

AUGUST 2026

2027–2031 WORKFORCE STRATEGY ACTION PLAN

City of Pearland, Texas



STRATEGIES

ACKNOWLEDGMENTS

TIP Strategies, Inc., (TIP) would like to thank the members of the steering committee, as well as the leadership and staff of the Pearland Economic Development Corporation and the Pearland Chamber of Commerce, for providing guidance and feedback that shaped this plan. TIP is also grateful to the Pearland employers, workers, and residents who shared their thoughts and contributed valuable insights during the planning process.

CLIENT TEAM



The Pearland Economic Development Corporation (PEDC) is a Type B corporation that was approved in 1995 by citizens of the City of Pearland through a local election. PEDC proactively pursues new primary jobs and capital investments through a range of activities such as marketing, relationship building, project management, project support and the provision of incentives.

Contact

Pearland Economic Development Corporation
3519 Liberty Dr., Suite 350
Pearland, TX 77581
PH: +1 281 9973000
www.pearlandedc.com

Project Contributors

Matt Buchanan, President
Adrian Perez, Vice President, Attraction/Retention
Mou Sarkar, Workforce Director



The Pearland Chamber of Commerce is a volunteer intensive organization driven by the entrepreneurial spirit. Formed in 1963 by a group of business professionals concerned about the progress of Pearland, this organization was charged with creating job opportunities through stimulation of industrial and commercial growth.

Contact

Pearland Chamber
6117 Broadway St.
Pearland, TX 77581
PH: +1 281 4853634
www.pearlandchamber.org

Project Contributors

Jim Johnson, President/CEO
Jennifer Berti, Vice President

CONSULTING TEAM



TIP Strategies, Inc., is a privately held Austin-based firm providing consulting and advisory services to public and private sector clients. Established in 1995, the firm's core competencies are strategic planning for economic development, talent strategies, organizational development, resiliency planning, and equity initiatives.

Contact

TIP Strategies
13492 N Hwy 183, Suite 120-254
Austin, TX 78750
PH: +1 512 3439113
www.tipstrategies.com

Project Contributors

Tom Stellman, CEO & Founder
Erica Colston, Consultant
Jess Myers, Associate Consultant
Reece Neathery, Analyst

CONTENTS

- Executive Summary2
 - Planning Context.....2
 - Strategic Framework2
 - Toward Implementation3
- Project Overview4
 - A Legacy of Success5
 - Pearland Prosperity7
 - The Path Forward8
- Planning Context9
 - Stakeholder Engagement9
 - Quantitative Analysis 10
- Strategic Framework 12
 - Goal 1. Employer Support..... 13
 - Goal 2. Education and Career Exploration..... 17
 - Goal 3. Workforce Resources 21
- Appendix A. Supporting Context..... 25
- Appendix B. Strengths, Challenges, and Opportunities Assessment..... 30
- Appendix C. Implementation 31
 - Implementation Framework..... 31
 - Resources for Implementation 32
- Appendix D. Acknowledgments..... 34
 - Steering Committee..... 34
 - Roundtable, Interview, and Workshop Participants 35

EXECUTIVE SUMMARY

Pearland has been ranked the 2025–2026 best place to live in Texas and third in the nation by [U.S. News and World Report](#). The community's exceptional schools, family-friendly atmosphere, and strong affordability are anchored by a robust economy. A core factor in sustaining this economic vitality is a resilient, competitive workforce.

This plan is an update to the *2022–2025 Workforce Strategy Action Plan*, which helped support that workforce by establishing a coordinated program of work led by the Pearland Economic Development Corporation (PEDC), the Pearland Chamber of Commerce (Chamber), and other stakeholders. The recommendations provided are also aligned with one of the 11 key initiatives under the updated 2024 *Pearland Prosperity* plan, which directs workforce development efforts toward ensuring Pearland remains a community of choice for both employers and talent.

PLANNING CONTEXT

The overarching goal of this project was clear from the outset: to drive **talent alignment, long-term competitiveness, and inclusive opportunities for residents** in the City of Pearland. In preparing the updated *2027–2031 Workforce Strategy Action Plan* for PEDC and the Chamber, TIP Strategies (TIP) applied its three-phase planning model: discovery, opportunity, and implementation. This structured process ensured a data-driven methodology, blending quantitative analysis with local intelligence to build on the community's workforce successes.

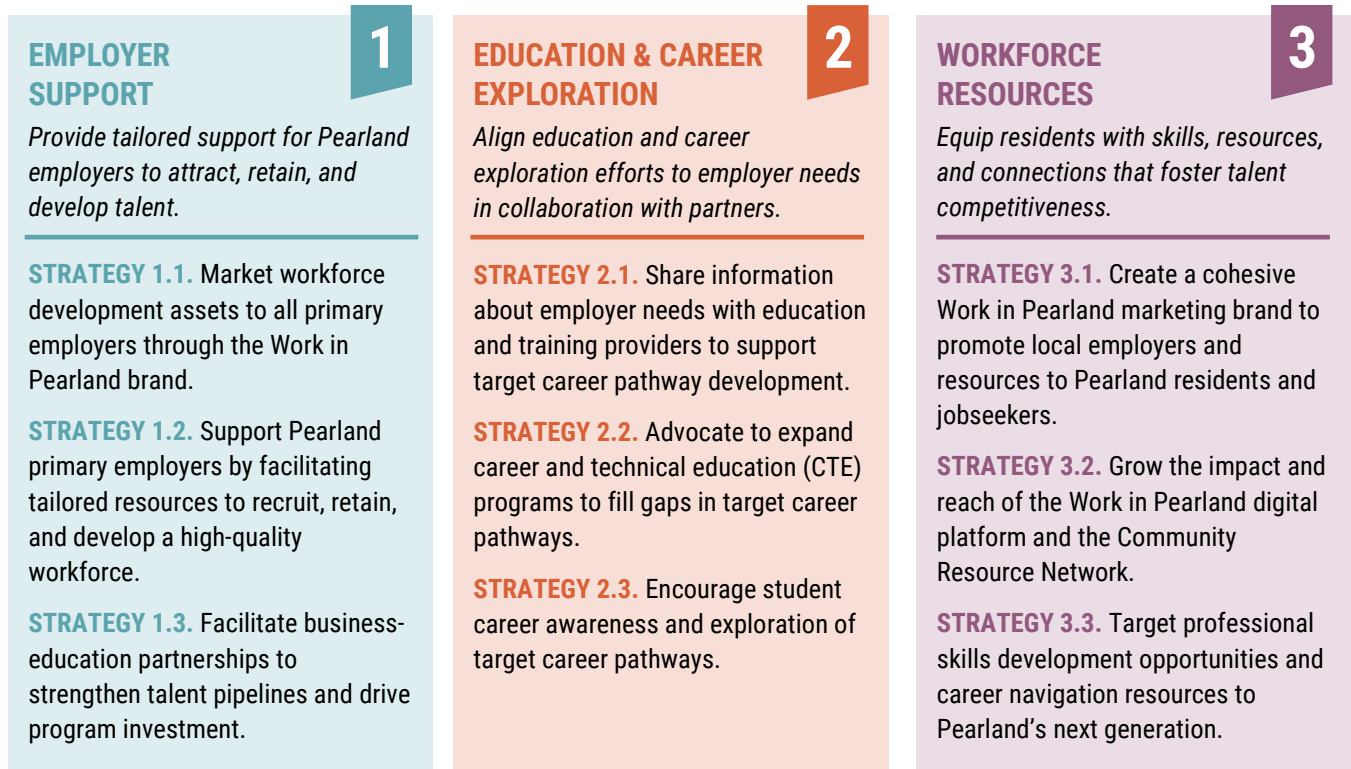
The planning team engaged over 70 stakeholders—including businesses, workforce organizations, manufacturing industry representatives, young professionals, and education institutions—through personal interviews, roundtables, and employer site tours. Additionally, a steering committee composed of education, industry, and economic development leaders contributed oversight and feedback on strategies. This stakeholder input highlighted critical talent needs and revealed workforce challenges faced by Pearland employers in an evolving regional and national economic landscape.

Together with a comprehensive industry, education, and employment assessment delivered through Tableau Public, these findings shed light on the strengths, opportunities, and challenges facing businesses, workforce providers, and jobseekers in the City of Pearland. Through partner engagement focused on the resulting strategies, a collaborative process directly shaped the final *2027–2031 Workforce Strategy Action Plan*. An abbreviated overview is included in the Planning Context section, with detailed quantitative summaries and a full assessment of regional strengths, challenges, and opportunities provided in Appendices A and B (see pages 25 through 30).

STRATEGIC FRAMEWORK

The plan's Strategic Framework builds on PEDC's and the Chamber's roles as Pearland workforce ecosystem connectors. Rather than acting as direct service providers, these organizations optimize resources as liaisons between industry demand and training execution. In this capacity, their focus is twofold: (1) connecting employers with market intelligence and tools to help them secure skilled talent, and (2) aligning partnerships with education and training providers and other stakeholders that are essential for developing strong talent pipelines and career preparation and access for Pearland residents.

From the planning process, three goals emerged to direct workforce efforts moving forward. The high-level structure of these goals and their supporting strategies is illustrated in Figure 1 (page 3), while the actions and tactics required to achieve each goal are outlined in the full Strategic Framework section of this plan.

Figure 1. 2027–2031 Workforce Strategy Action Plan: Strategic Framework

Source(s): TIP Strategies, Inc.

TOWARD IMPLEMENTATION

Fulfilling the plan's goals will require a shared commitment across the workforce development ecosystem. PEDC and the Chamber will center their efforts on engaging employers and addressing real-time industry demands while uniting broader community stakeholders—including K–12 school districts, higher education institutions, public agencies, and nonprofits—to maintain an aligned talent pipeline.

This plan builds on the momentum of previous successes, achieved together with local partners. Expanding ongoing collaborative frameworks, such as the Work in Pearland Committee, is critical as broader trends regarding retirements, artificial intelligence (AI), and the next generation of talent take shape. By strengthening these partnerships and aligning on common goals, stakeholders can ensure a reliable labor supply for local industries and create a more resilient and prepared future workforce to foster a stronger economy over the long term.

The Strategic Framework includes tools, projects, programs, and other initiatives mapped out at the action and tactic levels. Though some of these items are PEDC- or Chamber-specific, many depend on additional partnerships and resources to succeed. To operationalize efforts, the Appendix C. Implementation section includes two practical toolsets. The implementation framework is an editable Excel-based work plan that identifies lead and supporting organizations and provides space to track accomplishments, barriers encountered, and success stories over time. A resource asset inventory is also provided, which categorizes available local, state, and regional tools into grants (direct funding), services (consultation), and information (data and webinars) to help PEDC and the Chamber support talent growth and connect local businesses with high-return solutions.

Through building on previous successes and maximizing resources, this plan aims to expand support for one of the main factors—workforce—that undergirds the high quality of life and strong economy in the City of Pearland.

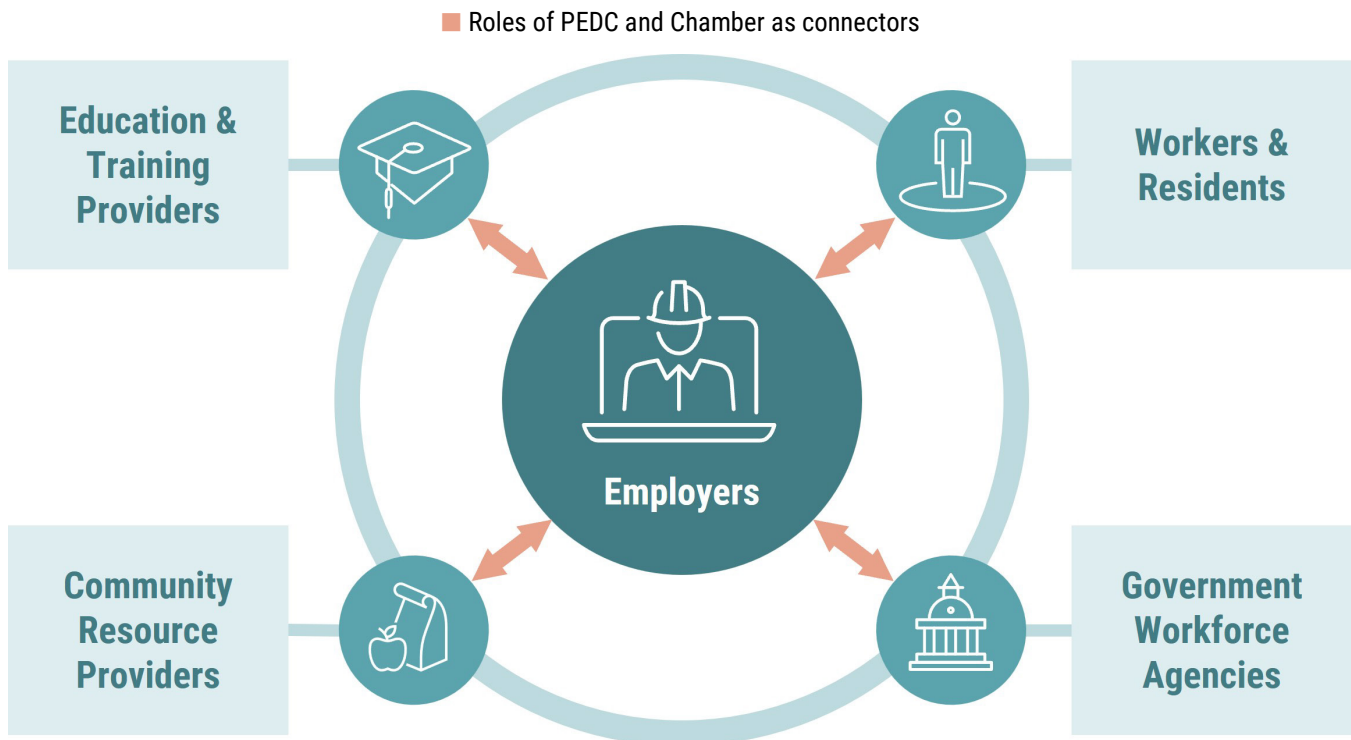
PROJECT OVERVIEW

By offering an excellent quality of life and a competitive cost of living, the City of Pearland, Texas (the City), has established itself as an attractive community in the Houston metropolitan statistical area (MSA), resulting in significant population gains and sustained economic growth. Maintaining this momentum, however, requires that local employers can find and develop the talent they need to remain competitive in the regional labor market and the shifting global landscape.

Although Pearland benefits from a large base of educated professionals within the Houston MSA, local employer needs are highly individualized and rapidly changing. National trends—including worker shortages and impending retirements in the manufacturing sector, evolving skill requirements driven by automation and artificial intelligence (AI), and federal policy shifts—further complicate the ability to connect industry with qualified workers. Taken together, these challenges point to the necessity of a talent pipeline that is not only aligned with modern businesses' skills demands but is also resilient and flexible to meet future needs.

Creating this responsive talent pipeline is dependent on strong partnerships and communication across the workforce development ecosystem, including with education institutions, nonprofits and other community resource providers, public workforce entities, and private economic development organizations. All partners have a role to play and an interest in supporting a strong talent base, but effective collaboration is a perennial challenge. Recognizing this need, the Pearland Economic Development Corporation (PEDC) and the Pearland Chamber of Commerce (the Chamber) serve as a coordinated central hub to connect local employers with resources and partners that provide a high return on investment for hiring and training talent, as well as direct connections to local, high-quality talent pipelines (see Figure 2).

Figure 2. City of Pearland Workforce Ecosystem



Source(s): TIP Strategies, Inc.

To formalize these ongoing efforts and build on previous momentum, PEDC and the Chamber engaged TIP Strategies, Inc., (TIP) a nationally recognized workforce and economic development consulting firm, in late 2025 to prepare this *2027–2031 Workforce Strategy Action Plan*. This plan serves as an update to the *2022–2025 Workforce Strategy Action Plan* and is designed to strengthen partnerships, renew commitments to actionable items, and enhance PEDC’s and the Chamber’s offerings to ensure they provide maximum value for partners. It also aligns future workforce efforts with the strategic priorities outlined in the *2024 Pearland Prosperity* community and economic development plan.

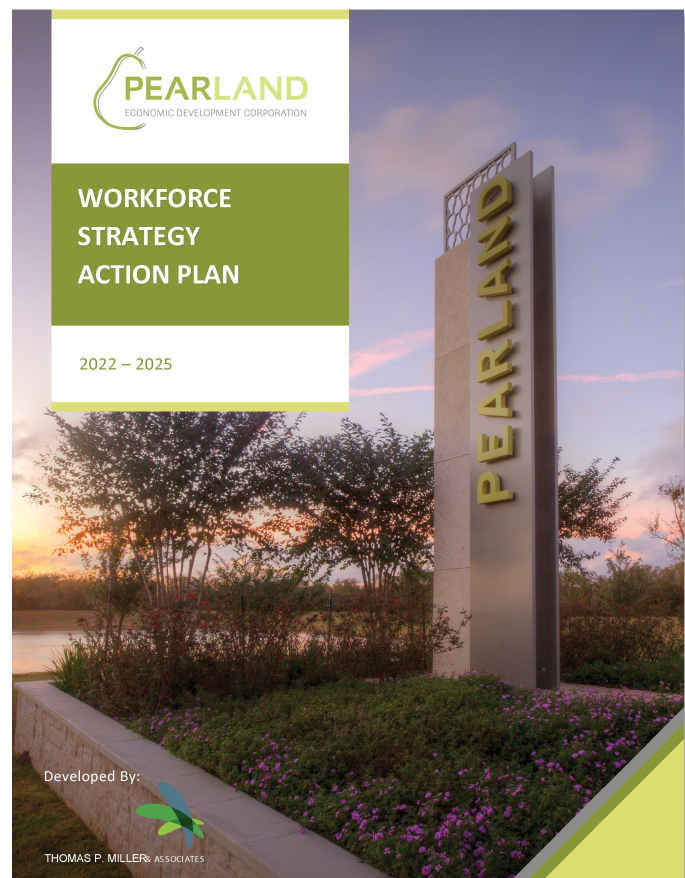
By continuing to facilitate this collaborative environment, PEDC and the Chamber align the values of all partners toward shared economic development ends. Employers receive the specific support needed to attract and develop a competitive, skilled workforce; educators secure access to information about real-time industry needs and support for students’ professional success; and residents gain better access to high-quality local jobs. Ultimately, this plan positions Pearland to remain a community of choice for employer growth and thriving talent.

A LEGACY OF SUCCESS

In moving Pearland toward a collaborative ecosystem that connects and provides for all partners, the *2022–2025 Workforce Strategy Action Plan* identified four goal areas.

1. **Intentioned** and **streamlined communication** among partners
2. Expand and promote **experiential learning** among education providers
3. Formulate **industry sector partnerships** in target sectors
4. Create a **community resource network** (CRN)

Implementation of the plan transformed PEDC into an active facilitator of workforce development partnerships. A pivotal milestone was the hiring of a workforce director to carry out the plan’s recommendations and program of work. Under this leadership and in partnership with the Chamber, PEDC has acted as the critical liaison between industry needs and talent development. Together, these organizations positioned their workforce programming as a trusted resource for employers, education and training providers, and the broader community. Over the last four years, this approach has produced measurable progress.



Direct Support for Businesses' Workforce Needs



PEDC and the Chamber prioritized listening directly to industry leaders to customize solutions for talent development by collecting employer information through the BizConnect program. A major success of this focus was the procurement of over \$2 million in grant funding for employee training and upskilling. These resources fueled critical training partnerships, such as the collaboration with Alvin and San Jacinto Colleges to launch biomanufacturing and biotech programs, including a new certificate program that resulted in 17 funded students and multiple local hires. Companies have also used this funding to customize internal training programs and worker assessments. Finally, by providing work-based

learning resources like the internship toolkit and enrolling businesses in on-the-job training programs, the partnership has improved local employers' ability to develop robust talent pipelines.

Work in Pearland Platform

To bridge the gap between local talent and local opportunities, PEDC and the Chamber have spearheaded the Work in Pearland brand. This includes the WorkinPearland.com job board, a 24/7 virtual resource platform, which has grown to support over 100 employer booths and over 5,000 registered jobseekers. As of early 2026, over 1,300 users had submitted at least one job application within the platform. The impact of the brand is best seen in its annual in-person job fairs. Participation surged from 300 candidates in 2022 to 850 preregistered candidates for the 2024 event, then nearly doubled in 2025 to approximately 1,500 candidates. This platform is a vital digital and physical front door to connect residents with high-quality employment in their own community.



Community Resource Network



Recognizing that individual success at work often depends on stability at home, PEDC and the Chamber launched the Community Resource Network (CRN). This initiative centralizes more than 70 local nonprofit partners to help residents overcome specific employment barriers, such as transportation or childcare. Connecting workers and jobseekers to these essential support services helps employers improve employee retention and productivity by ensuring that all residents have the resources they need to thrive in the workplace.

Youth and Emerging Talent

Cultivating the next generation of Pearland's workforce has been a cornerstone of the previous plan. PEDC and the Chamber have organized several career exploration events across age groups, including an annual Manufacturing Day, the Creating Exciting Futures (CEF) event for middle school students, the Community Career+Education Forum (CCEF) for students and parents, and the Jobs Y'all career exploration and hiring fair for youth ages 16 to 24. These efforts were bolstered by a pilot program with Junior Achievement of Brazoria County (Junior Achievement) to promote



employability skills with local career and technical education (CTE) students, as well as a \$75,000 grant to develop an Opportunity Youth Strategic Roadmap for Brazoria County. Additionally, the Young Professionals of Pearland program has helped foster emerging leaders and provided networking opportunities. From internship mixers that help students build community ties to support for the Brazoria County Petrochemical Council Career Signing Day event, PEDC, the Chamber, and partners have created clear pathways for students to transition from the classroom to career.

Strategic Partnerships and the Work in Pearland Workforce Committee



The creation of the Workforce Committee and two subcommittees focused on education and career exploration, talent development, and human resources (HR) has encouraged a high level of interaction among stakeholders. This includes the successful launch of the HR Roundtable for quarterly best practice discussions; the Pearland Manufacturing Partnership was also launched through the Workforce Committee to address sector-specific priorities. Collectively, these subcommittees have focused on developing tools and resources to support local employers and provided community partner tours, creating collaborative structures that helped maintain a strong workforce ecosystem.

The successes of the 2022–2025 plan underscore the importance of PEDC and the Chamber’s collective role as connectors within the workforce ecosystem. By serving as the go-between for educators and employers in the above ways, they have strengthened the overall system while providing benefits to individual partners. Employers benefit from clearer access to workforce resources, a consistent advocate for their needs, and customized solutions to workforce challenges through external funding. Education and training providers benefit from stronger, more direct relationships with industry. Residents benefit from expanded awareness of and access to local employment opportunities. This foundational understanding of these entities’ successful program of work—and the partnerships underlying them—establishes a clear starting point for undertaking a plan update that ensures Pearland remains a community of choice.

PEARLAND PROSPERITY

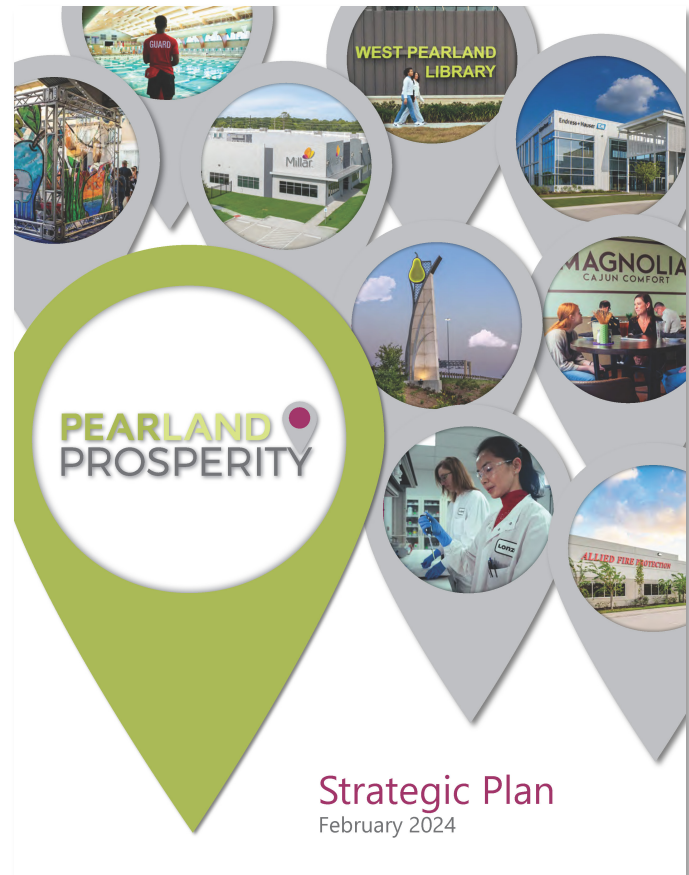
Following the adoption of the 2022–2025 workforce plan, PEDC, the Chamber, and other local partners advanced a broader community and economic development strategy: the 2024 *Pearland Prosperity* plan. This plan aims to achieve [one community goal](#): that “Pearland will be the **community of choice** for PEOPLE and BUSINESS in [the] region.”

The *Pearland Prosperity* plan identifies workforce development as a central component of long-term competitiveness and citywide economic vitality, outlines priorities to align with the overall plan’s vision, and sets expectations for integration into PEDC’s and the Chamber’s workforce efforts. This updated 2027–2031 *Workforce Strategic Action Plan* serves as the mechanism for that alignment, translating community-wide economic development goals into a tactical workforce approach.

As PEDC and the Chamber look toward the horizon from 2027 to 2031, future workforce efforts must support the following six core strategic recommendations identified in the *Pearland Prosperity* plan. Together, these strategies define the broader context in which the updated workforce plan operates.

1. **Customized Employer Assistance:** Continuing to offer workforce assistance to primary employers, ensuring specific recruitment and retention needs are met through direct support.

2. **Expansion of the Community Resource Network (CRN):** Building on the CRN to ensure effective navigation and connection to supportive services and training programs available in the region.
3. **Formal Business-Education Framework:** Continuing to implement a standardized partnership framework that works with both industry and education providers to promote success.
4. **Targeted Career Pathways:** Strengthening pathways to high-wage roles in key sectors, such as healthcare and manufacturing.
5. **Enhancing Work in Pearland:** Improving the Work in Pearland initiative as the digital front door for local talent to discover local opportunities.
6. **Physical Training Infrastructure:** Exploring physical training spaces to ensure workforce training facilities with modern industry equipment exist for Pearland employers to access.



THE PATH FORWARD

The last four years have shown that workforce development is defined by the strength of partnership alignment across the system. When employers, education and training providers, and community organizations operated with shared purpose and clear points of connection, meaningful progress in Pearland has followed. In this environment, the role of PEDC and the Chamber are distinct. Rather than serving as a direct service provider, the organizations function as a connector and convener, ensuring employer needs are clearly articulated and that education and workforce partners across the ecosystem are positioned to respond. This role has proven essential in translating industry demand into coordinated action.

The workforce ecosystem is inherently complex, involving diverse organizations with varied missions. Progress depends on continuing to identify where those missions intersect and reinforcing the partnerships that produce shared value. Implementation of the 2022–2025 plan demonstrates that when alignment is achieved, outcomes improve for employers, providers, and residents alike.

This perspective also reinforces that economic development and workforce development are inseparable. The ability to attract, retain, and grow primary employers is directly tied to the availability of skilled talent, just as access to quality employment opportunities shapes economic vitality for residents. Building on the success of the previous workforce plan and the vision of *Pearland Prosperity*, this update prioritizes scalable initiatives that are informed by employer demand and supported by strong partnerships to deliver the highest return for the entire community.

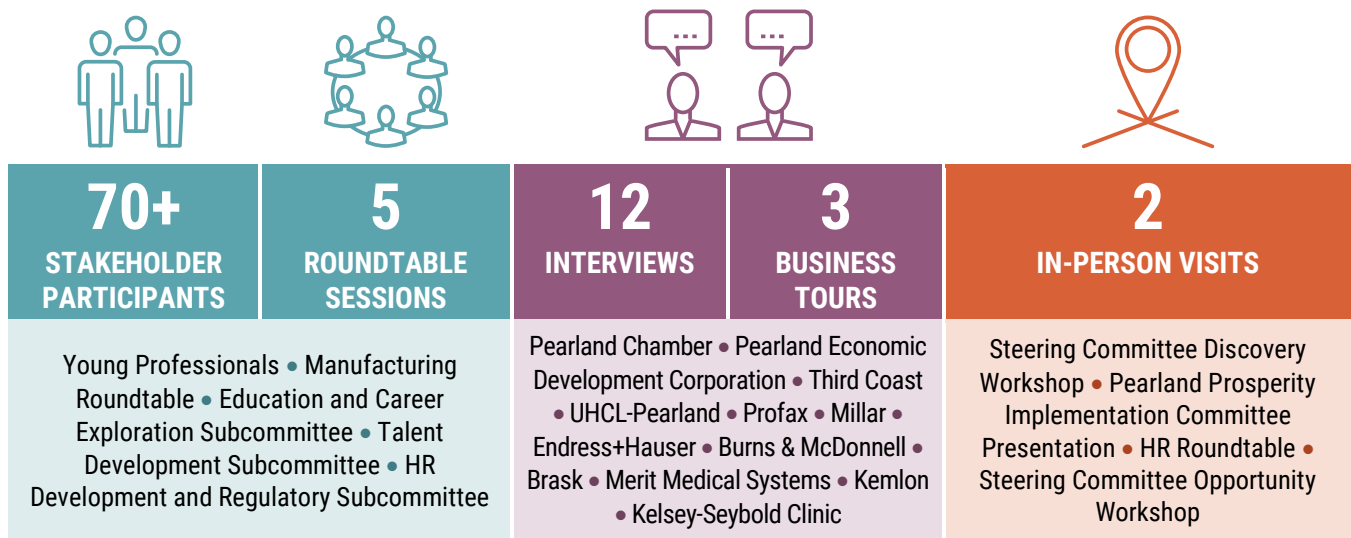
PLANNING CONTEXT

To prepare a comprehensive five-year workforce action plan for PEDC and the Chamber, TIP applied its three-phase planning model: discovery, opportunity, implementation. The initial **discovery phase** focused on reviewing available materials, participating in demos of existing programs, gathering stakeholder input, and conducting a targeted workforce analysis to understand trends underlying Pearland's workforce development ecosystem and the partnerships, existing assets, and challenges that define it. During the **opportunity phase**, TIP combined the workforce analysis with stakeholder feedback to identify the opportunities with the greatest potential for success and conducted additional data analysis focused on job quality and access and artificial intelligence (AI) exposure. Finally, the **implementation phase** consisted of identifying clear goals and actionable strategies for driving talent alignment, long-term competitiveness, and inclusive opportunities in the City of Pearland.

STAKEHOLDER ENGAGEMENT

An extensive stakeholder outreach process gathered qualitative feedback on talent alignment. As illustrated in Figure 3, stakeholder engagement was accomplished through employer site visits, roundtable sessions, and one-on-one conversations with stakeholders who play a vital role in Pearland's workforce ecosystem, including businesses, workforce organizations, manufacturing industry representatives, young professionals, and education institutions. This feedback illuminated the talent needs of employers and provided crucial insight into the region's current and future labor supply. A full list of stakeholder participants can be found in Appendix D. Acknowledgments.

Figure 3. Stakeholder Engagement Overview



Source(s): TIP Strategies, Inc.

Note(s): UHCL stands for University of Houston–Clear Lake.

Stakeholder engagement surfaced several common themes that shed light on the challenges and opportunities that Pearland's employers face in attracting, retaining, and developing talent. They include the following.

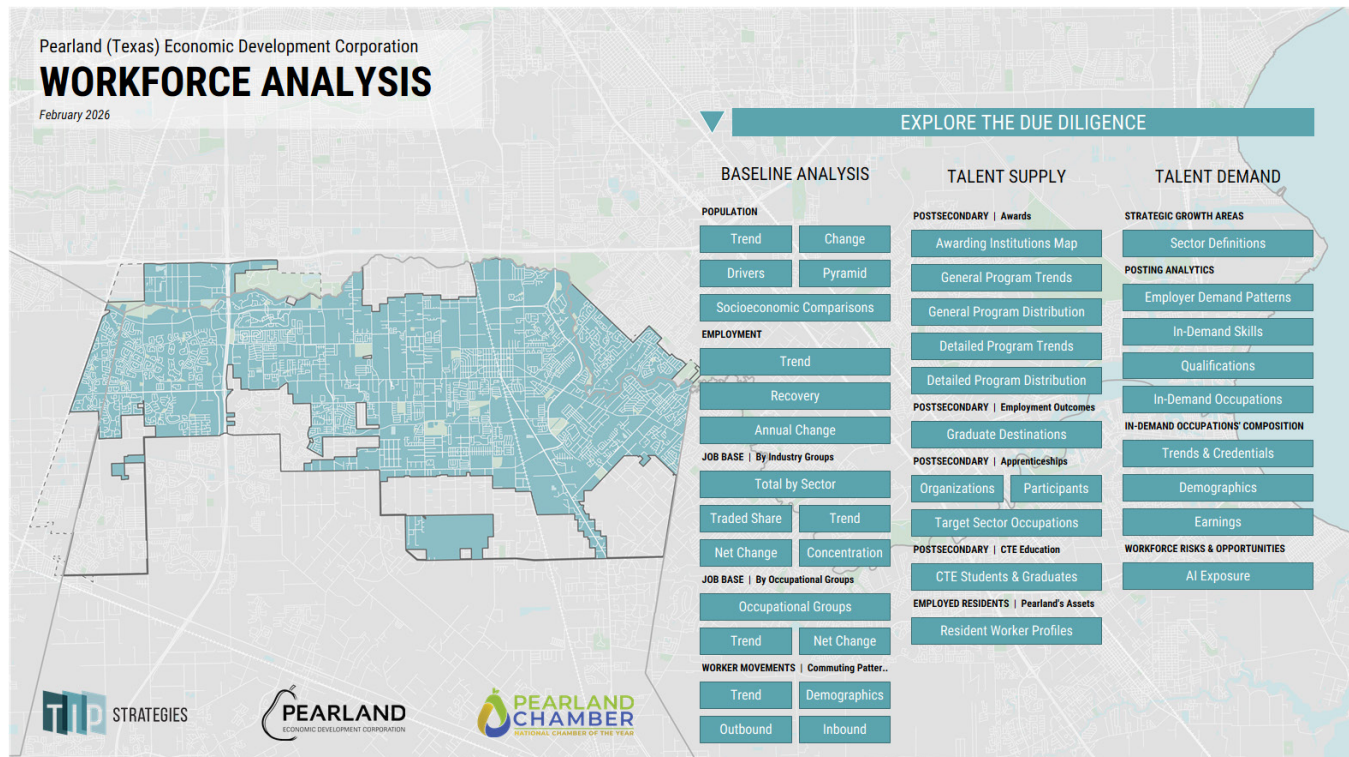
- Pearland is seen as a welcoming and growing community. At the outset of the engagement, one steering committee member noted that “collaboration is substantially above par compared to peer communities.”
- Some Pearland employers have been negatively affected by federal policy changes (e.g., tariffs, immigration) and global workforce trends (e.g., AI, information technology, offshoring), both directly and indirectly shaping their ability to hire and keep talent.

- Many manufacturing employers also face regional competition from the oil and gas industry for technical talent, increasing costs and preventing recruitment.
- To help with these challenges, employers promote benefits including a strong company culture, shorter commute times, and training and career-growth opportunities.
- Employers often prefer to hire strong entry-level candidates and train them internally on their own processes, which are frequently custom to the organization.
- However, entry-level talent often lacks the employability or soft skills that employers need and has different workplace expectations about flexibility.
- There are strong independent school district (ISD) and higher education partnerships, but some practical barriers to delivering industry-aligned training. These include Pearland's east-west geography and its impact on transportation, the need for student interest to create programs, and the difficulty of staff recruitment.

QUANTITATIVE ANALYSIS

As part of the workforce analysis, TIP also prepared a comprehensive quantitative analysis of broad labor, industry, demographic, and economic conditions in Pearland. This analysis is presented as an interactive data visualization in Tableau for use by PEDC and the Chamber.

Figure 4. Menu of the Interactive Deliverable



Source(s): TIP Strategies, Inc.

The Tableau deliverable includes a baseline analysis of the City of Pearland's existing conditions, including population trends, socioeconomic characteristics, and industry and occupational employment. This analysis also includes comparisons with nine of Pearland's peer cities, as suburbs of major metropolitan areas, including: Baytown, Texas; Cary, North Carolina; Franklin, Tennessee; League City, Texas; McKinney, Texas; Missouri City, Texas; Olathe, Kansas; Plano, Texas; and Sugar Land, Texas. Additionally, the tool includes data on Pearland's talent supply—namely CTE enrollments, postsecondary completions, and apprenticeships—as well as data on regional talent demand based on job postings of local Pearland employers throughout the Houston MSA. These job posting analytics focused on five target sectors: healthcare and life sciences; professional services; energy and gas material processing; manufacturing; and industrial support. Further analysis of the Pearland workforce was provided through an exploration of the City's commuting patterns, as well as TIP's AI Occupational Exposure tool (AIOC). The AIOC score indicates the relative impact of generative AI on jobs in the Houston MSA by industry.

Finally, TIP provided its proprietary Job Quality and Accessibility (JQA) tool as a separate Tableau deliverable. This tool identifies a job quality score and a job accessibility score for approximately 700 occupations based on a complex set of factors including cost of living, career advancement opportunities, AI occupational exposure, and required work experience. PEDC and the Chamber can use this information to spark conversations about workforce trends and talent alignment with partners. Takeaways that informed understanding of the economic context and aggregate trends in Pearland for the planning process can also be found in Appendix A. Supporting Context. Finally, a summary assessment of strengths, challenges, and opportunities for workforce development partners in Pearland can be found in Appendix B. Strengths, Challenges, and Opportunities Assessment.

The following section focuses on the Strategic Framework, which details the specific goals, strategies, and actions designed to sustain Pearland's momentum and ensure the community's talent pipeline remains a primary driver of its economic prosperity.

STRATEGIC FRAMEWORK

As PEDC and the Chamber continue to focus on enhancing the community's economic vitality, the 2027–2031 *Workforce Strategy Action Plan* leverages a strong foundation of coordinated initiatives to meet the demands of an evolving global economy. The core of this framework is the centering of the employer experience, ensuring that industry needs are the primary driver of the workforce system. Based on the synthesis of findings, this plan recommends three strategic goal areas moving forward, as seen in Figure 5. These goals are designed to maximize PEDC's and the Chamber's roles as the critical liaisons between the business community and talent development partners to attract, develop, and retain a qualified workforce. For each goal, a set of sample metrics is provided to indicate outputs of PEDC and the Chamber in dedicating resources toward plan implementation. In addition, each goal contains a set of sample indicators that reflect successful outcomes of ecosystem-wide collaboration, with varying levels of responsibility across partners.

Figure 5. Strategic Action Plan Goal Areas



The Strategic Framework of the 2027–2031 *Workforce Strategy Action Plan* serves as the mechanism for enacting the *Pearland Prosperity* plan's workforce development key initiative and its underlying strategic recommendations (see Figure 6). Therefore, each strategy in this action plan is connected to at least one *Pearland Prosperity* plan workforce development strategic recommendation, as indicated using the tags defined in Figure 6 (I-1 through I-6).

Figure 6. *Pearland Prosperity* Plan Workforce Development Strategic Recommendations

I-1	Customized Employer Assistance: Continuing to offer workforce assistance to primary employers, ensuring specific recruitment and retention needs are met through direct support.
I-2	Expansion of the Community Resource Network (CRN): Building on the CRN to ensure effective navigation and connection to supportive services and training programs available in the region.
I-3	Formal Business-Education Framework: Continuing to implement a standardized partnership framework that works with both industry and education providers to promote success.
I-4	Targeted Career Pathways: Strengthening pathways to high-wage roles in key sectors, such as healthcare and manufacturing.
I-5	Enhancing Work in Pearland: Improving the Work in Pearland initiative as the digital front door for local talent to discover local opportunities.
I-6	Physical Training Infrastructure: Exploring physical training spaces to ensure workforce training facilities with modern industry equipment exist for Pearland employers to access.

Goal 1. Employer Support

Provide tailored support for Pearland employers to attract, retain, and develop talent.

The ability of employers to find and keep skilled talent directly determines Pearland's economic competitiveness and its reputation as an advantageous place to live and do business. By prioritizing the employer experience, PEDC and the Chamber can promote talent development and workforce efforts that meet the acute and long-term needs of local businesses.

PEDC and the Chamber have already established a strong foundation, acting as critical liaisons and trusted resources for the business community. Key wins from the previous plan—such as the successful Pearland Manufacturing Partnership roundtable and the brokerage of over \$2 million in training grants—demonstrate PEDC's and the Chamber's capacities to address primary employer priorities. Currently, they deliver vital assets, including access to candidates via job fairs, direct connections to education partners, wraparound resources for employees, and toolkits for work-based learning. While the resources offered by PEDC and the Chamber are highly valued, there is an opportunity to transition from a collection of offerings to a cohesive concierge service approach.

Stakeholder engagement revealed that many employers have variable talent demands and tend to focus on meeting short-term needs. Furthermore, employers have varying levels of staff dedicated to workforce development, with differing responsibilities in hiring versus developing internal talent pipelines. While large employers often have the capacity for deep program involvement, small-to-midsize businesses frequently lack HR capacity and require more direct support to meet immediate recruitment and retention needs. By utilizing engagement tracking tools, such as a workforce-specific employer profile, PEDC and the Chamber can glean this kind of information about employers' capacities and needs on an ongoing basis. The opportunity then lies in creating, and connecting employers to, a tailored set of workforce resources that solve their talent challenges, reduce administrative burden, and bring measurable benefits, such as higher employee retention and productivity.

To build on this foundation, the following strategies shift toward a model that aligns all employer services and resources under a unified brand. These efforts range from marketing successful workforce development partnerships and available resources, to creating new tools that support local employers with HR and talent development, to continuing to foster the underlying partnerships that create effective talent pipelines.

Strategies and Actions

1.1. Market workforce development assets to all primary employers through the Work in Pearland brand. I-1 I-5

1.1.1. Employer workforce profile. Develop and maintain employer workforce profiles to engage employers about workforce challenges and share resources that fit their needs.

- Create standards for employer relationship management to track employer engagement with workforce resources.

SAMPLE ECOSYSTEM INDICATORS OF SUCCESS

- Employer satisfaction with training providers
- Number of active business-education partnerships
- Employer utilization of workforce resources and services
- Work-based learning to hiring conversions

SAMPLE METRICS

- Employer awareness of resources (website hits, business retention and expansion survey)
- Employers connected to resources meeting their needs
- Touchpoints with relevant staff of primary employers by workforce need type

STRATEGY 1.1. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- Employer partners
- K–12 partners
- Higher education partners

- Engage in ongoing touchpoints with staff across workforce responsibilities to develop the profiles (e.g., as part of BizConnect visits).
- Track this business profile information in a structured format, such as through a customer relationship management (CRM) platform.

1.1.2. Employer-facing resource menu. Create and continually improve an employer-facing resource menu under the Work in Pearland brand.

- Develop a curated inventory of resources for hiring and recruitment, retention, talent development, and work-based learning opportunities from local regional, state, and federal sources, including a related events calendar featuring job fairs and career exploration events.
- Identify an accessible platform for the employer resources menu (e.g., a digital webpage on the Work in Pearland website).
- Share the resources menu in touchpoints with businesses.
- Revisit resources menu content on an ongoing basis to add new resources, such as hiring events or recently launched programs.

1.1.3. Targeted storytelling. Develop and share marketing materials tailored to employers that promote success stories from engagement in workforce development events and programs.

- Gather testimonials from employer participants at in-person career awareness and exploration events. Focus on stories that highlight positive outcomes from participation in work-based learning activities, including rehiring, positive employee impact, and business cost savings. (See Action 2.3.4.)
- Distribute stories through media channels and the Work in Pearland website.
- Create a semi-annual newsletter to share major workforce achievements and upcoming events.
- Create business engagement opportunities, such as a signature event focused on education and workforce, to engage and energize businesses about workforce opportunities in Pearland.

1.2. Support Pearland primary employers by facilitating tailored resources to recruit, retain, and develop a high-quality workforce. I-1

1.2.1. Hiring and retention services. Create recruitment and retention tools that help employers market job openings to ideal candidates and retain strong talent.

- Use employer workforce profiles and business outreach to inform understanding of HR issues for local businesses.
- Work with the Work in Pearland Committee to develop toolkits focused on supporting businesses with effective HR strategies (e.g., AI integration and workflow, employee retention).

1.2.2. HR resources. Share relevant local and state resources with employers to expand access to high-quality applicant pools.

- Continue the HR Roundtable as a platform to share current challenges, best practices, and lessons learned for local HR professionals.
- Share marketing materials and best practices on employee retention, including [employer engagement surveys](#).

STRATEGY 1.2. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- Higher education partners
- Regional, state, and federal partners

- Connect employers to online and in-person resources for implementing HR needs (e.g., skills-based hiring, revisiting job descriptions, consulting services).

1.2.3. Talent development services. Support employers with upskilling incumbent workers by increasing awareness of local training pipelines and resources that reduce costs and administrative burden.

- Promote local education programs to employers and identify gaps via the career pathways in the Education to Workforce career mapping inventory.
- Develop toolkits with the Work in Pearland Committee on internal talent pipelines (e.g., mentorship, apprenticeships).
- Continue to share the internship toolkit with employers.
- Continue to share funding, technical assistance, and other resources to help employers build customized training and upskilling programs. (See Resources for Implementation and Action 1.3.1.)

1.3. Facilitate business-education partnerships to strengthen talent pipelines and drive program investment. I-1 I-3 I-4

1.3.1. Training partnerships. Continue to create partnerships between employers and local training providers to develop customized programs. (See Action 2.3.1.)

- Use employer workforce profiles to identify and track individual businesses' training needs. (See Action 1.1.1.)
- Use industry sector partnerships to identify shared needs and opportunities to create training program partnerships as a consortium. (See Action 1.3.3.)
- Connect employers with higher education institutions and resources (e.g., Skills Development Fund) needed to stand up training programs (e.g., apprenticeships, Workforce Pell-eligible credentials, certifications and for-credit courses, on-the-job training, leadership/supervisory training).

1.3.2. Career exploration/work-based learning partnerships. Connect employers with education institutions on opportunities to build career awareness and experience for students and educators. (See Action 2.3.2.)

- Identify employer champions in career pathway sectors with the capacity to participate in career exploration and awareness events and CTE program development.
- Host events with ISD and higher education partners to share internship and other resources with employers.
- Partner with education institutions and employers to host teacher externships in target career pathways, leveraging external funding.

1.3.3. Industry sector partnerships. Support and leverage industry sector partnerships to identify common skills needs and develop or enhance programs at scale.

- Continue utilizing the Manufacturing Roundtable to gather information about the manufacturing sector's critical talent needs.
- Engage businesses in other target industries on their interest in developing an industry sector partnership.

STRATEGY 1.3. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- Employer partners
- K–12 partners
- Higher education partners
- Regional, state, and federal partners

CASE STUDIES AND TOOLKITS

Employer Interest Form | Opportunity Austin (Texas)

Link: [Opportunity Austin Workforce Programs](#)

Opportunity Austin uses an online employer interest form (linked on the workforce programs page) as a low-barrier entry point for businesses to express how they want to engage with the regional workforce development system. The form captures businesses' desire to participate in real-world learning across a range of involvement types, from hosting job site visits and classroom presentations to offering internships, mentorships, and participation in work-based learning programs. This allows Opportunity Austin to match employers with appropriate activities based on their stated capacities and focus areas.

Workplace Mentorship Resources | MENTOR (National)

Link: [Workplace Mentoring: Supplement to the Elements of Effective Practice for Mentoring](#)

Published by MENTOR, the *Workplace Mentoring* guide is a research-informed how-to document for organizations seeking to create strong programs for professional mentorship and development. Aimed at connecting employers to young workers ages 16 to 24 for hands-on experiences, the guide notes that effective mentorship practices include structured internal recruitment and screening of both mentors and mentees, matching based on shared interests and the mentee's career goals, and ongoing monitoring and support to sustain relationships. By providing guidance on effective principles and practices to integrate mentorships into the workplace, PEDC and the Chamber can support businesses with employee retention and internal talent pipeline development.

iWork Teacher Externship Program and Industry Partner Guide | Allen Economic Development Corporation and Workforce Solutions of North Central Texas (Texas)

Link: [Industry Partner Guide](#)

The iWork: Teacher Externship Program is a partnership between staff at the Allen Economic Development Corporation, Allen ISD, and Workforce Solutions for North Central Texas (WSNCT) to provide teachers with job shadowing experience, ensuring their instruction and knowledge sharing with students is informed by modern industry practices. In the summer of 2023, the partners connected 20 Allen host employers, including five City of Allen municipal departments, with 26 teachers from Allen ISD and Denton ISD for one week of direct observation. The program was funded by WSNCT, and participation was at no cost to school districts or industry partners. In collaboration with other workforce partners in the Dallas region, WSNCT also developed a two-page guide for industry hosts for the summer of 2025, including tips, suggested activities, a sample schedule, and potential questions that teacher externs may ask.

Goal 2. Education and Career Exploration

Align education and career exploration efforts to employer needs in collaboration with partners.

The future of Pearland’s economy depends on a talent pipeline that is both resilient and responsive. Education and training providers are key architects of this pipeline, but to be effective, their programs must be deeply integrated with the realities of the modern workplace. By serving as the communication bridge to align classroom outcomes with real-time industry demand, PEDC and the Chamber can ensure that students enter the workforce with the specific technical and professional competencies required by local employers.

PEDC and the Chamber have established themselves as vital connectors in this space, leveraging relationships with Pearland ISD, Alvin ISD, and major postsecondary partner institutions in the region including Alvin College, San Jacinto College, Houston City College, and the University of Houston–Clear Lake. These collaborations have fueled local workforce growth and fostered a series of wins that close the gap between students and private sector employers. Major achievements include partnering with Alvin College and San Jacinto College to launch biotech training certificates, facilitating a joint apprenticeship program for process technicians, and organizing high-impact career exploration events like Manufacturing Day and Jobs Y’all. These efforts have introduced hundreds of students to local career pathways and laid the groundwork for industry-aligned curriculum.

Stakeholder engagement indicated that while these connections are strong, there is a clear opportunity for PEDC and the Chamber to serve as an industry intelligence hub due to their deep connections and ability to glean insights about talent needs from local employers. TIP’s conversations with businesses, bolstered by quantitative findings, also revealed areas where PEDC and the Chamber can help support training alignment. Pearland has a growing CTE participation rate, with Pearland and Alvin ISDs collectively graduating hundreds of students in fields like health science, business, marketing and finance, and information technology. As Pearland’s CTE offerings increase, there are opportunities to further shape programming to support the future talent pipelines of in-demand sectors through sharing data, pursuing funding, and other means. In addition, PEDC and the Chamber are optimally positioned to connect students with information and early experiences related to modern-day careers—including internships, pre-apprenticeships, and apprenticeships—through their relationships with professionals and employers in the Pearland area. When aligned with employer needs, each of these experiential learning opportunities can expose students to the real world of modern industry and help them attain foundational skills.

The following strategies focus on formalizing PEDC’s and the Chamber’s roles as the expert liaisons between industry and education. The goal is to help them work smarter by transitioning from event execution to a strategic position that matches their strengths. By equipping education programs with industry-relevant resources while providing Pearland employers with access to a capable new talent pool, these partnerships create clear win-wins.

SAMPLE ECOSYSTEM INDICATORS OF SUCCESS

- Education and workforce program seats
- Enrollment in target sector relevant education and training programs
- Industry-relevant credentials awarded
- Work-based learning integration into education pathways
- CTE program expansions relevant to target sectors

SAMPLE METRICS

- Labor market information shared
- Career pathway barriers and resources identified
- Employers recruited and participating in career awareness and exploration events and programs
- Grantseeking support provided to education and training partners

Strategies and Actions

2.1. Share information about employer needs with education and training providers to support target career pathway development. **I-3 I-4**

2.1.1. Current career pathways. Use existing employer touchpoints to collect qualitative information about local business needs.

- Track employer alignment with local education programs in the Education to Workforce career mapping inventory.
- Create an internal list of entry-level job titles commonly used by target sector employers, as well as common education and skills requirements, to use in marketing material.

2.1.2. Labor market data. Stay informed about aggregate trends in employment demand.

- Maintain awareness of national labor market trends and talent alignment approaches and models.
- Consult labor market data and reports from partners in the region on workforce gaps and trends (e.g., TIP Strategies *Tableau Analysis*, Workforce Solutions Gulf Coast *Local Plan*, Greater Houston Partnership).

2.1.3. Pathway gap identification. Use this data to inform local education institutions and partners about talent and skills gaps.

- Work with education partners to identify gaps in program offerings within target sector career pathways in the Education to Workforce career mapping inventory.
- Continue to share relevant labor market information with the Work in Pearland Committee and education and training partners.
- Host information sessions with college and career advisors and ISD CTE departments about the local employment landscape for Pearland graduates.

2.2. Advocate to expand career and technical education (CTE) programs to fill gaps in target career pathways. **I-4 I-6**

2.2.1. K–12 and higher education. Continue to create connections between secondary and postsecondary CTE providers to foster stronger career pathways.

- Host a working group with education partners to address program gaps and articulate K–12 industry-based credential and certification opportunities with postsecondary courses.
- Explore the feasibility of incorporating the Pathways in Technology Early College High School (P-TECH) model into Pearland and Alvin ISDs high schools to support further integration of quality, work-based learning into K–12 pathways.

2.2.2. Education capacity gaps. With education and training providers, identify gaps in available equipment, facilities, transportation, staff, and other career-focused learning resources to overcome barriers to quality CTE delivery.

STRATEGY 2.1. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- Regional workforce partners
- K–12 partners
- Higher education partners

STRATEGY 2.2. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- Northern Brazoria County Education Alliance
- K–12 partners
- Higher education partners
- Regional workforce partners
- Employer partners

- Conduct outreach to CTE teachers of relevant K–12 and postsecondary programs to meet with them and understand their challenges.
- Identify local funding opportunities to support transportation for students to participate in off-campus, work-based learning activities.
- Support the CTE teacher pipeline by connecting retiring employees of Pearland employers with interest in becoming CTE teachers with ISDs.

2.2.3. CTE grants. Continue to provide grantseeking support to expand CTE programs in local ISDs and colleges that lead to industry-relevant credentials in high-demand occupations.

- Maintain awareness of CTE-related grant programs at the local, state, and federal levels. (See Appendix C. Resources for Implementation section.)
- Partner with ISDs, postsecondary institutions, employers, and others to pursue grant funding for equipment, training costs, and other obstacles to CTE program expansion.

2.3. Encourage student career awareness and exploration of target career pathways. **I-1 I-4**

2.3.1. Work-based learning integration. Work with education partners to support the integration of career-focused learning and industry-recognized credentials into additional education pathways.

- Work with ISD partners and employer champions to expand career exposure (e.g., job shadowing, business site visits, industry guest speakers) for elementary, middle, and high school students.
- Connect education partners and employers with regional and state resources to stand up pre-apprenticeship, apprenticeship, and Workforce Pell-eligible training programs. (See Appendix C. Resources for Implementation section and Action 1.3.1.)

2.3.2. Career awareness and exploration events. Support the existing landscape of career awareness and exploration activities offered by education partners.

- Continue to recruit employers with capacity and need for young talent to participate in career awareness and exploration events. (See Action 1.3.2.)
- Support the expansion of career awareness and exploration events and programming aligned with in-demand industries (e.g., science, technology, engineering, and math [STEM] events) in both middle school and high school.
- Partner with ISDs to create a CTE signing day for students who receive job offers.
- Use the Education to Workforce career mapping inventory to create career pathway maps of K–12 and postsecondary programs leading to in-demand jobs (e.g., dual enrollment, stackable credentials) as marketing material for students and families during events.

2.3.3. Career representatives. Recruit professionals in target sectors to serve as career awareness and exploration guides and promote their career story to students.

- Promote this opportunity to employers through employer profile management efforts and resource menu. (See Strategy 1.1.)

STRATEGY 2.3. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Workforce Solutions
- K–12 partners
- Employer partners
- Higher education partners
- Regional and state workforce partners

- Provide credit to young professionals and leadership development program participants to become career representatives.

2.3.4. Employer testimonials. Gather testimonials from target sector employers about what modern careers are like and share this information both digitally and with partners. (See Action 1.1.3.)

- Partner with employer champions to create video and written content about the jobsite and staff to share typical work tasks, entry-level job requirements, and career opportunities.
- Promote employer testimonials and other career information to students through advertisements on popular social media platforms (e.g., YouTube, Instagram).

2.3.5. Internships. Support promotion of Pearland employer internships to qualified candidates.

- Utilize career exploration events as opportunities to connect students with employers offering internships. (See Action 1.3.2.)
- Partner with the career services departments of education institutions to share the work-based learning resource hub. (See Action 3.3.1.)
- Host internship hiring events in collaboration with education and employer partners.

CASE STUDIES AND TOOLKITS

Talent Pipeline Management Framework | US Chamber of Commerce (National)

Link: [Building the Talent Pipeline: An Implementation Guide](#)

The US Chamber of Commerce's Talent Pipeline Management (TPM) approach is a strategic framework designed to align workforce development efforts with the needs of industry. The TPM framework serves as an employer-led, demand-driven model that emphasizes effective transfer of information between business and education about the required competencies and credentials for critical roles. *Building the Talent Pipeline: An Implementation Guide* outlines concrete steps for success and provides examples of best practice assessments and tools that can assist economic development organizations with gathering and sharing this knowledge.

Texas State Technical College (TSTC) Maintenance Technician Apprenticeship Program | Rural Capital Area (Texas)

Link: [Workforce Solutions Rural Capital Area Blog](#), [TSTC Blog](#)

Manufacturing employers in the Rural Capital Area are facing a shortage of skilled maintenance and automation workers. To proactively build this pipeline and upskill talent, Workforce Solutions Rural Capital Area created connections with a coalition of other workforce boards, industry associations, TSTC, the Georgetown Economic Development Corporation, and the Round Rock Chamber to align on training needs, create administrative support systems, and pursue funding for a maintenance apprenticeship program as a group. After completing the first cohort program, the partners published marketing materials across their blogs to champion success of the program and share student success stories, highlighting benefits from apprenticeship programs in meeting skills gaps and promoting earn-and-learn opportunities for both the current workforce and the upcoming generation of talent.

Employer Spotlight Series | Workforce Solutions for the Heart of Texas (Texas)

Link: <https://www.hotworkforce.com/home/businesses/employer-spotlight/>

Workforce Solutions for the Heart of Texas, the local workforce development board serving the six-county region around Waco, Texas, publishes a recurring employer spotlight series on its website. Featuring short video profiles of local employers, each spotlight introduces what the company does, its currently available positions, the benefits and advancement opportunities employees can expect, and insight into the workplace culture. Written descriptions accompany each video with a direct link to the company's application page. By providing employers with a structured platform to speak directly to prospective workers through their own voice, the series makes local job opportunities concrete and accessible to students.

Goal 3. Workforce Resources

Equip residents with skills, resources, and connections that foster talent competitiveness.

A resilient economy requires more than just available jobs; it requires a workforce that is competitive, connected, and capable of upward mobility. Residents need the tools to navigate local career pathways for both individual prosperity and collective economic health. By focusing on resident resources, PEDC and the Chamber can help build a local talent pool that is aware of opportunities and prepared to meet the rigorous standards of Pearland's primary employers.

PEDC and the Chamber have already made strides in lowering the barriers between residents and employment. The launch of the CRN has centralized dozens of nonprofit partners to help residents overcome financial and logistical hurdles to work. The WorkinPearland.com platform and annual job fairs have established a clear digital and physical front door for showcasing local high-value job opportunities in Pearland. Additionally, PEDC and the Chamber have initiated targeted outreach to address the specific needs of the next-generation workforce; specific initiatives include spearheading Brazoria County's *Opportunity Youth Strategic Roadmap* and supporting a soft skills pilot program in local CTE classrooms through Junior Achievement.

Stakeholder engagement and labor market data emphasize that while Pearland boasts a high-performing workforce, there is a constant need to build resiliency against shifting economic demands. Part of this involves fostering a versatile talent pool that combines specific technical proficiencies with strong interpersonal and management capabilities. Employers and educators alike have voiced a need to develop students with skills including communication, adaptability, and critical and creative thinking, often referred to as employability, durable, or soft skills. TIP's analysis of job postings data validated this need, with the top skill requested by employers across all target sectors being communication. Other top 10 notable skills included management, leadership, customer service, and problem-solving.

The recommendations that follow aim to evolve PEDC's and the Chamber's resident-facing tools into a comprehensive system for talent competitiveness. By expanding the Work in Pearland brand to represent the totality of their workforce efforts—rather than just the virtual job board platform—they can offer a clear, scalable experience that provides awareness of local career opportunities and the essential skills training that employers prioritize. This consolidation would allow the CRN to emphasize its core directive of connecting jobseekers to wraparound support like housing, food, and professional clothing to improve access to economic opportunity. Simultaneously, this approach creates space to expand on support for youth in Pearland through a Pearland's Future Workforce initiative. Designed as an early-career program for students and young professionals, this component functions as a single, accessible source preparing today's classrooms for tomorrow's work through real-world learning opportunities.

By building on the previous successful program of work that is the CRN and the Work in Pearland platform, these strategies focus on cohesive marketing and outreach to residents to bridge the gap between social support and professional upskilling, as well as supporting early career opportunities for Pearland's upcoming talent. In this

SAMPLE ECOSYSTEM INDICATORS OF SUCCESS

- Job placements for Work in Pearland users
- Resident connections to wraparound support services
- Students involved in internships, apprenticeships, and other earn-and-learn opportunities
- Career resources provided to jobseekers

SAMPLE METRICS

- Resident awareness of resources and job opportunities (website hits, media coverage)
- User registration on Work in Pearland platform
- Agency participation in Community Resource Network
- Residents reached through media coverage about job opportunities
- Student and young professional involvement in PEDC and Chamber career-related events and opportunities

way, PEDC and the Chamber can effectively assist in building clear tracks for every generation of residents to contribute to and thrive within the City's target industries.

Strategies and Actions

3.1. Create a cohesive Work in Pearland marketing brand to promote local employers and resources to Pearland residents and jobseekers. **I-1 I-2 I-5**

3.1.1. Branded resource expansion. Integrate resources for students and jobseekers onto the Work in Pearland platform (e.g., Community Resource Network, one-stop work-based learning hub) as part of the Work in Pearland brand.

- Work with the Work in Pearland Committee to create and share toolkits on the platform to support Pearland jobseekers (e.g., résumé and interview toolkit, AI use cases and skills development).

3.1.2. Website enhancement. Update the Work in Pearland website landing page to create a “no wrong door” portal for resources tailored to employers, students, and adult jobseekers. (See Actions 1.1.2 and 3.3.1.)

3.1.3. Community outreach plan. Develop a multi-phased community outreach plan in collaboration with partners to market the comprehensive Work in Pearland platform to Pearland residents and those in the immediate drive-time radius.

- Promote the Work in Pearland hub to adult jobseekers through multiple news avenues (e.g., local community news, paid media or sponsorships, and free digital media platforms).
- Partner with community organizations (e.g., libraries, school districts, community/business associations, Workforce Solutions Gulf Coast) to share the Work in Pearland platform and Community Resource Network with clients.
- Share the new Work in Pearland features targeted to students with education and training providers.

3.2. Grow the impact and reach of the Work in Pearland digital platform and the Community Resource Network. **I-2 I-5**

3.2.1. CRN expansion. Conduct outreach to expand agency participation in the Community Resource Network.

- Continue recruiting community partners to join the platform.
- Work with existing partners (e.g., Workforce Solutions, nonprofits) to include resources on the CRN platform for career navigation and counseling, as well as specific resources for youth with barriers.

3.2.2. Work in Pearland platform. Partner with external organizations to support the jobseeker user experience on the Work in Pearland job board.

- Explore elevating Workforce Solutions Gulf Coast as a platform partner to connect job board users in need of career navigation services to job search assistance and individualized career coaching.

STRATEGY 3.1. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Work in Pearland Committee
- Workforce Solutions
- K–12 partners
- Higher education partners
- Community partners

STRATEGY 3.2. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- Workforce Solutions
- Higher education partners
- Community partners
- Employer partners

- Conduct outreach to higher education partners to share the Work in Pearland platform with students seeking employment. (See Action 2.3.5.)
- Continue following up with those posting jobs on the Work in Pearland online job board and track applicant outcomes.

3.3. Target professional skills development opportunities and career navigation resources to Pearland’s next generation. **I-4 I-5 I-6**

3.3.1. Pearland’s Future Workforce Program. Create a one-stop resource for work-based learning opportunities (e.g., internships, fellowships, apprenticeships) targeted to high school and early college students on the Work in Pearland website. (See Action 2.3.5.)

- Conduct outreach to employer partners to create an inventory of internship, fellowship, apprenticeship, and other work-based learning opportunities in Pearland.
- Expand the internship toolkit material into a structured internship cohort program, including professional networking events and workshops.
- Continually update the resource hub as opportunities are created.

3.3.2. Young professionals. Continue to develop young professionals through events that encourage connections with businesses and the community (e.g., employer site visits, community connections events, volunteering).

- Continue to offer networking events before and after the workday to accommodate business hours.
- Create a business visits series in the Young Professionals program, providing businesses with marketing exposure and opportunities for young professionals to network and build connections on behalf of their employers.

3.3.3. Employability skills. Work with education partners to continue integrating employability skills into education programs for targeted career pathways.

- Continue supporting the ISDs’ partnership with Junior Achievement to integrate employability skills training in CTE classes. (See Action 2.3.1.)
- Support ISDs with curriculum for project-based learning, which support students’ self-direction, critical thinking, interpersonal skills, and other soft skills.

3.3.4. Opportunity Youth Strategic Roadmap. Align efforts with the Brazoria County *Opportunity Youth Strategic Roadmap* to support employers’ needs in Pearland.

- Use the Community Resource Network and other avenues to promote and connect youth with barriers to career navigation and training aligned with local industries.
- Explore the feasibility of a shared training space for youth.

STRATEGY 3.3. IMPLEMENTATION PARTNERS

- PEDC, Pearland Chamber
- K–12 partners
- Higher education partners
- Workforce Solutions
- Employer partners
- Community partners
- Junior Achievement of Brazoria County

CASE STUDIES AND TOOLKITS

#WorkLocalStLucie Campaign | St. Lucie County EDC (Florida)

Link: [#WorkLocalStLucie WAZE Campaign](#)

The Economic Development Council of St. Lucie County developed the #WorkLocalStLucie initiative to advertise local job opportunities to out-commuting residents. The initiative operates as a multichannel outreach campaign promoted through social media, digital and print advertising, and outdoor advertising that shares the Work Local St. Lucie website, which features local employers' job openings. In 2023, the EDC of St. Lucie County was recognized by the International Economic Development Council for an ad campaign on the driving navigation app Waze. Targeted to specific geographic boundaries during commute hours, the three-month campaign made 145,000 impressions with 35,000 unique individuals for less than \$3,000.

Intern ABI | Abilene Regional Growth Alliance (Texas)

Link: <https://growabilene.com/talent-development/intern-abi>

To capitalize on students' seasonal free time and channel emerging talent directly into the local workforce, the Abilene Regional Growth Alliance in Abilene, Texas, operates a structured summer internship cohort program called Intern ABI. The program engages a diverse cross-section of the business community, ranging from major regional institutions like First Financial Bank to Main Street small businesses and startups, and hosts networking and professional development events for intern participants, including the Abilene Young Professionals at their After Five event. To support these employers, the Growth Alliance leveraged its Internship in a Box toolkit to bolster the administrative capabilities of companies lacking dedicated HR resources. It also handled initial applicant screening and facilitated direct connections to ensure a seamless placement process.

Career-Connected Learning (CCL) Marketplace | Business and Education Alliance (Colorado)

Link: <https://cclmarketplace.org/>

The Business & Education Alliance (BEA) in Colorado Springs, Colorado, operates the CCL Marketplace, a digital platform that consolidates employer-sponsored, work-based learning opportunities (e.g., job shadows, internships, mentorships, and pre-apprenticeships) into a single, searchable hub for K–12 educators, counselors, and students. Rather than relying on schools to independently cultivate and manage employer relationships, educators can access the CCL Marketplace to identify available opportunities, connect students with participating businesses, and track engagement over time. Professionals can also sign up to be career representatives and share their journey through the #EveryoneHasAStory campaign, helping the next generation of talent learn about modern careers in their community.

APPENDIX A. SUPPORTING CONTEXT

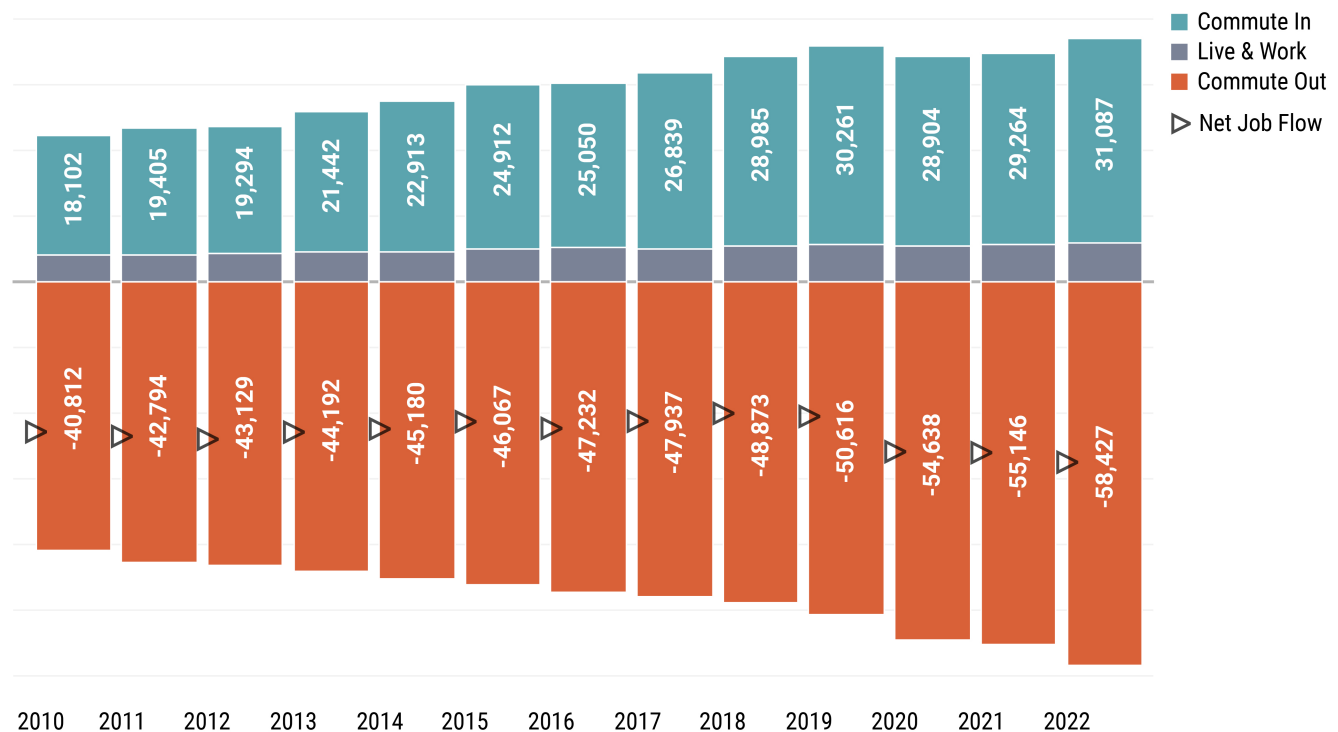
The consultant team utilized the Tableau *Workforce Analysis* to understand the current context of Pearland's economy and trends shaping the talent supply and demand in the City of Pearland and the Houston MSA. Following is a summary of these trends.

Pearland employers draw from a large regional laborshed as part of the Houston MSA, while many Pearland residents commute out of the City for work.

Workforce development in Pearland is necessarily a regional conversation, as there are significant commuting flows throughout the Houston metropolitan area. Just as Pearland employers source talent from elsewhere in the Houston MSA, nearly 91 percent of the City's working residents (58,427 of 64,490) commute outward daily. Just over half (33,529) of Pearland residents are employed in the City of Houston's geography, and nearly 4,600 Pearland residents are employed at the Texas Medical Center alone. Healthcare & Social Services has Pearland's highest net outflow of workers, at nearly 4,700, followed closely by Professional, Scientific, & Technical Services (4,107) and Education (3,823). Across multiple industry sectors, there is an opportunity to connect a large, outgoing talent base to employment opportunities within the City, while helping residents shorten their commute time through connections to local job opportunities.

Figure 7. Commuting Pattern Trends

Flow of workers and residents through Pearland, Texas, 2010–2022



Source(s): Longitudinal Employer-Household Dynamics, Origin-Destination Employment Statistics; TIP Strategies, Inc.

Note(s): Only includes residents and workers in Texas. Accordingly, total number of workers may appear slightly different from values presented elsewhere in this analysis.

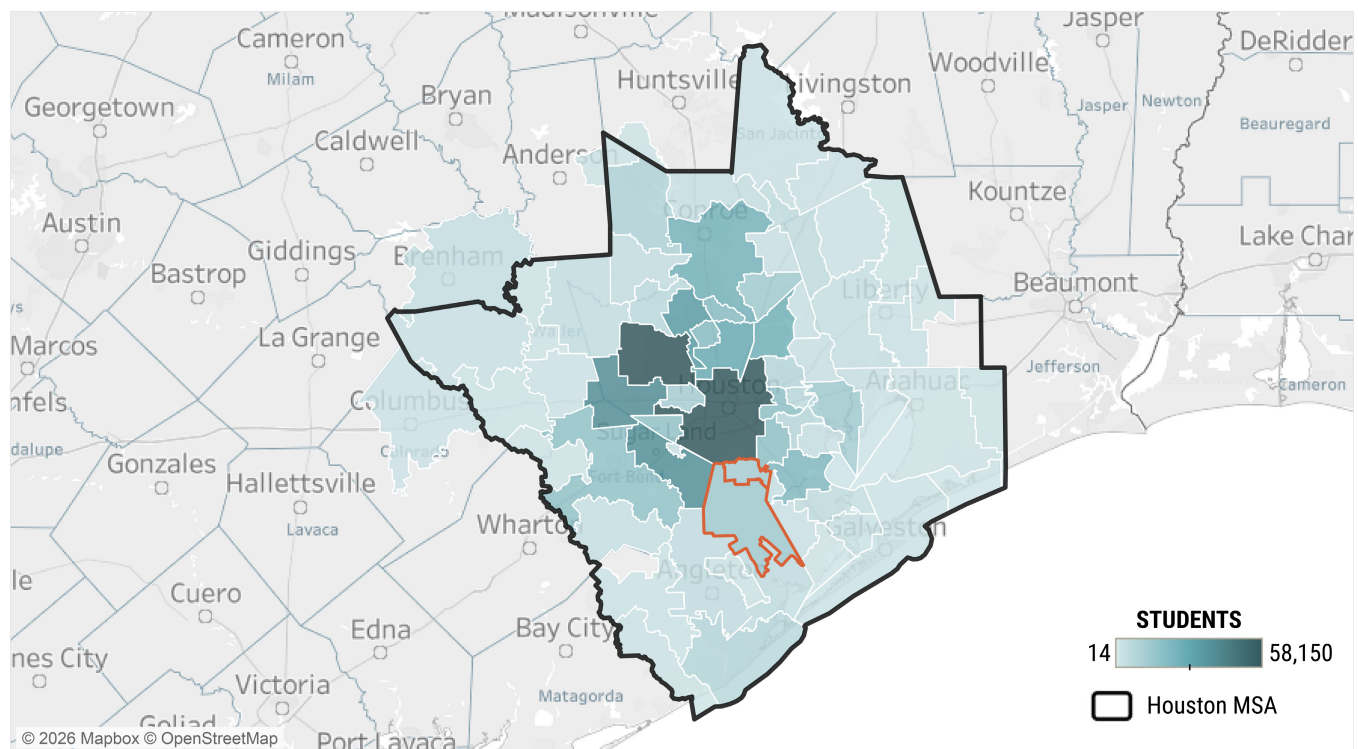
Pearland's CTE programs are growing, creating opportunities to support the alignment of career pathways with employer needs.

As PEDC and the Chamber look to develop a strong future talent pipeline in Pearland, they should continue to partner with local school districts and view CTE programs as a growing asset. From the 2020–2021 school year through the 2023–2024 school year, combined CTE participation in Pearland ISD (PISD) and Alvin ISD (AISD) climbed by nearly 15 percent. Additionally, the number of CTE graduates (i.e., CTE-participating students who graduated in the indicated year) across both districts increased by nearly 11 percent (despite the number of PISD CTE graduates slightly decreasing over this period).

Still, there are many opportunities to support the growth of program offerings aligned with target sectors. Across PISD and AISD, the Health Sciences career cluster saw a net decrease in graduates (from 2,012 to 1,834), while the Architecture & Construction cluster saw no change. Two other relevant career clusters—Business, Marketing, & Finance and Manufacturing—saw increases in graduates over this period, representing continued opportunities to connect these students with target industry employers. As PEDC and the Chamber aim to support high-demand career pathways, they can integrate similar labor market data into communications with education and training providers, helping inform their efforts to connect students to training for growing and high-paying jobs.

Figure 8. CTE Programs in AISD and PISD High Schools, 2020–2024

Map of Houston MSA CTE graduates, with AISD and PISD in red border



Source(s): Texas Education Agency (TEA); TIP Strategies, Inc.

Note(s): Students and graduates are not exclusive to a single program as they may enroll in multiple offerings. Courses may also count toward multiple program credentials. CTE graduates are a subset of CTE students, indicating the number of CTE-participating students who graduated in the indicated school year. The Houston MSA consists of Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller Counties, Texas.

Figure 9. Select PISD and AISD CTE Programs

Combined PISD and AISD students and graduates, total in 2023–2024 and change in 2020–2024

CAREER CLUSTER	PROGRAM	TOTAL CTE STUDENTS 2023–2024	CHANGE IN CTE STUDENTS 2020–2024	TOTAL CTE GRADUATES 2023–2024	CHANGE IN CTE GRADUATES 2020–2024
Health Science	Healthcare Therapeutics/Diagnostics	1869	2.9%	749	4.8%
	Medical Therapy	1757	3.2%	675	34%
	Nursing Science	1737	3.0%	410	-0.5%
Business, Marketing, & Finance	Business Management	671	8.1%	267	134.2%
	Entrepreneurship	641	-10.9%	179	30.7%
Manufacturing	Welding	353	-46.2%	141	17.5%
	Manufacturing Technology	59	41.3%	16	-5.9%
	Adv. Manufacturing & Machinery Mechanics	22	44.0%	-	-
Transportation, Distribution, & Logistics	Automotive	202	43.1%	102	96.2%
Architecture & Construction	Carpentry	103	61.9%	22	-29%
	HVAC & Sheet Metal	65	1.2%	16	-11.1%
	Electrical	41	54.1%	11	-

Source(s): TEA; TIP Strategies, Inc.

Note(s): Students and graduates are not exclusive to a single program as they may enroll in multiple offerings. Courses may also count toward multiple program credentials. CTE graduates are a subset of CTE students, indicating the number of CTE-participating students who graduated in the indicated school year. HVAC stands for heating, ventilation, and air conditioning.

Employers in Pearland's target sectors pay above the average median wage for occupations in the Houston MSA.

TIP's Tableau *Workforce Analysis* includes an analysis of over 177,000 total job postings in the Houston MSA from local Pearland employers in the identified target sectors. From January 2023 to December 2025, the average hourly wage advertised across each of Pearland's target sectors was as follows: Healthcare (\$32.12), Energy Material Processing (\$47.75), Manufacturing (\$26.51), Industrial Support (\$32.91), and Professional Services (\$32.74). Each of these surpassed the Houston MSA's median hourly wage across all occupations of \$23.33.

While the living wage threshold—that is, the minimum household earnings needed to meet basic needs such as housing, transportation, and childcare—can easily exceed the average advertised wage across several target sectors in the Houston MSA, especially for single-income households, multiple high-demand occupations in each sector have median earnings that well exceed this baseline cost of living. As PEDC and the Chamber support employers with talent retention and address employment barriers for residents through program of work offerings such as the Community Resource Network, they can also highlight these quality local employment opportunities to education partners, students, and residents, ensuring they are aware of in-demand careers in Pearland.

Pearland’s employers need skilled talent across a range of education levels, with many in-demand occupations requiring on-the-job training.

In several of Pearland’s target sectors, most job postings analyzed required a bachelor’s education or higher (Energy Material Processing, Professional Services, and Healthcare). By contrast, most postings in the Manufacturing and Industrial Support sectors requested either a high school/GED or associate’s level education, rather than a four-year degree. Two sectors, Manufacturing and Healthcare, show some employer demand for workers with an associate’s level education (10 percent and 14.1 percent, respectively).

Throughout TIP’s engagement with key stakeholders in the Pearland workforce ecosystem, participants also indicated that on-the-job training (OJT) is in need. For some occupations—even those that may not necessarily require a high level of educational attainment—employers may require significant training after hiring, where workers attain role-specific skills and competencies. This is reflected in the target sector job postings analyzed. There are 41 unique occupations across all five sectors’ 10 most in-demand occupations. Of these, 19 require some form of on-the-job training. Specific occupations include machinists (the most in-demand Manufacturing role), pharmacy technicians, and construction managers. One of these leading occupations (Plumbers, Pipefitters, & Steamfitters) typically requires an apprenticeship. PEDC and the Chamber can use this and similar labor market information to identify potential opportunities for training partnerships between training providers and employers, as well as occupations where OJT resources may be beneficial to share.

Figure 10. Select In-Demand Occupations with OJT Requirements

Occupation	Target Sector	Typical Education Req.	OJT Requirements
Pharmacy Technicians	Healthcare	HS diploma or equivalent	Moderate-term
Machinists	Energy Material Processing	HS diploma or equivalent	Long-term
Production Workers, All Other	Energy Material Processing Manufacturing	HS diploma or equivalent	Moderate-term
Maintenance & Repair Workers, General	Manufacturing Industrial Support	HS diploma or equivalent	Moderate-term
Heating & Refrigeration Mechanics & Installers	Industrial Support	Postsecondary certificate	Long-term
Plumbers, Pipefitters, & Steamfitters	Industrial Support	HS diploma or equivalent	Apprenticeship
Sales Reps, Technical & Scientific Products	Industrial Support Professional Services	Bachelor’s degree	Moderate-term
Construction Managers	Professional Services	Bachelor’s degree	Moderate-term

Source(s): US Bureau of Labor Statistics (BLS); Lightcast 2025.4—Quarterly Census of Employment and Wages (QCEW) Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.

Note(s): Job postings include non-staffing, unique, active job postings for permanent full-time, part-time, and flexible positions, excluding internships, in the Houston MSA between January 2023 and December 2025. HS stands for high school.

Pearland employers highly value soft skills, even across more technical industries.

Across all target sectors—including the industrial sectors of Energy Material Processing, Manufacturing, and Industrial Support—the number one skill requested in job postings is communication. Leadership and management skills are also highly requested in all five target sectors. Other notable top 10 skills include customer service, being detail-oriented, and problem-solving. These findings validate stakeholder engagement findings at the Houston MSA level and indicate a widespread challenge. While the exact implications of AI on the labor force are unknown, it is highly likely that these soft skills will remain valuable as businesses continue to ramp up AI adoption. Early career awareness and exploration activities, internships, and other work-based learning opportunities can serve to help students develop these skills.

Figure 11. Top 10 Skills Requested in Each Sector

	Common Specialized				
Skill Rank	Healthcare	Energy Material Processing	Industrial Support	Manufacturing	Professional Services
1	Communication	Communication	Communication	Communication	Communication
2	Nursing	Operations	Customer Service	Management	Customer Service
3	Management	Management	Sales	Leadership/Operations	Detail Oriented
4	Customer Service	Problem-Solving	Management	Sales	Leadership
5	Time Management	Leadership	HVAC	Customer Service	Management
6	Writing	Oil and Gas	Leadership	Microsoft Office	Problem-Solving
7	Innovation	Microsoft Excel	Detail Oriented	Problem-Solving	Microsoft Office
8	Leadership	Project Management	Operations	Project Management	Operations
9	English Language	Planning	Problem-Solving	Detail Oriented	Sales
10	Accountability	Detail Oriented	Microsoft Office	Planning	Project Management

Source(s): BLS; Lightcast 2025.4—QCEW Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.

Note(s): Cells with more than one skill under a sector are tied for that rank. Job postings include non-staffing, unique, newly posted jobs for permanent full-time, part-time, and flexible positions, excluding internships, in the Houston MSA between January 2023 and December 2025. Skills included in the chart are present in at least 1 percent of job postings.

APPENDIX B. STRENGTHS, CHALLENGES, AND OPPORTUNITIES ASSESSMENT

Background research, quantitative analysis, and qualitative feedback led to an understanding of strengths, challenges, and opportunities of the existing workforce context in Pearland. This synthesis provided strategic underpinning for the *2027–2031 Workforce Strategy Action Plan*. Strengths include assets and resources that can be built upon and leveraged; challenges include both local and external factors that serve as barriers for successfully achieving workforce development goals; and opportunities include solutions and strategic areas that emerged during the planning process.

Figure 12. Summary of Strengths, Challenges, and Opportunities by Group

	EMPLOYERS	EDUCATION & WORKFORCE PARTNERS	COMMUNITY & JOBSEEKERS
STRENGTHS	- Access to educated talent base - Active, successful industry-education partnerships - Range of PEDC and Chamber programs to support businesses - Willingness to engage in local workforce development opportunities	- Active local K–12/higher education efforts on workforce development - Regional talent initiatives and workforce partners - Strong partnerships with PEDC/Chamber on events for career awareness and exploration (e.g., CEF, CCEF, Manufacturing Day)	- Growing, welcoming community - Competitive cost of living for families - Quality-of-life amenities and redevelopment investment - Professional development opportunities through PEDC and the Chamber
CHALLENGES	- Uncertain national policy environment (e.g., immigration, licensing, tariffs) - Regional competition for technical talent - Specific in-demand occupations (e.g., machinists, technicians) - Job opportunities concentrated downtown, outward commuting in healthcare and professional services - Risk of over-engagement in workforce efforts and varying levels of return on investment	- Barriers to CTE growth and alignment (e.g., equipment costs, transportation, sourcing faculty, student interest, balancing regulations with employer needs) - Lack of employability and early technical skills of young talent - Ensuring students are exposed to a wide range of career pathways and the modern skills required of them	- Pearland's east-west geography can be a barrier to attending events and accessing resources - Unclear impact of generative AI adoption by businesses and related labor market effects - Entry-level talent has different expectations about work-life balance and flexibility
OPPORTUNITIES	- Tailored connections to resources and funding for talent and customized training to employers (e.g., Skills Development Fund) - Tools for developing internal talent pipelines (e.g., upskilling, incumbent worker training) - Further developing industry sector partnerships - Hiring and retention resources for new workforce	- Establishing clear vision and implementation structure across workforce partners, with attention to employer needs - Supporting CTE program expansion aligned with local employer base - Expanding career exploration programs and awareness of career pathways - Scaling on-the-job training (e.g., internships, pre-apprenticeships, apprenticeships)	- Streamlining and marketing PEDC/Chamber programs across audiences - Promoting the Work in Pearland platform and the Community Resource Network to support residents' access to job opportunities and resources - Supporting employability skills development - Expanding professional development opportunities for students and early talent

Source(s): TIP Strategies, Inc.

APPENDIX C. IMPLEMENTATION

Implementation of the *2027–2031 Workforce Strategy Action Plan* will hinge on effective, sustained partnerships. PEDC and the Chamber have established a strong framework to champion workforce development in the community. These coordinated efforts have included working together with K–12 and higher education institutions, public partners, community organizations, employer champions, and others to help grow the local talent pipeline and sustain a skilled local workforce. Established groups like the Pearland Manufacturing Partnership and the Work in Pearland Committee are proven models that can continue to be leveraged for driving workforce initiatives and collaborations. Employers, educators, residents, and students alike all stand to benefit when the gap between industry demand and worker preparedness is bridged through intentional alignment.

The remainder of Appendix C provides two practical tools for action plan execution. The first, the Implementation Framework, provides a guide to the Excel-based tool that outlines specific actions, timelines, metrics, and partner responsibilities. The second, Resources for Implementation, maps the funding streams, staff services, and information networks that can help move Pearland’s workforce priorities forward over the next five years.

IMPLEMENTATION FRAMEWORK

The implementation matrix that accompanies this plan serves as a dynamic work plan tool designed to provide the structure and adaptability needed to support successful implementation. The initial draft of this matrix is provided in a separate, editable Excel format as a mechanism for periodic review and adjustment based on changing conditions and lessons learned. The matrix outlines recommendations for initiating implementation by identifying lead organizations responsible, highlighting key supporting partners, and suggesting target timelines. It also incorporates recommended milestones and success metrics to measure progress, status indicators, and key accomplishments to track success stories or barriers encountered.

The matrix uses a combination of acronyms, initialisms, and abbreviated titles to represent specific stakeholders and broader interest groups.

- Pearland Economic Development Corporation (PEDC)
- Pearland Chamber of Commerce (Pearland Chamber)
- Public and private K–12 education institutions (K–12)
- Two-year and four-year postsecondary education institutions (Higher Education)
- Work in Pearland Committee (WIP Committee)
- Workforce Solutions Gulf Coast (WSGC)
- Nonprofits, community organizations, libraries, etc. (Community Partners)
- Greater Houston Partnership and other regional workforce stakeholders (Regional Partners)
- Industry representatives championing workforce development efforts (Employer Partners)
- Northern Brazoria County Education Alliance (NBCEA)
- Junior Achievement of Brazoria County (Junior Achievement)
- Manufacturing Roundtable (MFG Roundtable)

Importantly, this plan and the accompanying implementation matrix will be enhanced through ongoing service development efforts. PEDC and the Chamber will continually adapt to changing conditions in the community by adjusting existing efforts or creating new ones when needs arise.

RESOURCES FOR IMPLEMENTATION

PEDC and the Chamber can tap into a range of local, state, regional, and federal resources to support the sustainable implementation of this plan. These resources generally fall into three categories: grants for direct funding; services for staff consultation; and information assets such as data, websites, and webinars. To customize solutions for unique employer needs, PEDC and the Chamber should look to stack resources and funding streams. Figure 14 outlines these primary organizations, their specific resource types, and direct links to implementation details.

Figure 13. Federal, Regional, State, and Local Implementation Resources

ORGANIZATION	RESOURCE	DETAILS
Texas Education Agency	Grants	• Various discretionary grant funding opportunities
Texas Higher Education Coordinating Board	Employer, Education, and Student Grants	• Perkins State Leadership Grants for education institutions • Texas Reskilling and Upskilling through Education (TRUE) Grant (closed) • Texas Working Off-Campus: Reinforcing Knowledge and Skills (TXWORKS) Internship Program and Texas Intern Network
Texas Workforce Commission (TWC)	Employer Grants and Information	• Texas Industry Partnership program for high-demand, target occupations • Skills Development Fund for upskilling and reskilling incumbent workers • Skills for Small Business Program for businesses with <100 employees • High Demand Job Training Program matches EDC funding • Labor Market Information resources
TWC	Registered Apprenticeship Grants and Services	• Apprenticeship Tax Refund Pilot Program for employers • Program development consultation services • ApprenticeshipTexas grant funding from DOL • Healthcare apprenticeship grant funding • Related classroom instruction grant funding • Industry recognized apprenticeship grant funding in disaster-affected areas • Transitioning Veterans to Apprenticeship grant funding • Pre-apprenticeship grant funding
TWC	Career and Technical Equipment Grants	• Jobs & Education for Texans Grant Program • Dual Credit Grant Program
TWC	Jobseeker Grants, Services, and Information	• Self Sufficiency Fund supports low-income individuals and youth training • Lone Star Workforce of the Future focused on entry into high-demand jobs • Choices Program to support employment for individuals receiving Temporary Assistance for Needy Families (TANF) cash benefits • Digital Skills Building services and informational resources • Foster Youth Programs • Skills for Success employability skills program
US Department of Labor (DOL)	Grants	• Employment and Training Administration grants • Women in Apprenticeship and Nontraditional Occupations grants • Veterans' Employment and Training Service grants

ORGANIZATION	RESOURCE	DETAILS
		• Occupational Health and Safety Administration grants for employers (applications closed as of plan publication)
Workforce Solutions Gulf Coast	Jobseeker and Teacher Grants and Services	• Scholarship-eligible training in high-skill, high-growth occupations • Teacher Externship Program for teachers • Teacher Apprenticeship Incentive Program • Supplemental Nutrition Assistance Program (SNAP) Employment & Training Program • Reemployment Services & Eligibility Assessment Program • Noncustodial Parent Choices Program • Adult Education and Literacy program for jobseekers • Vocational Rehabilitation Program for jobseekers with disabilities • Veteran Services Program • Child Care Scholarships for jobseekers • Job search and career navigation for jobseekers • Gulf Coast Region Apprenticeship Hub technical assistance (Houston City College)

Source(s): TIP Strategies, Inc.

Note(s): Resource lists and program links reflect availability at the time of research. PEDC and the Chamber should continually monitor these institutions to keep pace with evolving resource parameters and offerings over time.

APPENDIX D. ACKNOWLEDGMENTS

TIP would like to thank the following leaders, employers, community members, and organizations for their participation in the planning process for the *2027–2031 Workforce Strategy Action Plan*. TIP is deeply grateful for their contribution and commitment to supporting a strong workforce in Pearland.

STEERING COMMITTEE

- Gina Aguirre Adams, *Brazoria County Hispanic Chamber of Commerce*
- Mike Akin, *Pearland ISD*
- Jennifer Berti, *Pearland Chamber of Commerce*
- Dr. Kai Bouchard, *Pearland ISD*
- Suzette M. Brimmer, *Houston City College*
- Crosby Brito, *Workforce Solutions Gulf Coast*
- Shenesse Britton, *Houston City College*
- Matt Buchanan, *Pearland Economic Development Corporation*
- Cindy Buchwald, *Northern Brazoria County Education Alliance*
- Amber Campise, *Pearland ISD*
- Dr. Robyn Cardwell, *San Jacinto College*
- Zina Carter, *United Way of Brazoria County*
- Erica Castro, *HCA Healthcare*
- Dr. Daniel Combs, *Alvin ISD*
- George Davis, *Houston City College*
- Dr. Stacy Ebert, *Alvin College*
- Devina Fernandez, *Endress+Hauser*
- Dr. Linet George, *Alvin College*
- Paul Glenn, *Third Coast*
- Bailey Graves, *Third Coast*
- Brandy Johanson, *Alvin ISD*
- Jim Johnson, *Pearland Chamber of Commerce*
- Dr. Verena Kallhoff, *Greater Houston Partnership*
- Lindsay Lawrence, *Lonza*
- Tara Lawrence-Johnson, *Aura Engineering*
- Dr. Beth Lewis, *University of Houston–Clear Lake at Pearland*
- Filecha Lucas, *Houston City College*
- Dr. Kevin Morris, *San Jacinto College*
- Dr. Alex Okwonna, *San Jacinto College*
- Adrian Perez, *Pearland Economic Development Corporation*
- Amanda Psarovarkas, *Pearland ISD*
- Chris Ring, *Kemlon*
- Baraynia Robillard, *San Jacinto College*
- Stela Sallaku, *Houston City College*
- Mou Sarkar, *Pearland Economic Development Corporation*
- Lizeth Sitta, *Brazoria County Commissioner’s Office, Precinct 3*
- Anthony Stephens, *Workforce Solutions Gulf Coast*
- Ann Strouhal, *Strouhal & Associates*
- Jeffrey Wade, *BioHouston*
- Chad Whetro, *Burns & McDonnell*
- Monica Willis, *Millar*

ROUNDTABLE, INTERVIEW, AND WORKSHOP PARTICIPANTS

- Dinesh Bakshi, *Brask, Inc.*
- Sangeeta Bakshi, *Brask, Inc.*
- Latrice Benson, *City of Pearland*
- Misha Bhatt, *Third Coast*
- Carolina Bigerna, *Pearland Innovation Hub*
- Roland Cavazos, *A-Better Plumbing*
- Michi Bruns Clay, *Pearland Economic Development Corporation Board and Capital Link*
- Dr. Monica Cortez, *Texas Manufacturing Assistance Center*
- Robert Cossick, *SolvChem*
- Paul Douthwaite, *Merit Medical Systems*
- Jessica Edwards, *Canopy Solutions*
- Trent Epperson, *City of Pearland*
- Travis Favor, *Canopy Solutions*
- Lily Galindo, *Alvin College*
- Amanda Gladden, *Lincoln Group*
- Sheyla Gonzalez, *SolvChem*
- John Henderson, *Third Coast*
- Ben Herman, *Abbott*
- Ryan Holt, *Dover Precision Components*
- Tony Jaracz, *Merit Medical Systems*
- Alayna Joseph, *Rotating Machinery Services*
- Jordan Kolhoff, *Farmers Insurance*
- Will Kruer, *PEOPLEfirst Talent & Retention Counseling*
- Taylor Land, *Rotating Machinery Services*
- Pratap Lingam, *KWIK Equipment Sales*
- Allen Mueller, *Mueller Management*
- Jim Nash, *Texas Honing*
- Erika Peterman, *OneSpark Marketing*
- Tyler Ring, *Kemlon*
- Sherry Rowe, *Rotating Machinery Services*
- Paula Silva-Collazo, *Lonza*
- Ramkumar Sivaraman, *Mitsubishi*
- Travis Steele, *Texas Honing*
- Scott Turnbough, *Alvin College*
- JW Washington, *Pearland Economic Development Corporation Board and AriensCo*
- Issa Zanayed, *Kelsey-Seybold Clinic*



www.tipstrategies.com

+1 512 3439113

contact@tipstrategies.com