



ECONOMIC DEVELOPMENT CORPORATION

To: Donna Dodgen, Mayor
Seguin City Council

CC: Steve Parker, City Manager
Mark Kennedy, City Attorney

From: Alora Wachholz
Director of Economic Development | SEDC Executive Director

Date: 04-07-2026

Subject: Resolution Supporting a Collaborative Effort Between the City of Seguin and the City of New Braunfels for Texas State University to Perform a Study to Map and Analyze Education-to-Workforce Pathways in Guadalupe and Comal Counties

Overview

The Regional Workforce Education Alliance (RWEA), formerly called the Central Texas Technology Center, is a long-standing partnership between the City of Seguin and the City of New Braunfels. This alliance includes critical business, education, and government representatives throughout Guadalupe and Comal Counties who work cooperatively to find solutions to bridge the gap that exists between educational providers and private workforce generators. As part of a recent RWEA initiative to better identify the ways that regional education and workforce providers can intersect, it was determined that conducting a formal workforce study that maps and analyzes education-to-workforce pathways in Guadalupe and Comal counties would be beneficial. One of RWEA's board members, a professor at Texas State University, offered to conduct this formal study with the assistance of university students, at no cost to the group. On February 10, 2026, the RWEA Board voted to approve the presented Scope of Work as outlined by this representative of Texas State University.

The Scope of Work being undertaken includes:

- A robust investigative research process that intakes essential, multi-source data within the region, inventories that data, and then uses analysis and trend mapping to begin telling the story of how our education and workforce providers interplay.
- Stakeholder engagement initiatives spanning across interviews, focus groups, and surveys of major relevant parties with the system of workforce and educational development, both public and private.
- Specific reporting on the existing gaps, opportunities, issues, and critical actions that can be undertaken to remedy places within the accumulated data that do not best match with productive outcomes.
- Deliverables to RWEA that include an Engagement Plan, Data Analysis and Findings Memo, Final Regional Workforce Study Report, an Implementation Roadmap, and a formal presentation of all results to RWEA and any interested stakeholders.

Upon completion, we would hope to invite Texas State University to present their findings of this study to the City Council. The request before City Council today is only to approve a Resolution expressing support for this initiative.

Fiscal Impact

There is no cost associated with this item.

Staff Recommendation

Staff recommends approval of a Resolution Supporting a Collaborative Effort Between the City of Seguin, the City of New Braunfels, and Texas State University for Texas State University to Perform a Study to Map and Analyze Education-to-Workforce Pathways in Guadalupe and Comal Counties.

Attachments

1. Resolution Supporting a Collaborative Effort Between the City of Seguin, the City of New Braunfels, and Texas State University for Texas State University to Perform a Study to Map and Analyze Education-to-Workforce Pathways in Guadalupe and Comal Counties
 - a. Exhibit A: Texas State University Scope of Work Proposal to RWEA