

# HEART OF TEXAS REGIONAL PATHWAYS COLLABORATIVE


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Heart of Texas Tri-Agency Regional Convener  
2025 – 2029 Strategic Plan Summary

# PATHWAYS *to a* STRONGER FUTURE







**Our vision is a regional  
network of career and  
education pathways that  
lead to sustainable  
economic prosperity for all  
in the Heart of Texas.**

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## PART I Executive Summary

**Over the past two years**, the Heart of Texas Workforce Development Board, Inc. (the Board) has collaborated with the Texas Regional Pathways Network (TRPN) to earn designation as the Regional Convener for the Heart of Texas. In this role, the Board oversees the development, implementation, and monitoring of a regional strategy to create high-quality career and education pathways that provide workforce entry into targeted industries.

The TRPN supports Governor Abbott's Tri-Agency Workforce Initiative, a statewide effort by the Texas Education Agency (TEA), Texas Higher Education Coordinating Board (THECB), and Texas Workforce Commission (TWC) to strengthen economic prosperity by aligning education and industry.

As a designated Regional Convener, the Board will serve as a key partner to state leadership, leveraging its deep experience in workforce development and long-standing partnerships with regional industry, education, government, community, and non-profit organizations and other stakeholders.

In 2023, the Board established the Heart of Texas Regional Pathways Collaborative Leadership Team, bringing together representatives from Education Service Center Region 12, Hill College, McLennan Community College, Navarro College, Texas State Technical College, and Workforce Solutions for the Heart of Texas.

This team assessed regional collaboration efforts, resource allocations, and pathway gaps to develop a unified vision:

**A regional collaborative of career and education pathways that leads to sustainable economic prosperity for all in the Heart of Texas.**

To achieve this vision, the team adopted a strategic approach focused on four key domains:

**WORK-BASED LEARNING**   **REGIONAL ALIGNMENT**  
**DATA MANAGEMENT**   **COMMUNICATION**



## Executive Summary continued

### Three strategic goals support our regional vision:

This framework aims to expand access to high-quality Career and Technical Education (CTE) programs, enhance educational alignment with regional workforce needs, and drive long-term economic prosperity for all residents.

#### GOAL 1

Increase the number of CTE concentrators and CTE completers in programs of study aligned with the Heart of Texas targeted industries.

#### GOAL 2

Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

#### GOAL 3

Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

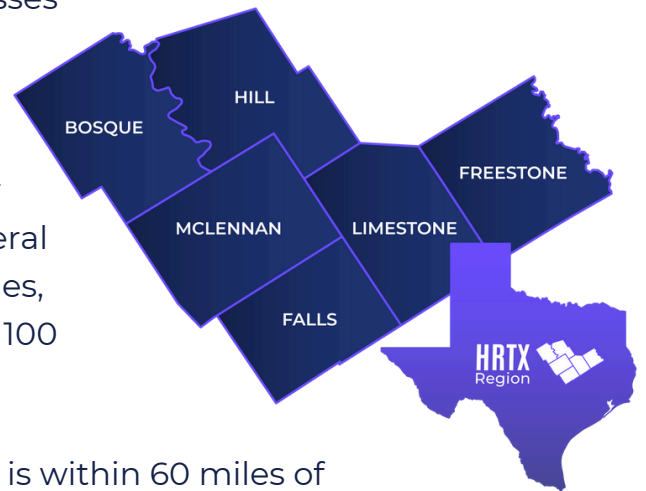
This strategic plan is the culmination of our research and development efforts, providing a regional roadmap for building a strong, interconnected system of career and education pathways. The Regional Convener and Heart of Texas Regional Pathways Collaborative Leadership Team play a vital role in fostering collaboration, securing resources, facilitating communication, and ensuring successful implementation.

Through these collaborative efforts, the Heart of Texas region will be equipped to develop a highly-skilled, adaptable workforce to meet the demands of the 21st-century economy.



# PART I Heart of Texas Regional Overview

**The Heart of Texas (HRTX)** region encompasses Bosque, Falls, Freestone, Hill, Limestone, and McLennan counties, with a combined estimated population of 373,806. McLennan County is the most populous, while the other five counties are classified as rural under federal standards. The region spans 5,648 square miles, comprising more than 50 municipalities and 100 communities.



Located within the Texas Triangle, the region is within 60 miles of Dallas/Fort Worth, 90 miles of Houston and Austin, and 150 miles of San Antonio. This prime location positions the Heart of Texas region as a hub for manufacturing, logistics, distribution, and workforce expansion, attracting new businesses and fostering industry growth.

The fastest-growing industry sectors in the Heart of Texas are driving high-wage, high-demand career opportunities, strengthening the region’s economy and workforce. These eight key sectors are listed in the *Targeted Industries for the Heart of Texas Workforce Development Table* on the next page.

Of the eight targeted industries, our Regional Convener efforts will prioritize the **Health Care, Manufacturing, and Construction industries** due to significant regional workforce demands and projected job growth, as shown in the *Current Demand and Project Growth in Prioritized Targeted Industries Table* below.

## Current Demand and Projected Growth in Prioritized Targeted Industries\*

Prioritized Industry Sector	# of Jobs in the Region	Average Annual Earnings/Worker	2022-2027 Projected Job Growth	# of Employers Competing	# of Annual Unique Job Postings
Health Care	19,537	\$59,804	9%	475	6,388
Manufacturing	19,163	\$84,682	9%	323	3,943
Construction	15,689	\$57,826	7%	206	1,236

\*Source: TexasLMI.com and Lightcast



**Targeted Industries for the Heart of Texas Workforce Development Area\***

Industry Sector	NAICS Code	Targeted Industry
Construction	2382	Building Equipment Contractors
	2371	Utility System Construction
	2373	Highway, Street, and Bridge Construction
Educational Services	6111	Elementary and Secondary Schools
Government, Except Postal Services, State and Local Education and Hospitals	9039	Local Government, Excluding Education and Hospitals
Health Care and Social Assistance	6211	Office of Physicians
	6216	Home Health Care Services
Manufacturing	3364	Aerospace Product and Parts Manufacturing
	3273	Cement and Concrete Product Manufacturing
	3327	Machine Shops; Tuned Products; and Screw, Nut, and Bolt Manufacturing
	3330A1	Machinery Manufacturing (3331, 3332, 3334, and 3339 only)
	3362	Motor Vehicle Body and Trailer Manufacturing
Other Services (Except Public Administration)	8111	Automotive Repair and Maintenance
	8113	Commercial and Industrial Machinery and Equipment (Except Automotive and Electronic Repair and Maintenance)
Professional, Scientific, and Technical Services	5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services
	5413	Architectural, Engineering, and Related Services
Transportation and Warehousing	4842	Specialized Freight Trucking
	4931	Warehousing and Storage

\*Source: The Heart of Texas Workforce Development Board, Inc. Board Plan Modification for Program Years 2021-2024

## Heart of Texas Regional Overview continued

**Major employers** in higher education, health care, aerospace, and manufacturing, many of which are also top job recruiters, call the Heart of Texas home. With five institutions of higher education (IHEs) and 45 independent school districts (ISDs), the region supports strong education and workforce training. Additionally, registered apprenticeships in construction, health care, and technical trades provide work-based learning opportunities through industry partnerships.

### Institutions of Higher Education

- Baylor University (McLennan County)
- Hill College (Hill, Bosque Counties)
- McLennan Community College (MCC) (McLennan, Falls Counties)
- Navarro College (Limestone, Freestone Counties)
- Texas State Technical College (TSTC) (Serving all six counties)

### Registered Apprenticeships

- Real estate project management
- Early childhood education
- Pharmacy technician
- Residential garage door technician
- Heavy equipment mechanic
- Construction laborer
- Diesel technician

### Other Apprenticeships

- International Brotherhood of Electrical Workers Local Union 72
- Plumbers and Pipefitters Local Union 529
- Iron Workers Local Union 482
- Carpenters Local Union 429
- Sheet Metal Workers Local Union 67

### Major Employers

- Baylor University
- Baylor Scott & White Health
- TSTC
- MCC
- L3Harris Technologies

### Top Job-Posting Employers

- Ascension
- Baylor University
- Baylor Scott & White Health
- L3Harris Technologies
- Aramark



## Heart of Texas Regional Overview continued

**In terms of educational attainment**, 14.6% of the region’s residents hold a bachelor’s degree, which is 6% below the state average, while 9.7% have an associate’s degree, slightly above the national average. The table below provides a detailed comparison of education levels attained by 9th grade cohorts in the Heart of Texas region and state.

### 2022 Highest Education Level Attained\*

Highest Education Level Attained	2022 % of HRTX Population	2022 % of Texas Population
Less than 9th Grade	6%	8%
9th Grade to 12th Grade	9.2%	8%
High School Diploma	29.5%	25%
Some College	23.3%	21%
Bachelor’s Degree	14.4%	20%
Graduate Degree and Higher	7.9%	11%

\*Source: TexasLMI.com and Lightcast

### 2022 Top Majors for Heart of Texas High School Graduates\*

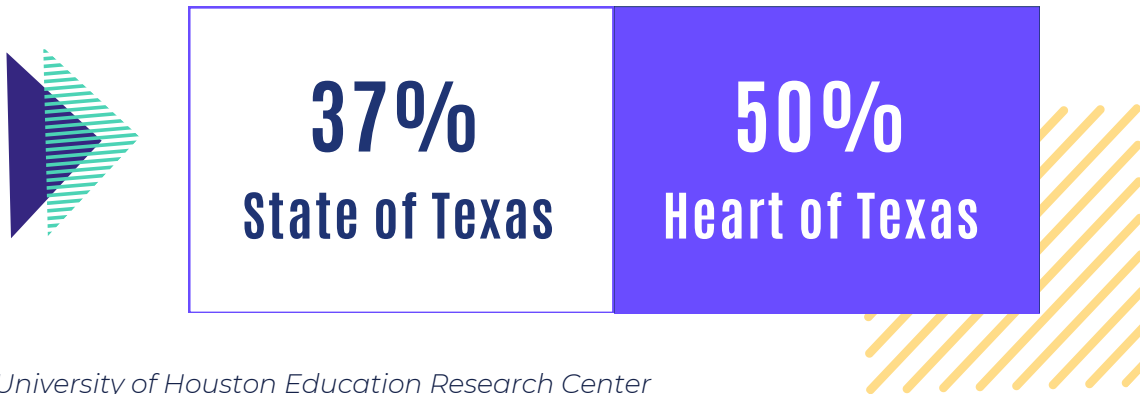
4-Year Degrees	2-Year Degrees and Certificates
Business   17%	Liberal Arts and Sciences   55%
Agriculture   8%	Precision Production   10%
Biological and Biomedical   7%	Construction Trades   5%
Parks, Recreation, Fitness   6%	Health Professions   5%
Psychology   6%	Business   4%
Social Sciences   6%	Culinary   4%
Communication   6%	Homeland Security, Law Enforcement, Firefighting   4%
Health Professions   13%	

\*Source: University of Houston Education Research Center

## Heart of Texas Regional Overview continued

**The Heart of Texas region** has a high rate of high school students completing CTE pathways compared to the rest of the state.

### 2022 Statewide, Regional CTE Completers\*



*\*Source: University of Houston Education Research Center*

**Key components** for high-quality career and education pathways, with strong CTE participation and robust community resources supporting work-based learning and higher education programs, already exist region-wide. However, the region lacks a unified hub for career and education pathways, resources, and data—critical for raising awareness, streamlining access, and aligning programs with workforce demands.

To strengthen workforce readiness, the region needs more CTE pathways aligned with its fastest-growing industries, leading to high-demand, high-wage careers. Expanding dual-credit CTE programs will further benefit students by offering a cost-effective head start on higher education and employable skills. Additionally, rural areas have fewer career and education pathways, highlighting the need for rural-urban collaborations like the Rural Pathways of Excellence Programs (R-PEPs) to bring greater opportunities to rural communities.

The following strategies have been designed to align regional goals within the four key domains, addressing challenges, driving progress, and building a cohesive, high-quality career and education pathway network. These strategies ensure full regional engagement, connecting urban and rural communities, employers, higher education institutions, K-12 schools, chambers of commerce, economic and workforce development organizations, and community-based partners.



## PART II Work-Based Learning Strategy

The regional **Work-Based Learning Strategy** will be aligned with the Tri-Agency quality standards of Learning About Work, Learning Through Work, and Learning At Work, operating on a continuum of activities that extend classroom learning and prepare students for future careers.



Each stage builds on the previous one, guiding students from career awareness to hands-on experience, equipping them with the skills and knowledge needed for success in the workforce. Integrated with targeted industry pathways, these programs will:

- **Identify** and develop key skills, with validation and rewards for attainment.
- **Establish** mechanisms for validating and rewarding skill attainment.
- **Incorporate** mentoring and networking to enhance professional connections.
- **Provide** compensation where appropriate.









To support high-quality work-based learning, the Regional Convener and its partners will develop resources and guidance for students, educators, and employers.



The following strategies leverage regional partnerships to strengthen career and education pathways in the Heart of Texas. With a diverse network of chambers, economic groups, IHEs, ISDs, and nonprofits, the Regional Convener will maximize collaborations to drive progress and align workforce and education goals.

# Work-Based Learning Strategy continued

## GOAL 1 Increase in CTE Concentrators and CTE Completers participating in Programs of Study aligned with the Heart of Texas targeted industries.





 <b>Domains</b>	Regional Work-Based Learning, Regional Alignment
 <b>Strategy 1.1</b>	Create pipelines from high school CTE programs to apprenticeship programs aligned with the region's targeted industries.
 <b>Action 1.1</b>	Actively recruit high school seniors for the International Brotherhood of Electrical Workers (IBEW) Local Union 72 and the Plumbers and Pipefitters Local 529 Multi-Craft Core curriculum (MC3) pre-apprenticeship program with MCC.
 <b>Partners</b>	IBEW Local Union 72, Plumbers & Pipefitters Local 529, Workforce Solutions for the Heart of Texas, high schools, ESC Region 12, Communities in Schools for the Heart of Texas, MCC
 <b>Metric</b>	Number of high school students reached.
 <b>Target</b>	At least one outreach effort will be completed by the end of Year 1 (2025).

## GOAL 1 Increase in CTE Concentrators and CTE Completers participating in Programs of Study aligned with the Heart of Texas targeted industries.





 <b>Domains</b>	Regional Work-Based Learning, Regional Alignment
 <b>Strategy 1.2</b>	Introduce middle and high school students to high-wage, high-demand careers, relevant work-based learning opportunities, and quality advising for regionally available CTE pathways.





## Work-Based Learning Strategy continued

 <p><b>Action 1.2</b></p>	<p>Partner with Communities in Schools for the Heart of Texas to provide high school students with in-school virtual career exploration activities and CTE pathway advising for high-demand, high-wage careers and relevant work-based learning opportunities.</p>
 <p><b>Partners</b></p>	<p>Communities in Schools for the Heart of Texas, Workforce Solutions for the Heart of Texas, high schools</p>
 <p><b>Metric</b></p>	<p>Number of high school students served.</p>
 <p><b>Target</b></p>	<p>At least 20% of the region's high school students served by the end of Year 1 (2025).</p>







## GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <p><b>Domains</b></p>	<p>Regional Work-Based Learning</p>
 <p><b>Strategy 3.1</b></p>	<p>Create work-based learning opportunities for high school students that place them at employer work sites, focusing on partnerships with rural high schools.</p>
 <p><b>Action 3.1</b></p>	<p>Facilitate a paid welding internship for high school students to earn an American Welding Society industry-recognized credential and complete a welding course at TSTC.</p>
 <p><b>Partners</b></p>	<p>Greater Waco Advanced Manufacturing Academy (GWAMA), TSTC, Workforce Solutions for the Heart of Texas, employers, high schools</p>

## Work-Based Learning Strategy continued







 <b>Metric</b>	Number of students participating in the internship.
 <b>Target</b>	Internship participation from at least 10 students, 20% from rural high schools, by the end of Year 1 (2025).

### **GOAL 3** Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.


 <b>Domains</b>	Regional Work-Based Learning, Regional Communications
 <b>Strategy 3.2</b>	Facilitate networking and collaboration between high school teachers and administrators—especially in rural areas—and employers in targeted industries, fostering partnerships and expanding work-based learning opportunities for students.
 <b>Action 3.2</b>	Facilitate externship programs for high school teachers, counselors, and administrators.
 <b>Partners</b>	Employers, ISDs, ESC Region 12, Workforce Solutions for the Heart of Texas, Greater Waco Chamber of Commerce
 <b>Metric</b>	Number of high school teachers and administrators participating in externships.
 <b>Target</b>	Host one externship event by the end of Year 1 (2025), with 20% of participating teachers and administrators from rural schools .

# Work-Based Learning Strategy continued

## GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

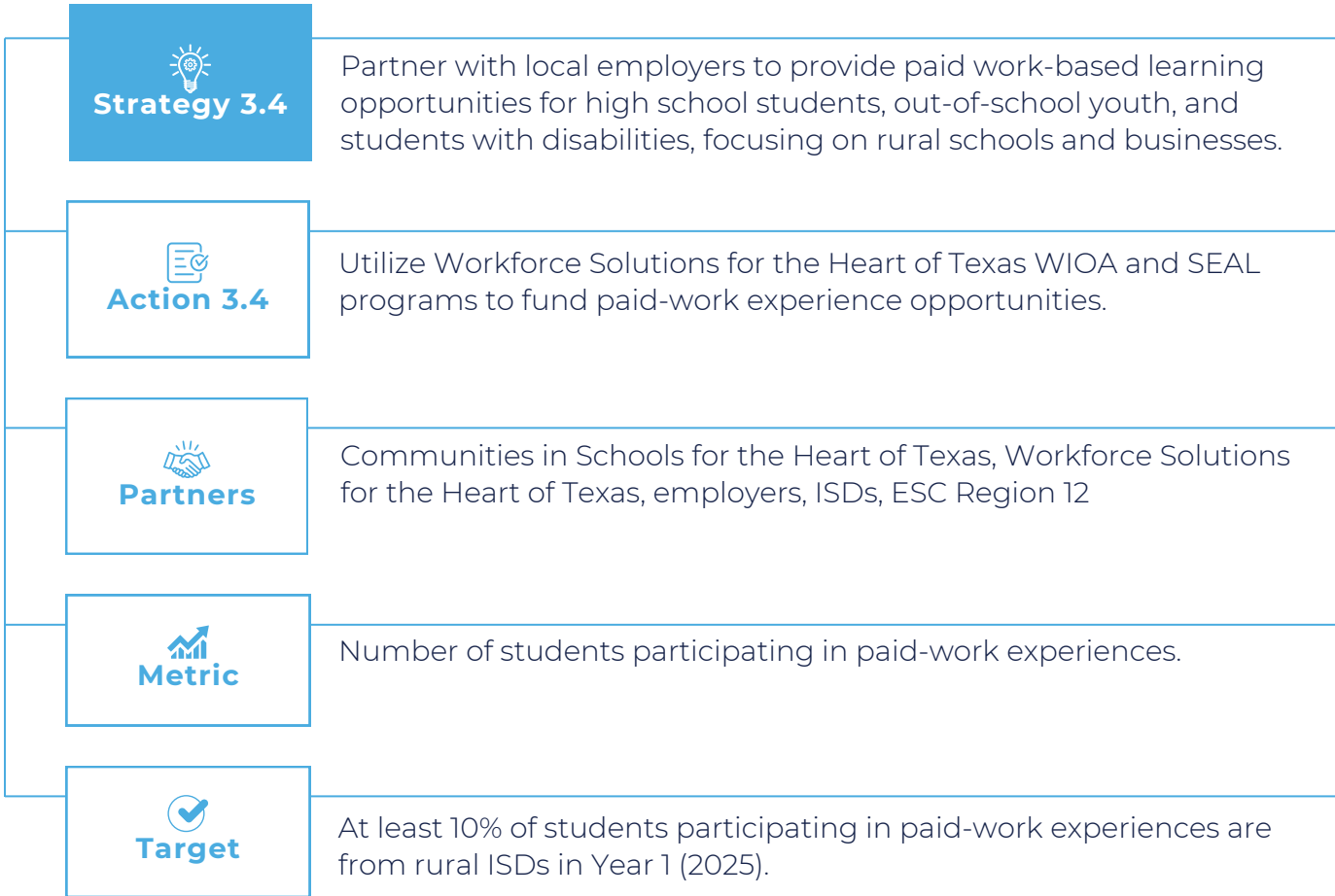
 <b>Domains</b>	Regional Work-Based Learning, Regional Communications
 <b>Strategy 3.3</b>	Provide high school teachers—especially in rural areas—networking opportunities with employers in targeted industries, fostering collaborations and expanding work-based learning opportunities for students.
 <b>Action 3.3</b>	Facilitate a region-wide career exploration event.
 <b>Partners</b>	MCC, TSTC, Hill College, Navarro College, ESC Region 12, Workforce Solutions for the Heart of Texas, employers, high schools
 <b>Metric</b>	Number of high school teachers attending career exploration events.
 <b>Target</b>	Host one career exploration event by the end of Year 1 (2025), with 20% of participating teachers from rural schools .

## GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <b>Domains</b>	Regional Work-Based Learning
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# Work-Based Learning Strategy continued



## PART III Employer and Stakeholder Engagement Strategy

The regional Employer and Stakeholder Engagement Strategy will actively involve businesses in career and education pathway development without overburdening their resources.

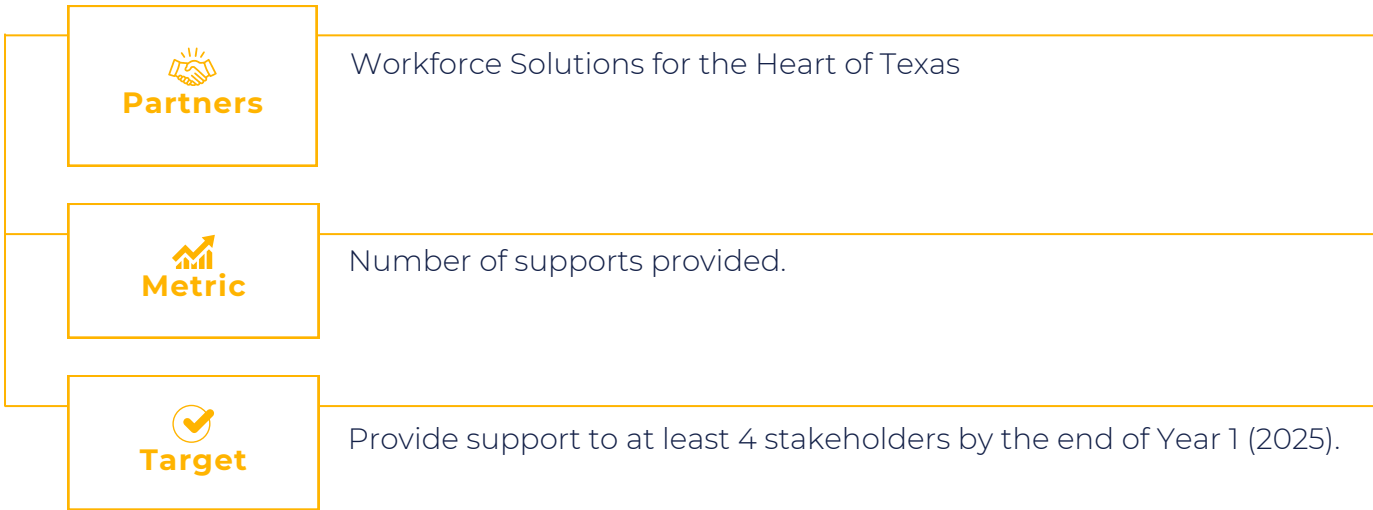
The Business Solutions Team (BSU) acts as the Board’s advocate in the business community, providing customized workforce solutions such as recruiting, screening, and training. Dedicated BSU Specialists focus on key regional industries, offering:

- Deep industry expertise to address workforce challenges.
- Tailored workforce solutions to meet business needs.
- Strategic consultation for workforce planning and implementation.
- High-quality service built on strong employer relationships.

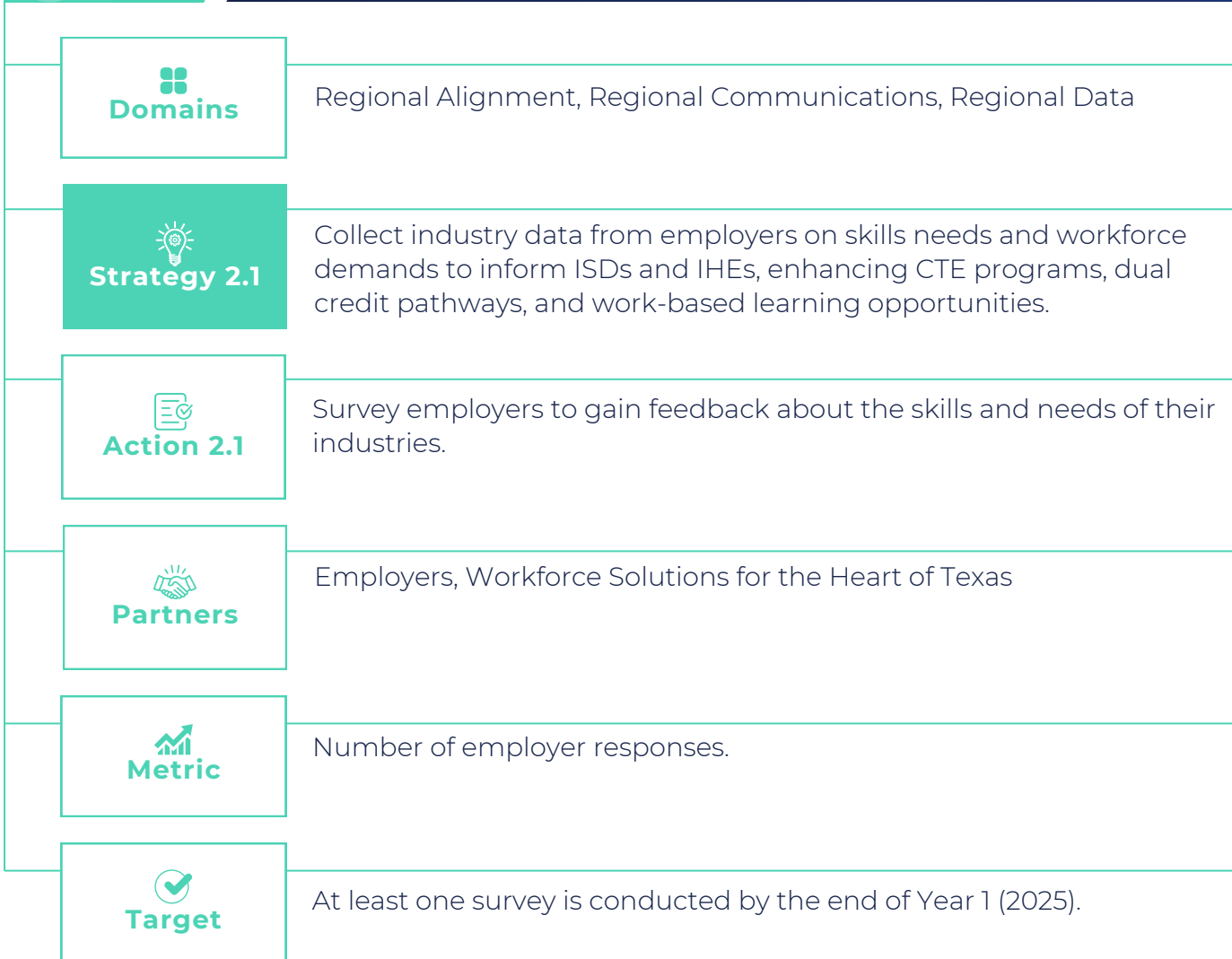
The Regional Convener will leverage these trusted partnerships to advance the region’s career and education pathways goals, ensuring strong employer engagement in workforce development initiatives. The following strategies outline how the region will engage employers and stakeholders to strengthen workforce alignment.



# Employer and Stakeholder Engagement Strategy continued



## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.



# Employer and Stakeholder Engagement Strategy Summary continued

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

**Domains** Regional Alignment, Regional Communications, Regional Data

**Strategy 2.2** Engage employers and stakeholders by delivering key labor market insights to inform workforce and economic development strategies.

**Action 2.2** Distribute monthly labor market information (LMI) updates to employers and stakeholders through email campaigns.

**Partners** Workforce Solutions for the Heart of Texas

**Metric** Number of emails sent.






**Target** LMI distributed on a consistent schedule by the end of Year 1 (2025).

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.




**Domains** Regional Alignment, Regional Communications, Regional Data






## Employer and Stakeholder Engagement Strategy Summary continued

 <b>Strategy 2.3</b>	Involve employers and stakeholders in the labor market analysis process.
 <b>Action 2.3</b>	Convene employers and other stakeholders such as IHEs bi-annually for their input and local wisdom when setting and updating the region's targeted occupations and targeted industries lists.
 <b>Partners</b>	Workforce Solutions for the Heart of Texas, employers, Hill College, Navarro College, TSTC, MCC
 <b>Metric</b>	Number of employers and stakeholders convened.
 <b>Target</b>	Convene employers and stakeholders once by the end of Year 1 (2025).







### **GOAL 3** Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <b>Domains</b>	Regional Alignment, Regional Communications
 <b>Strategy 3.5</b>	Facilitate networking and collaboration between employers—especially in rural areas—and K-12 educators, counselors, and administrators to strengthen partnerships with ISDs and provide educators with industry skills and qualifications needs.
 <b>Action 3.5</b>	Facilitate teacher and administrator externship programs with employers in targeted industries.

## Employer and Stakeholder Engagement Strategy continued







 <p><b>Partners</b></p>	<p>Employers, ISDs, ESC Region 12, Workforce Solutions for the Heart of Texas, Greater Waco Chamber of Commerce</p>
 <p><b>Metric</b></p>	<p>Number of employers participating in externships.</p>
 <p><b>Target</b></p>	<p>Host one externship event by the end of Year 1 (2025), with 10% of participating employers being from rural communities.</p>

### GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <p><b>Domains</b></p>	<p>Regional Alignment, Regional Communications</p>
 <p><b>Strategy 3.6</b></p>	<p>Provide employers—especially in rural areas—networking opportunities with high school teachers and students, fostering collaborations with ISDs and sharing industry skills and qualifications needs.</p>
 <p><b>Action 3.6</b></p>	<p>Facilitate a region-wide career exploration event.</p>
 <p><b>Partners</b></p>	<p>Employers, MCC, TSTC, Hill College, Navarro College, ESC Region 12, Workforce Solutions for the Heart of Texas, high schools</p>
 <p><b>Metric</b></p>	<p>Number of employers attending career exploration events.</p>
 <p><b>Target</b></p>	<p>Host at least one career exploration event by the end of Year 1 (2025), with 10% of the participating employers being from rural communities.</p>

# Employer and Stakeholder Engagement Strategy continued

## GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <b>Domains</b>	Regional Alignment, Regional Communications
 <b>Strategy 3.7</b>	Connect employers and stakeholders—especially in rural communities—to foster collaboration and communicate the technical and soft skills job seekers need to meet employer expectations and industry demands.
 <b>Action 3.7</b>	Host community input meetings in the region's rural counties, engaging stakeholders such as employers, ISDs (rural and urban), IHEs, chambers of commerce, and economic development organizations.
 <b>Partners</b>	Employers, ISDs, MCC, TSTC, Hill College, Navarro College, chambers of commerce, economic development entities, Workforce Solutions for the Heart of Texas, ESC Region 12
 <b>Metric</b>	Number of meetings held.
 <b>Target</b>	Host at least one meeting by the end of Year 1 (2025).

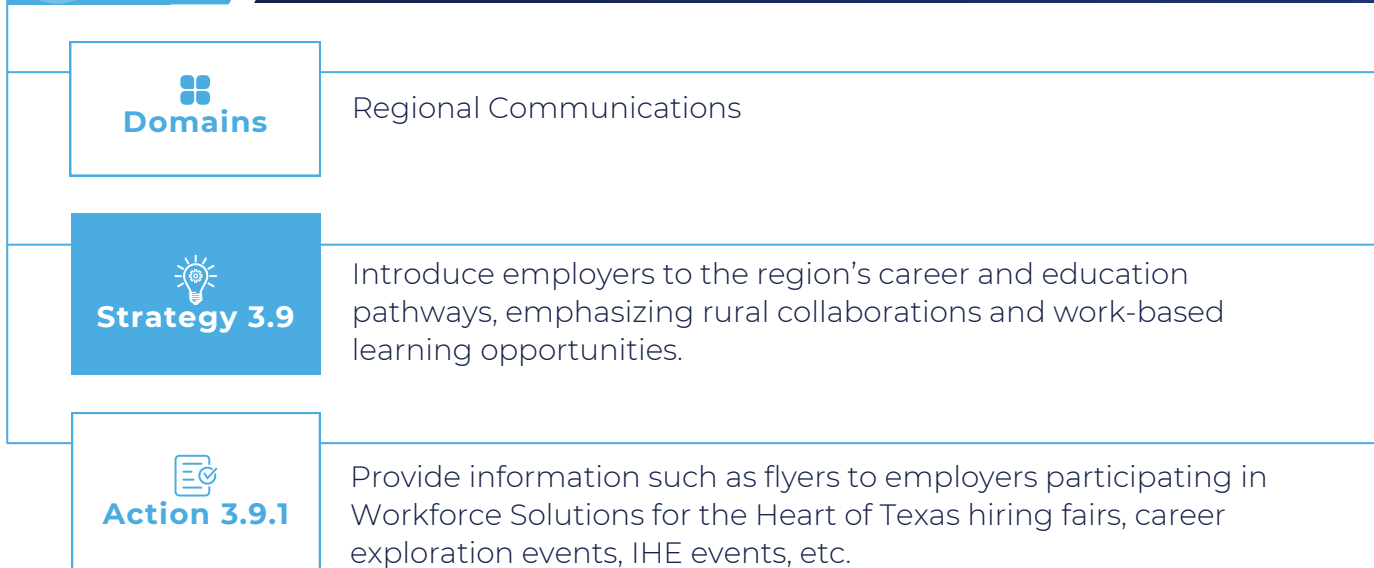
## GOAL 3 Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.

 <b>Domains</b>	Regional Communications
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## Employer and Stakeholder Engagement Strategy continued



### **GOAL 3** Increase the number of R-PEPs and other rural collaborations between higher education, secondary education, and industry in the Heart of Texas.





# Employer and Stakeholder Engagement Strategy continued

  
**Action 3.9.2**

Participate in regular and special meetings with area chambers of commerce and other employer partners.

  
**Partners**

Workforce Solutions for the Heart of Texas, IHEs, chambers of commerce, community-based organizations (CBOs)

  
**Metric**

Number of employers reached.

  
**Target**

Reach at least 200 new employers by the end of Year 1 (2025).



## PART IV Data Management Strategy

**The regional Data Management Strategy** is designed to establish a structured, efficient approach to collecting, storing, and processing data to maximize its impact. This strategy will involve collaborating with partners and external entities, as well as utilizing survey tools like JotForm to gather insights from ISDs and IHEs.

Data-sharing agreements are either in place or being developed with key partners, including the University of Houston Education Research Center (UHERC) and Education Service Center Region 12 (ESC Region 12). Additionally, conversations with ISDs and R-PEPs will help assess the need for further agreements to support survey-based data collection.

**To ensure accurate** tracking and reporting, data collection and sharing will follow a structured process with clear guidelines for storage, security, and accessibility.



### Data Collection and Sharing Timeline







- **Annual Data Collection:** Data will be gathered each year to ensure up-to-date insights.
- **Data Sharing Agreements:** Reviewed annually to assess updates and the need for additional agreements.

### Data Infrastructure and Security



- **Structured Data:** Data will be organized to align with key metrics and protected to prevent unauthorized changes.
- **Sources:** Information will be collected from University of Houston Education Research Center, Education Service Center Region 12, regional ISDs, R-PEPs, and colleges.
- **Data Repository:** Raw survey data and processed data from University of Houston Education Research Center and Education Service Center Region 12 will be included in the repository.
- **Storage & Processing:** Data will be securely stored on Workforce Solutions for the Heart of Texas servers and will be processed, structured, and integrated into the data dashboard for analysis and reporting.

# Data Management Strategy continued

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

 <b>Domains</b>	Regional Data
 <b>Strategy 2.4</b>	Formalize partnerships with stakeholders to ensure consistent and reliable data access.
 <b>Action 2.4</b>	Sign data sharing agreements with key partners.
 <b>Partners</b>	Workforce Solutions for the Heart of Texas, IHEs, ESC Region 12
 <b>Metric</b>	Number of data sharing agreements signed.
 <b>Target</b>	100% of data sharing agreements signed by the end of Year 1 (2025).

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

 <b>Domains</b>	Regional Data
 <b>Strategy 2.5</b>	Identify and resolve gaps in data collection.

# Data Management Strategy continued



**Action 2.2**

Collect survey data from ISDs to provide bridge data for the one-year lag time on data provided by the Texas Education Agency (TEA).



**Partners**

Workforce Solutions for the Heart of Texas, ESC Region 12, ISDs



**Metric**

Number of ISDs participating in the survey.



**Target**

Conduct one survey by the end of Year 1 (2025).





# PART V Communications Strategy

**The regional Communications Strategy** will deliver timely, relevant information to regional stakeholders. Key elements include leveraging established channels, collaborating with partners, gathering feedback and data, segmenting audiences for targeted messaging, evaluating effectiveness, and holding regular Regional Pathways Collaborative Leadership Team meetings.




## GOAL 1 Increase in CTE Concentrators and CTE Completers participating in Programs of Study aligned with the Heart of Texas targeted industries.

  
**Domains**

Regional Communications

  
**Strategy 1.4**

Deliver targeted information on CTE pathways and post-secondary options for high-demand, high-wage careers directly to students and their families.

  
**Action 1.4**

Use social media platforms to reach and engage students and families regarding career and education pathways and related information.

  
**Partners**

Workforce Solutions for the Heart of Texas, IHEs, ESC Region 12

  
**Metric**







Number of social media engagements.

  
**Target**

Create at least one social media campaign by the end of Year 1 (2025).

# Communications Strategy continued

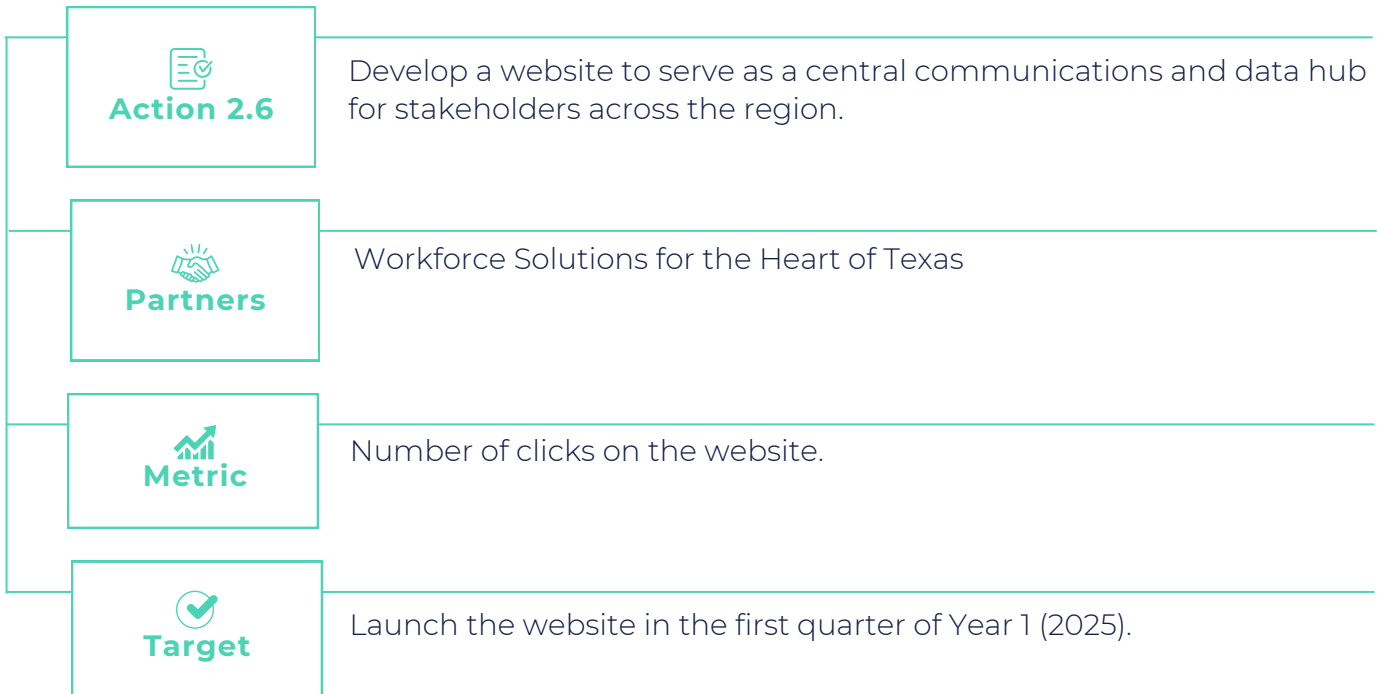
## GOAL 1 Increase in CTE Concentrators and CTE Completers participating in Programs of Study aligned with the Heart of Texas targeted industries.

 <b>Domains</b>	Regional Communications
 <b>Strategy 1.5</b>	Directly inform students about CTE pathways available in their high schools that align with high-demand, high-wage careers.
 <b>Action 1.5</b>	Provide students who attend the YES! Expo and other events with customized printed collateral (e.g. brochures and flyers) that includes information about CTE pathways available in their high schools.
 <b>Partners</b>	Workforce Solutions for the Heart of Texas, ISDs, IHEs, ESC Region 12
 <b>Metric</b>	Number of students reached.
 <b>Target</b>	Reach at least 500 students by the end of Year 1 (2025).

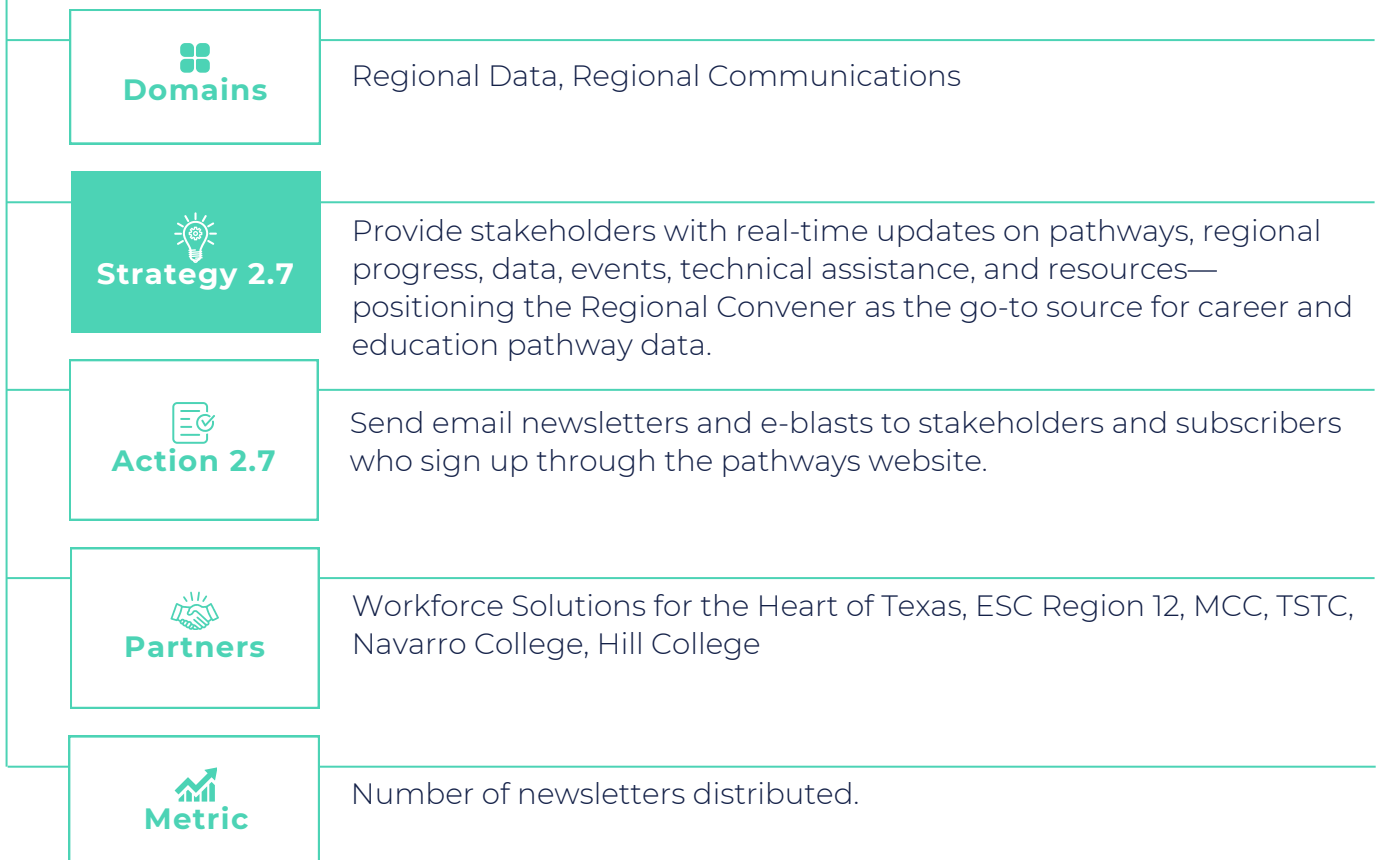
## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

 <b>Domains</b>	Regional Data, Regional Communications
 <b>Strategy 2.6</b>	Create a centralized communications hub for data, tools, resources, and information on quality pathways implementation in the Heart of Texas.

## Communications Strategy continued



## **GOAL 2** Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.



# Communications Strategy continued



Begin sending quarterly newsletters by the end of the second quarter of Year 1 (2025).

## GOAL 2

Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.



Regional Communications



Share relevant events, including career exploration and technical assistance opportunities, to establish the Regional Convener as the region's leading source for career and education pathway information.



Provide an events calendar on the pathways website for regional stakeholders that features event details, call-in or webcast options, and a submission feature for stakeholders to add their own pathways events.



Workforce Solutions for the Heart of Texas, ESC Region 12, MCC, TSTC, Navarro College, Hill College



Number of website calendar clicks.



Launch the calendar on the website by the end of the second quarter of Year 1 (2025).






## GOAL 2

Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.







Regional Data, Regional Communications

## Communications Strategy continued



 <p><b>Strategy 2.9</b></p>	<p>Collect stakeholder feedback to enhance communications, reinforcing the Regional Convener as the region’s most trusted source for career and education pathway information and data.</p>
 <p><b>Action 2.9</b></p>	<p>Distribute surveys and feedback forms to stakeholders and utilize focus groups will be used to gain real-time feedback and gather in-depth insights and conversations.</p>
 <p><b>Partners</b></p>	<p>Workforce Solutions for the Heart of Texas</p>
 <p><b>Metric</b></p>	<p>Amount of feedback received.</p>
 <p><b>Target</b></p>	<p>Collect active survey and feedback form submissions by the end of Year 1 (2025).</p>

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.








 <p><b>Domains</b></p>	<p>Regional Alignment, Regional Data, Regional Communications</p>
 <p><b>Strategy 2.10</b></p>	<p>Strengthen regional ISD engagement by meeting in-person with administrators to gather feedback, provide technical assistance, and re-emphasize communication channels (website, newsletters,</p>
 <p><b>Action 2.10</b></p>	<p>Conduct annual on-site visits with ISD administrators and high schools.</p>
 <p><b>Partners</b></p>	<p>Workforce Solutions for the Heart of Texas, ISDs</p>



# Communications Strategy continued

 <b>Metric</b>	Number of ISDs engaged.
 <b>Target</b>	Engage at least five ISDs by the end of Year 1 (2025).

## GOAL 2 Develop a regional data-management system for all Heart of Texas ISDs and IHEs to support and enhance CTE programs, dual credit pathways, and work-based learning opportunities.

 <b>Domains</b>	Regional Data, Regional Communications
 <b>Strategy 2.11</b>	Maximize the distribution and engagement of pathways information, establishing the Regional Convener as the region's trusted career and education data source.
 <b>Action 2.11.1</b>	Segment stakeholders to ensure timely, needs-based communication. When signing up for the newsletter, stakeholders can select their category (e.g., ISD administrator, teacher, counselor, college representative, employer) to receive relevant information.
 <b>Action 2.11.2</b>	Use communication analytics tools to track and analyze data trends, patterns, and engagement across communication channels, including website traffic, social media interactions, and newsletter open rates.
 <b>Partners</b>	Workforce Solutions for the Heart of Texas
 <b>Metric</b>	Frequency of communications data collected.
 <b>Target</b>	Collect and analyze communications data by the end of Year 1 (2025).

## PART IV Conclusion



Success starts with collaboration. Educators, employers, chambers of commerce, economic development organizations, community leaders, and government agencies all have a role to play.

Now more than ever, education is the key to ensuring our region—and the entire state of Texas—remains competitive. By equipping today’s students with the skills needed for high-growth, high-wage careers, we can fuel the Heart of Texas’ prosperity for generations to come.

The next five years bring unprecedented opportunities to strengthen education and career pathways. Stay connected through email updates from the Regional Convener, packed with the latest data, resources, and insights. Visit our new HRTX Regional Pathways Collaborative website for essential tools and ways to get involved—whether you’re a K-12 educator, college representative, student, parent, employer, or economic development partner.

Join us in shaping a future where every resident of the Heart of Texas has the education, training, and resources needed to thrive in an evolving economy.



The time to act is now.  
Let’s work together to  
turn this vision into reality.

Visit our HRTX Regional Pathways Collaborative website to learn more and get involved today!

[hrtxpathways.com](http://hrtxpathways.com)





# HEART OF TEXAS REGIONAL PATHWAYS COLLABORATIVE

[hrtxpathways.com](http://hrtxpathways.com)

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