



Plano Tomorrow **VIDEO SCRIPTS**

Video Script - ECONOMIC ENVIRONMENT - JOBS AND WORKFORCE DEVELOPMENT

A diverse economic environment demands a highly skilled workforce that continues to improve job skills, education, and knowledge to compete in a dynamic business climate. Although 55% of all adults in Plano have a bachelor's degree and are employed in managerial, technical, and professional jobs, business concepts and operations are constantly changing. To ensure that Plano residents possess the characteristics desired by leading, innovative corporations, the city will support local education and business efforts to develop and retain a competitive workforce.

Plano residents are served by three public school districts. Plano ISD, the City's largest school district, reported the completion rate for the class of 2014 was 98.2%. 95% of those graduating students attended college during the fall of 2014. With 25 colleges and universities in the Dallas-Fort Worth region, Plano companies have a pipeline of 157,000 students currently enrolled in four year universities. An additional 187,000 students are attending community colleges. More than 6% of Plano's adult population are enrolled in continuing education classes in area institutions that are focused on enhancing workforce skills.

Collin College offers more than 100 degrees and certificates in a wide range of fields. Southern Methodist University (SMU) and Dallas Baptist University (DBU) both have satellite campuses in Plano. The University of Texas at Dallas (UTD) is a four year emerging research university providing numerous undergraduate and advanced degree programs to Plano residents. Through specially designed undergraduate and graduate degree programs, these universities enhance professional development for working adults pursuing advanced education.

Workforce development programs by local organizations, such as the Plano Chamber of Commerce, are also offered to enrich personal development skills. The Young Professionals of Plano, Leadership Plano, and The Women's Division are all Chamber initiatives that have specialized training for specific workforce groups to receive instruction on career development and business leadership. TEDxPlano, a Chamber initiative, provides a platform to explore innovative ideas, emerging business trends and best practices - inspiring further development of local companies.

Through collaborative efforts with the education and business communities, the City of Plano can assist in developing a competitive workforce. To attract and retain this selective employee base as residents, Plano will need to enhance the existing community character and provide a superior quality of life by creating interactive social spaces, diverse housing options and excellent municipal services to distinguish oneself from neighboring communities. Education, business and local government efforts provide the foundation to attract skilled workers and ensure competitive job skills that provide area businesses with an ever improving employee base.

This policy supports economic growth by attracting new companies seeking a highly skilled workforce to achieve the vision of a diverse and resilient economy.