

TEXAS

Texas Workforce Commission

ASE Grant Award	\$5,441,041.06
Target Industries	Advanced manufacturing, aerospace and defense, biotechnology and life sciences/healthcare, business management and operations, construction, education, energy, information and computer technology, petroleum refining and chemical products
Target Occupations	Industrial machinery mechanics; machinists; sales reps; wholesale and manufacturing; technical and scientific products; mechanical engineers; drone operators; registered nurses; medical and health services managers; general and operations managers; financial managers; accountants and auditors; management analysts; sales managers; operations research analysts; construction managers; plumbers, pipefitters, and steamfitters; carpenters; sheet metal workers; structural iron and steelworkers; elementary, middle, and high school teachers; electrical engineers, electricians, heating and air conditioning technicians, and refrigeration mechanics and installers; wind turbine service technicians; software developers (applications); computer systems analysts; software developers (systems software); network and computer systems administrators; millwrights
Registration Entity	U.S. Department of Labor
ASE Goals	1550 apprentices, 33 new Registered Apprenticeship Programs (RAPs)

Key ASE Expansion Strategies

- Expand RAPs into rural areas and smaller cities.
- Secure a vendor with extensive marketing and outreach experience to produce a public service announcement, sales presentation, microtargeted direct response campaign, and outreach strategy supported by a paid media buy. The materials will be in English and Spanish to reach a broader audience.
- Engage, increase, implement, and integrate the Registered Apprenticeship training model as part of the State's workforce development strategy.
- Bring together education, skills, and credentials to meet employers' needs.
- Partner with chambers of commerce and economic development centers to leverage funds to offset portions of the related training instruction costs with membership dues and sales tax revenue; this will be a strategy to encourage more boards to adopt RAPs as a training model.
- Encourage community and technical colleges, as eligible grantees, to use allotment funding to address workforce development needs in the communities they serve. This will support RAPs and build staffing and knowledge capacity to imbed RAPs in more areas of the State.
- Put more funding in the hands of regional workforce partners to build the State's capacity and streamline the development of RAPs for apprentices.