



Molly Young

Director – Education and Workforce Initiatives

# Permian Strategic Partnership

## Mission Statement

To strengthen and improve the quality of life for Permian Basin residents by partnering with local leaders to develop and implement strategic plans that foster superior schools, safer roads, quality healthcare, affordable housing and a trained work force. The companies involved with PSP will bring people, expertise, resources and leadership to develop solutions in partnership with local leaders and communities.

### Focus Areas

- Education
- Healthcare
- Housing
- Roads
- Workforce Development



# Focus on Education



Expand and strengthen teacher talent available to Permian public school students



Provide opportunities for leadership development at campus and district levels to enhance student achievement



Respond to unique challenges and barriers to build better educational capacity

Education is a core area of focus for the PSP. A poll of PSP member company employees indicated that education is the single greatest factor in evaluating a location change, and this is just as true for families living in the Permian Basin. Children in school today will be joining our workforce of tomorrow and quality education is critical for success. Our schools must have the resources to provide the next generation with access to highly qualified teachers and a robust curriculum.

The PSP Education Committee is partnering with local school districts, educators, state and local officials, and other community organizations to advance the quality of education across the Permian Basin.

# Focus on Workforce



Identify, target and attract viable talent pools to the Permian Basin



Identify and support partners to provide development and training for a skilled workforce

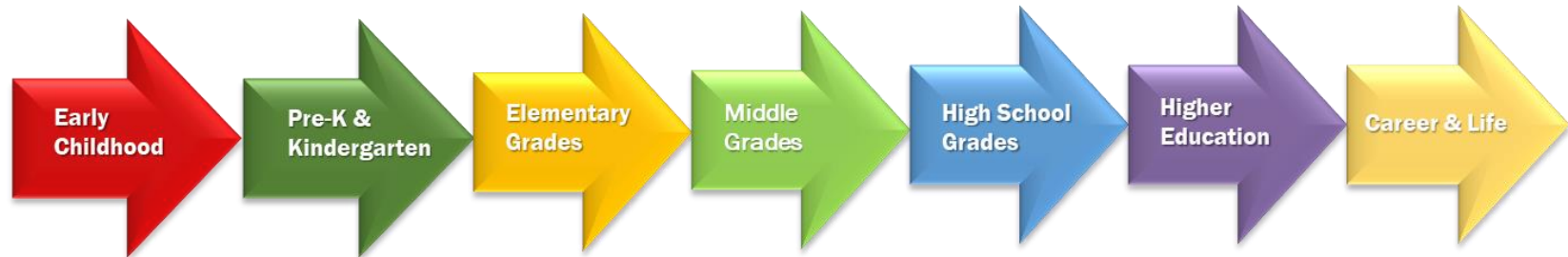


Partner to enhance resources that attract and retain a quality workforce in the Permian Basin

In 2018, the Bureau of Labor Statistics reported there was no region in the United States that could match the Permian Basin for its percentage increase in new jobs. While COVID intervened in this growth, there is still growth anticipated in the coming years.

The PSP Workforce Development Committee partners with local school districts, community colleges, state and local officials, and other civil society organizations to attract, develop, and retain workforce and their families across the Permian Basin.

# Continuum of Impacts Education and Workforce



- PSP is focused on regional systems change and alignment in education and the workforce.
- We recognize the importance of a continuum approach from early childhood to career and life.
- We are addressing the Permian Basin- NM and TX- as a region due to the engagement of our member companies in both areas, and their similar characteristics and needs, while also acknowledging unique characteristics in towns, counties and states.

# Expertise/Experience



- Degrees in Political Science, Secondary Education and Education Policy
- Middle School Teacher
- Economic and Community Development Professional in Beeville and in Austin, TX
- Combined the Two: E3 Alliance-Education
- Young & Co. Consultancy:
  - Fund Development
  - K-12 to Post-Secondary Systems Alignment
  - Opportunity Youth Collaboratives
  - Workforce Initiatives
- Now: PSP



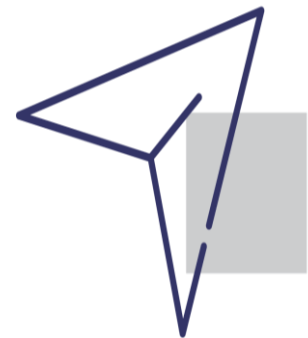
# SE NM Road Trip June 2021



- Visited with Superintendents, School Leaders and Government Officials in Carlsbad, Artesia, Lovington, Hobbs and Jal.
- Key learnings included:
  - Requests for information, resources and access
  - Seeking strategic advice from the field to create plans that have long-term impacts on student outcomes
  - Secondary and Post-Secondary organizations seeking stronger industry connections
- I look forward to continuing to make connections and learn about the unique opportunities and dynamics of the region.

# PSP Workforce and Education Initiatives and Projects

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# Education Leadership Summit



PERMIAN BASIN  
Education Leadership Summit



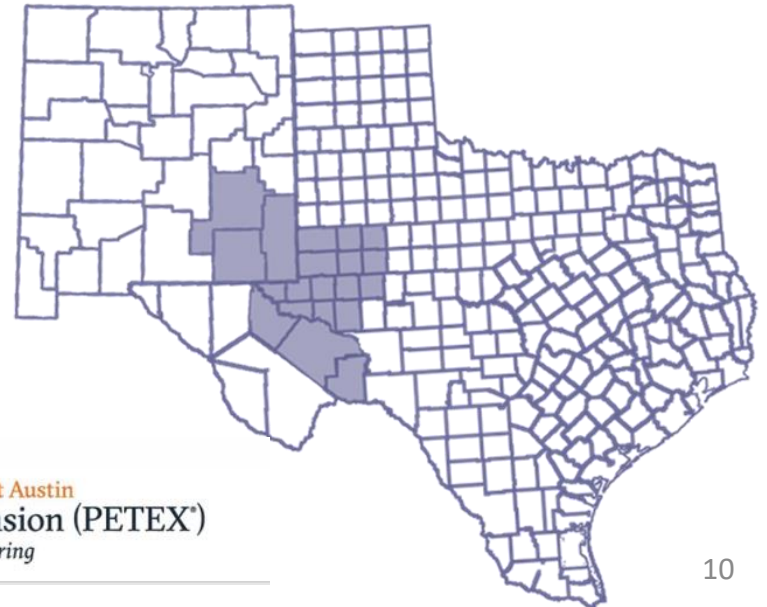
- A convening of peers to discuss strategies for spending CARES Act/ESSER dollars in the most effective ways
- Included Superintendents, District Leadership Teams and Education Service Center staff
- Recommended by:
  - TJ Parks in Hobbs ISD
  - Scott Muri in Ector County ISD
- Idea generation, best practice sharing and other learnings to improve student outcomes
- Requests to continue the Permian-wide collaboration opportunities

**The PSP is seeking to establish a Training Ecosystem to strategically address critical industry development needs.** The PSP Catalyst Workforce Development Initiative aims to not only define the industry benchmarked skills and competencies required by today's critical Permian Job Roles, but also identifies suitable training providers available in the region that may be leveraged to close common competence gaps experienced by these positions.

In coordination with PetroSkills: the world's leading training alliance, and The University of Texas at Austin Petroleum Extension (PETEX), the Catalyst project will validate industry standard competency frameworks against the specific operational requirements of member companies.

## Phase One Kick Off: ENGAGE

1. Project Planning and Mobilization
2. Academic and Provider Engagement
3. Competency Validation Workshops
4. Asset Mapping and Academic Survey
5. Gap Analysis and Training Needs Identification
6. Phase One Wrap Up



# CTECH Hobbs

PSP is pleased to invest in the CTech Center in Hobbs as part of a broader partnership.

The opportunities that will be presented to students will greatly improve their learning experiences.



# Emerging Projects



- UTeach cultivates new STEM teachers
  - Still in the planning phases
  - Partnership with UTPB and UTeach @UT Austin
  - Maximum impact will provide high-quality STEM teachers to the full region
- Childcare Industry Partnership
  - Analysis of the Childcare Landscape in the Permian Basin
  - Identify Capacity, Quality, Affordability Needs
  - Create a Gap Analysis to identify areas where improvements can be made
  - Seek solutions

# Innovative Practice: TRPN



Innovative Use of PerkinsV Funding via the Tri-Agency Taskforce:

Partnership Opportunities for Regional CTE Programs:

- At least 3 School District Partners
- A Higher Education Partner that offers an Advanced Academic or Dual Credit Pathway that leads to industry certifications
- Industry Partners that confirm alignment
- An Intermediary that convenes the partners and leads the implementation strategy



# Innovative Practice: The Effective Advising Framework

*This is what can happen as a result of lack of support and integration—siloed advising activities.*



# The Effective Advising Framework

*Our aim is to shift toward a strategic approach to advising as a clear workstream within counseling.*

Driven by relationships, communication, and regular touchpoints

Designed to help each student draw connections between academic choices, career possibilities, and postsecondary education

Requires program leadership, workstream ownership, transition management, and content expertise



# What is next?



- Seeking continued input from companies, communities and other stakeholders
- Designing initiatives that impact education and workforce outcomes
- Providing connectivity to resources and tools that can help educators succeed in their goals
- Assisting with the alignment of K-12, Post-Secondary and Workforce systems in the broader Permian Basin Region





Thank you!

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