood

DHL

The Allen Group

DC Logistics

OTA Training

Texas Cartage

Nucor

Dallas Transfer

On-Target Supplies and Logistics

Texas Woman's University

## SPONSORS

Manufacturing Skill Standards Council

TMAC

Dallas County Community College

Community Learning Center

## CONTACT INFO

Kent Andersen

Business Development Manager/Cluster Manager

Workforce Solutions for North Central Texas

616 Six Flags Drive  
Arlington, Texas 76011

817-695-9289

kandersen@dfwjobs.com

www.texsam.org

# logistics

## DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

### VISION STATEMENT

The cluster council will be a leading force in the development of a Logistics, Supply Chain, & Advanced Manufacturing Center of Excellence for the North Texas region that focuses on strengthening economic development, education opportunities, job creation, and an advanced ready-to-work employee base.

### MISSION STATEMENT

Our mission is to partner with businesses, academic institutions, economic development and workforce agencies to advance the cluster's network and outreach, resulting in a highly competitive North Texas region.

### KEY ACCOMPLISHMENTS TO DATE

- We continue to make progress on our \$1.5 million DOL grant. The first part of this project, MSSC (Manufacturing Skills Standards Council) Certified Production Associate (CPT) training, has started. While the first part of this project is being executed, the cluster will convene a panel of Subject Matter Experts to develop the curriculum for the Certified Logistics Technician (CLT) and Certified Logistics Associate (CLA) positions.
- We have increased our membership and aligned ourselves with profitable partners to advance the strategic plan.
- Launch of the North Texas Logistics, Supply Chain & Advanced Manufacturing web page; [www.texsam.org](http://www.texsam.org)
- Development of a Strategic Plan for the Logistics cluster in North Texas that will focus on four key goals:
  1. Secure grants that will advance the Logistics, Supply Chain and Advanced Manufacturing capabilities of the North Texas Region, as well as promote the education and training of the workforce.
  2. We are in discussions with industry partners to launch a pilot project that will advance our goal of creating a ready-to-work workforce by targeting graduating high school students.
  3. Create partners and relationships between academic, government, and industry for the identification of best practices, shared resources and training curriculum.
  4. Creation of a white paper to propose needed resources, best practices, economic development strategies, and curriculum development.

*"Without communication and transportation networks, the advancement of technology within the manufacturing process, and the building of workforce programs, business would be halted before it started. The Dallas/Fort Worth Logistics Council is committed to creating a strategic plan that identifies and invests in key resources including infrastructure, education, and the creation of a ready-to-work workforce for the profitability of businesses across Texas. Strategic planning for tomorrow ensures a successful today."*

Maria Smith- Breckenridge  
Tivo Peppers Sales & Marketing  
Human Resource and Workforce Strategies



## PLANNED FUTURE ACTIVITIES

### Building the Center of Excellence

The Cluster Council will be the leading force in the development of a Logistics, Supply Chain & Advanced Manufacturing Center of Excellence for the North Texas Region that will focus on strengthening economic development, identifying best practices, job creation and training and educational opportunities. This center will be both virtual and physical in nature and will be the center point for logistics education, research and training in Texas.

## BACKGROUND

North Texas is recognized as the leading inter-modal distribution center in the Southwest and one of the top distribution centers in the North American trading bloc. The region acts as a staging area for truck, rail and air cargo into the U.S. and sits along two central corridors for trade. These corridors carry goods from West Coast and Mexican deep-water ports through the Dallas-Fort Worth region and into eastern U.S. and Canadian markets. Both of these corridors support the existing regional network of inland ports including AllianceTexas along I-35W in Fort Worth and the International Inland Port of Dallas (IIPOD) along I-20. The Dallas/Fort Worth International Airport is ranked third in the nation in daily operations and has seen a 75 percent increase in international cargo shipments since 2002. It is also the only airport in the world capable of landing four aircraft simultaneously. Dallas-Fort Worth sits at the focal point of five major interstate highways, more than any other major metropolitan region in the US. The nation's second largest railroad, BNSF Railway, calls Fort Worth home for its corporate headquarters. Two additional Class 1 freight line rail carriers, more than 600 motor carriers and over 100 freight forwarders conduct operations in the region. Due to the region's proximity in the North American market, pro-business climate and availability of land, the region enjoys a significant cost advantage when compared to other major distribution hubs in the US.



# 2007

## MEMBERS

Texas Instruments

Raytheon

Micron

TriQuint Semiconductor

STMicroelectronics

Dallas Semiconductor/Maxim

SEMI

National Semiconductor

## SPONSORS

WorkSource  
for Dallas County

Greater Dallas Chamber

# semiconductor & technology

## DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

### VISION/MISSION STATEMENT

To significantly increase the workforce prepared for careers in STEM (Science, Technology, Engineering and Math) in the DFW Region.

### KEY ACCOMPLISHMENTS TO DATE

- Professional Development for more than 1,400 educators in the North Texas Region
- Professional Speaker's Bureau presentation from over 70 professional engineers to over 18,000 students and educators
- Eight successful on-site industry information sessions for teachers, counselors, principals, administrators, students and parents
- Development of over 400 Texas Essential Knowledge and Skills (TEKS) lesson plans supporting math, science and technology curriculum
- 5th Annual Advanced Summer Institute for high school math, science and technology educators
- 3rd Annual Career Insight Forum for counselors and career investigation educators
- Over 160,000 educators, students, counselors and administrators have been impacted by the semiconductor cluster's programs and materials to date
- 5th Annual executive level industry internship program for 21 AP math and science educators
- NEW! Formal partnership with the new North Texas Science, Technology, Engineering and Math (STEM) Center of Excellence
- NEW! Engineering Minds of Tomorrow (EMT) high school student summer internship pilot program



## CONTACT INFO

John Shellene

12770 Coit Road

Suite 805

Dallas, Texas 75251

jshellene@dfwstec.org

214-273-3700

www.destinationdigital.org

*"I was impressed with the industry's willingness to expose science and math teachers to their cutting-edge technology, and doing it in such a way that educators were empowered with more tools to take back to the classroom!"*

*“The Dallas Fort Worth Semiconductor & Technology Executive Council has been an excellent vehicle for industry-leading semiconductor companies throughout the Metroplex to work together to drive home the message that careers in engineering, science and math are particularly rewarding and exciting paths for the next generation.*

*The DFW-STEMC uses its resources to reach out to both students and teachers more effectively and efficiently than any other comparable organization I have known.”*

*Greg Armstrong  
Site Manager  
Micron of Texas*



## BACKGROUND

Understanding how innovative advanced technologies and semiconductor integrated circuits are manufactured and work is the key to becoming a technology innovator. The DFW region is an integral part in the creation, development, and advancement of the global technical and manufacturing market. Grasping the need to groom the future science, technology, engineering and math (STEM) related workforce, the DFW Semiconductor & Technology Cluster emphasizes educational activities with regional educational providers. Collaborating with regional experts, the DFW Semiconductor & Technology Cluster has brought focus to the mathematical and scientific skill sets needed by tomorrow's workforce to keep the DFW region a key contender in the global advanced technology and semiconductor market.



# 2007

## MEMBERS

Lockheed Martin  
Aeronautics Company  
Bell Helicopter TEXTRON

Vought Aircraft  
Industries

## SPONSORS

Workforce Solutions  
for Tarrant County

Texas Manufacturing  
Assistance Center

Arlington Chamber  
of Commerce

Fort Worth Chamber  
of Commerce

Hillwood Properties

# aerospace

## DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

### VISION/MISSION STATEMENT

To be the regional center of excellence in meeting the education and workforce needs of the Aerospace Industry.

### KEY ACCOMPLISHMENTS TO DATE

- 1,352 workers have received high tech training through the Community Learning Center for careers in Aerospace Manufacturing
- Over 200 educators, aerospace industry leaders, workforce development professionals, Chamber staff and students participated in two Education Engagement events
- Over 30,000 “Gotta Jet?” brochures have been distributed to students, teachers, career counselors, parents and GO Centers throughout the region
- Received a \$1.025 million grant from the State of Texas for “Meeting Critical Industry Needs” in May, 2007. This two year grant will:
  1. Complete an entry level training curriculum for aerospace manufacturing
  2. Pilot the training with three classes of 20 students each
  3. Make the training available through other providers statewide
  4. Expand the “Gotta Jet?” aerospace manufacturing awareness program to all school districts served by Education Service Areas 10 and 11
  5. Develop a model mentoring program for engineering students at the University of Texas at Arlington
  6. Launch Project Lead the Way – a pre-engineering program at Western Hills High School in the Fort Worth Independent School District

In addition, Industry Representatives participated in the Career Insight Forum for counselors and career investigation educators.

The “Gotta Jet” Program was featured at the National Association of Workforce Board’s Innovations Showcase and is posted on the website, [www.workforce3one.org](http://www.workforce3one.org), which features innovative workforce programs.

## CONTACT INFO

**Judy Bell**

Workforce Solutions  
for Tarrant County  
1320 S. University Drive  
Suite 600  
Fort Worth, Texas 76107  
817-413-4440  
[judy.bell@twc.state.tx.us](mailto:judy.bell@twc.state.tx.us)



DFW Regional  
Aerospace Cluster



*“Bell Helicopter fully supports the development of this innovative entry level curriculum which creates skill sets that are employer-driven and transferable within the industry.”*

*Steve Braswell  
Manager Technical Training & Administration  
Bell Helicopter TEXTRON*

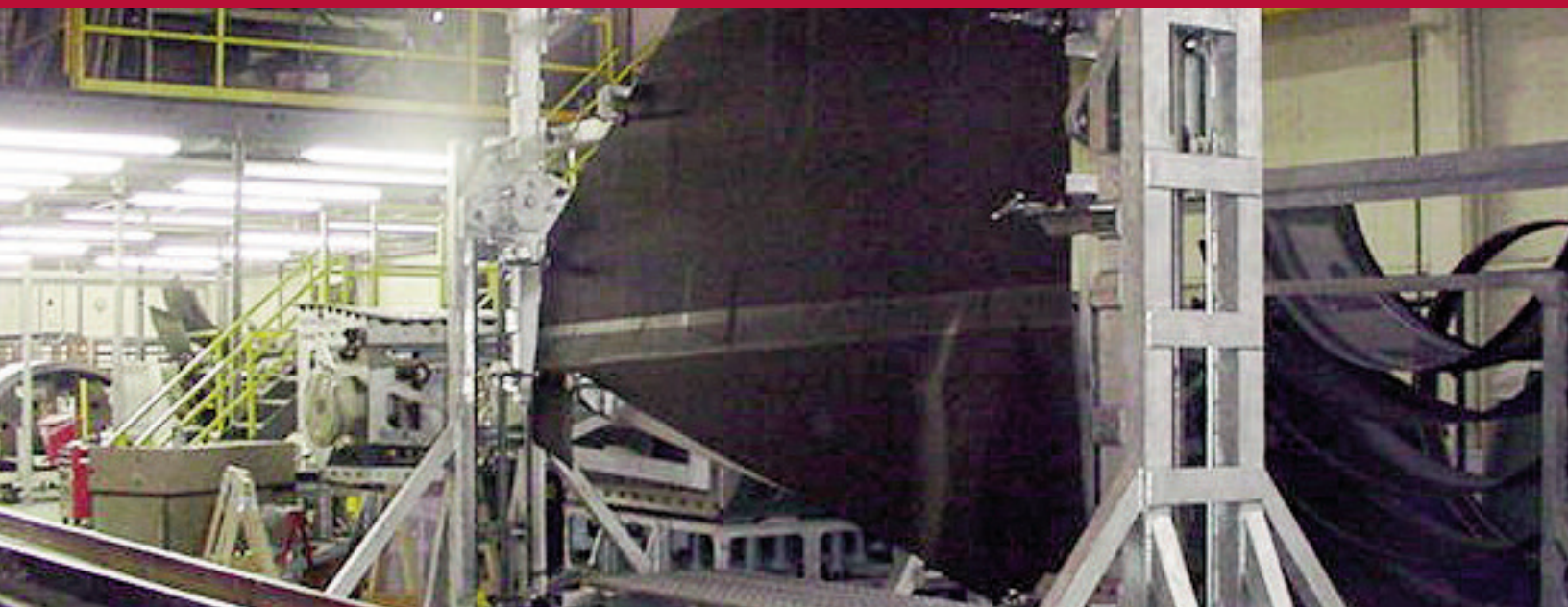
*“The Aerospace Cluster is taking practical steps to ensure a qualified future workforce by linking industry-specific training to advanced manufacturing – thus ensuring portable skills and a range of employment opportunities for individuals in this industry.”*

*Drew Casani  
Director  
Texas Manufacturing Assistance Center*



## BACKGROUND

Since 2003, Bell Helicopter, Lockheed Martin and Vought Aircraft Industries have led the Aerospace Cluster with a focus on the current and future workforce. The companies have been instrumental in the creation of the “Gotta Jet?” career awareness program for students and their parents as well as the development of a common entry-level training program for future employees. With the support of the Arlington and Fort Worth Chambers, Workforce Solutions for Tarrant County, the Texas Manufacturing Assistance Center and Hillwood Properties, the Cluster continues to make important contributions to the North Texas region. As one of the key industries for the region, aerospace manufacturing employs workers in over 75 companies, and promotion and training programs developed by the Aerospace Cluster will ensure that there is a pipeline of future employees for years to come.



# 2007

## MEMBERS

Baylor Health Care System

Children's Medical Center

Department of Veterans Affairs North Texas Health Care System

Medical Center of Plano

Medical City Hospital

Methodist Hospitals of Dallas

Parkland Hospital

Tenet Healthcare Corporation

Texas Health Resources

Texas Scottish Rite Hospital for Children

University Medical Center, Inc.

## SPONSORS

WorkSource for Dallas County

Greater Dallas Chamber

## CONTACT INFO

Jennifer Stetter  
WorkSource for Dallas County

Greater Dallas Chamber

700 North Pearl  
Suite 1200

Dallas, Texas 75201

214-746-6623

jsstetter@dallaschamber.org

www.discoverhealthcareers.com

# healthcare

## DFW REGIONAL WORKFORCE LEADERSHIP COUNCIL

### VISION/MISSION STATEMENT

To bring together industry and educational efforts to help create and train the workforce needed in the healthcare industry.

### KEY ACCOMPLISHMENTS TO DATE

■■■ 5th Annual Advanced Summer Institute for Educators

■■■ Development of TEKS – aligned lesson plans for area educators

■■■ 3rd Annual Career Insight Forum for Educators

■■■ Development & Distribution of DFW Area Health Programs Resource Packet

■■■ Launch & Development of Discover Health Careers website – [www.discoverhealthcareers.com](http://www.discoverhealthcareers.com)

■■■ Partnership & Collaboration with The University of North Texas System on Professional Science Masters (PSM) degree

■■■ Career Awareness Events for Students

■■■ Job Shadowing Program with Dallas ISD

■■■ Development of Healthcare Speakers' Bureau

### PLANNED FUTURE ACTIVITIES

■■■ Expansion of Job Shadowing Program beyond Dallas ISD

■■■ Internship/Mentorship opportunities for high school students

■■■ Interactive workshop series for health science technology (HST) teachers

■■■ Partnerships/Collaboration with STEM Academies

■■■ Growth of Speakers' Bureau resources

*Job shadowing provides a key opportunity to pique students' interests for entering the healthcare workforce as a nurse, doctor, surgical technologist, dentist, pharmacist.*



## BACKGROUND

The healthcare industry continues to have a commanding presence in and impact on the economy of Dallas – Fort Worth. More than \$2.5 billion is planned for hospital and health care system construction projects over the next 10 years in order to meet the population growth and aging demand. Extreme growth numbers have left the industry faced with severe workforce shortages in both the short and long run. Guided by area health system member CEOs, cluster efforts aim to address shortages by increasing career opportunity awareness at all levels, offering professional development, coordinating industry-specific training and strengthening other programs to help create and train the future workforce.



## MEMBERS



## DFW Regional Workforce Leadership Council Annual Report

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