



EnergyVenture

*Gulf Coast Petrochemical*  
INFORMATION NETWORK



**EnergyVenture**



A Replicable, Scalable, Sustainable  
Workforce and Economic Development  
Strategy for the Gulf Coast



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# Background

The petrochemical refining and chemical products industry and the energy cluster are two of the six industry clusters that economists say will be the engine of future economic growth in Texas.



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The Governor's vision is to grow the economy of the State of Texas by developing a "coordinated, collaborative and market-driven economic development strategy" for the six clusters.



# Issues

The State of Texas, Industry Cluster Initiative Report and the East Harris County Manufacturing Association (EHCMA) identified two issues critical to the continued vitality of the industry.

- A negative image as a dirty and dangerous business.
- A lack of awareness of the good paying and high skill jobs with flexible hours available.<sup>1</sup>

<sup>1</sup> Strategies to date have focused primarily on small scale programs and initiatives or large scale passive campaigns such as Web site information that has minimal push and pull strategies.



# Image and Awareness Program

A summer career orientation camp initially targeting 1,000 young people per year in the Gulf Coast who have the best possibility of staying within 50 miles of their local community to work and raise their family.<sup>1</sup>

<sup>1</sup> Other young people will not be excluded; however, the majority of recruitment will occur within the schools and communities that are projected to help fill the worker gap during the next 10 years.



# How Does This Camp Differ from Other Camps?

This is a 40-hour intensive awareness program for 12, 13 and 14 year-olds that focuses on:

- *Jobs/Careers, Environment, Safety, Math & Science*

It has a “re-engagement component” in February each year.

The participants will be tracked from middle school, high school, college and into the job market.



The student's names will remain in the data bases for a college recruitment pool for programs such as:

- Process Technology
- Welding
- Advanced Manufacturing
- Industrial Maintenance
- Nondestructive Testing
- Instrumentation

(These names may also be available for special industry recruitment events.)

After the ramp-up period, there will be 1,000 names added yearly to the composite databases.

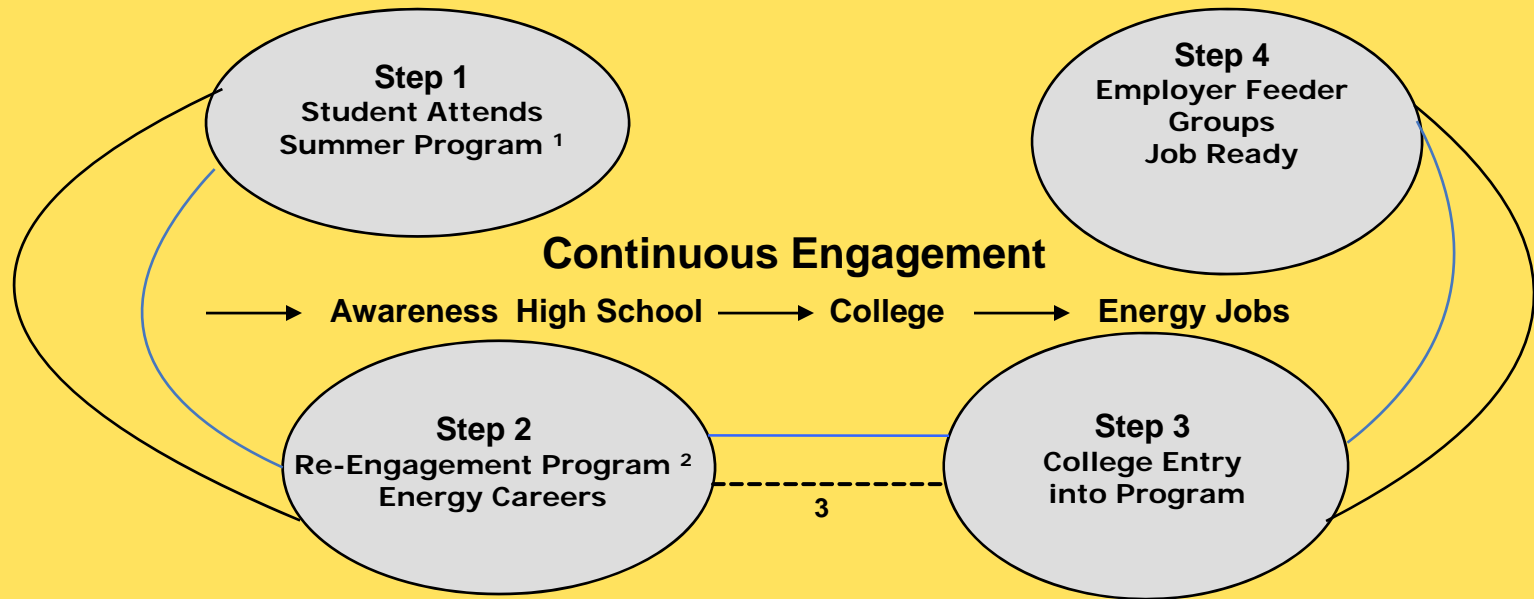


The data base will be maintained and recruitment campaigns and special career information will be sent periodically to participants.

The colleges will be able to provide “feeder groups” of young people from two year associate degrees.



# Model



<sup>1</sup> Database is built with name, address, phone number, e-mail and other pertinent information.

<sup>2</sup> The Re-engagement Program Energy Careers is a one-day Saturday event with special events, speakers and rewards for attending.

<sup>3</sup> Dotted black lines denote continued tracking for 8-10 years or longer. Database will contain 1,000 new names per year.

