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## **Lubbock Economic Development Alliance Receives 2012 Workforce Excellence Award from Texas Economic Development Council**

**(LUBBOCK)** – The Lubbock Economic Development Alliance (LEDA) is the recipient of the 2012 Workforce Excellence Award from the Texas Economic Development Council (TEDC). This award recognizes exceptional contributions by a Texas community that has implemented successful workforce initiatives. Criteria for the award includes innovativeness, transferability, community commitment and leverage, measured objectives and secondary benefits.

“Today, our nation is faced with a profound economic shift – advanced manufacturing, energy, information technology, healthcare and other high-tech industries are the new engines of economic development,” Terri Duncan, Director of Workforce Development for LEDA, said. “The education and training systems that we depend on – adult education, career-technical education, and community colleges – are struggling to keep up with the demand of these sectors for skilled workers.”

For the past 12 years, LEDA has worked hand in hand with local and regional partners to build a skilled, qualified workforce in an effort to meet the need of emerging occupations in Lubbock, the surrounding region and the state. LEDA and its partners have encouraged and laid a foundation for economic development entities to bring industry leaders and educational leaders together to develop programs with the goal of creating a skilled, future workforce to build prosperous and viable communities.

Rather than initiating programs traditionally found at the community college level, it has been LEDA’s goal to start all programs in high school. Upon graduation from high school, students are now better-equipped to make a seamless transition and continue their studies at the community college and university levels.

This integration provides opportunities for industry certifications, career paths and other credentials while still in high school; and creates multiple entry and exits through a student’s career/education process. Programs developed locally include automotive, manufacturing, construction technology, health care and more.

“The adoption of the process provides for more marketable skills for our future workforce and the types of skills needed for our economy to prosper and compete with the world. Furthermore, this has become a beneficial tool for LEDA in growing local businesses and recruiting new businesses to Lubbock,” Duncan said.

For more information about TEDC or the Workforce Development Award, please visit <https://www.texasedc.org/node/44>. To learn more about LEDA and the Workforce Development Award, visit [www.LubbockEDA.org](http://www.LubbockEDA.org) or contact Holly Givens, Director of Marketing and Communications, at [holly.givens@lubbockeda.org](mailto:holly.givens@lubbockeda.org) or 806. 723.8236.

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The Lubbock Economic Development Alliance is a not-for-profit company that promotes economic progress through the development or expansion of commercial activity in the area. Since its inception in 2004, the organization has assisted 97 companies, directly resulting in 4,133 jobs and more than \$5.8 billion in combined economic impact to the Lubbock area.

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