



*HSIAC:
A Major Partner
in a \$9.5 Million
Project*

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MC Profile

Student Profile

Gender	Female: 58%	Male: 42%
Ethnicity	Anglo: 61%	Hispanic: 51%
	African-American: 5%	Other: 3%

Enrollment	Continuing Education	17,000
	Credit	6,346



*Service Area = 10,803 Sq. Miles
(larger than the state of Maryland)*

Challenges in 2000

- Oil and gas prices plummet
- Massive layoffs
- Unemployment a record high of 8.3%
- 20% of all residents and 37% of Hispanics in the service area live in poverty
- Dislocated oilfield workers work in farming and ranching industry
- Recorded rainfall in Midland County for the last two years less than 12 inches
- Farmers unable to raise cotton crops
- Devastating drought conditions force many ranchers to sell cattle, and farmers declare bankruptcy

Challenges in 2000 (cont.)

- Many residents have neither the resources to move nor the skills to adapt to new occupations
- Many Hispanic workers have limited English proficiency skills inhibiting their job marketability in jobs other than rig or farm hands
- 50% of area Hispanic students are high school dropouts
- Of the Hispanic students who did graduate, less than 25% enrolled in college

The Solution...

Advanced Technology

Center

which will enable Midland-area residents to further enhance their technology skills through industry-recognized certifications and other continuing education opportunities.



Estimated Cost

\$9.5 Million

The Search

- Federal Funds?
- Public Funds?
- Private Foundations?
- Corporations?
- Individuals?

Federal/Public Partners (4)

(\$3.3 Million)

U.S. Dept. of HUD - HSIAC	\$400,000
U.S. Dept. of Commerce - Economic Development Administration	\$900,000
Midland Independent School District	\$1 Million
City of Midland - CDBG Funds	\$1 Million

(7 agencies rejected us)

Foundation Partners (8)

(\$4.8 Million)

Gifts ranged from \$2,000 to \$2 million

Abell-Hanger Foundation

Beal Foundation

Chaparral Foundation

Helen Greathouse Charitable Trust

Midland College Foundation

Potts & Sibley Foundation

SBC Foundation

(10 Foundations rejected us)

Individual Partners

(\$1.7 Million)

Gifts ranged from \$20 to \$1 Million

126 individual donors

(3,436 solicitation letters were sent)

Corporate Partners

(\$27,500)

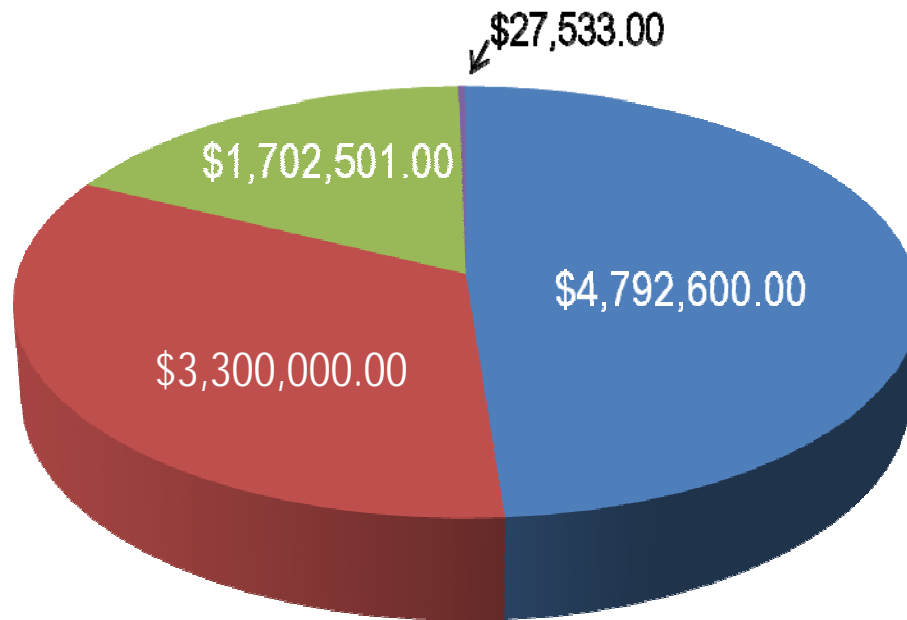
Gifts ranged from \$75 to \$10,000

18 Corporate Donors

(8 Corporations rejected us)

Contributions

\$9.8 Million by Source of Contributors



156 Investors!!!

- Foundation gifts (8)
49%
- Public/Federal gifts (4)
34%
- Individual gifts (126)
17%
- Corporation gifts (18)
0%

Are You....

- an ESL student?
- a first-generation college student?
- an immigrant to the USA?
- interested in technical training as opposed to a college degree?
- planning to own your own business?
- wanting to become wealthy?

The Franz Weis Industrial Technology Center

The Franz Weis Industrial Technology Center



Located near the Automotive Technology labs at the ATC, the exhibit depicts the life and works of Franz Weis, a master engine builder, who resides in Midland.

\$34,625

The Franz Weis Industrial Technology Center is used for special high school and college automotive classes as well as industry training for automotive technology professionals.

Return on Investment

of courses taught = 2,678

of non-credit students = 16,292

Sustainability

\$100,000	Endowment from a Corporate Partner
\$100,000	Pledged Endowment from a Corporate Partner
\$25,000	Annual gift from a local foundation
\$138,377	Total giving from 56 individuals, foundations & corporations
\$144,000	Fund for the Improvement of Post-secondary Education (U.S. Department of Education)

Challenges in 2008

• **Workforce Training**

Texas leads the nation in number of deaths at the workplace

- Influx of new untrained workers
- Young, inexperienced and speak little English
- Rampant drug and alcohol use, some of whom turn to meth to get through 12-hour shifts, long commuting time, and laboring 14 days in a row.

Challenges in 2008 (cont.)

- **High dropout rate in MISD High Schools**
 - 31% drop out
 - All three MISD high schools did not meet the federal accountability statistics under the “No Child Left Behind Act” standards
 - A Texas public school dropout is most likely Hispanic, male, overage for grade by at least one year, and in the 9th grade at the time of school departure

Optimistic

HSIAC Grant (2007-2010)

- IDA (Individual Development Account)
- financial Literary
- home ownership training
- business counseling

HSI Grant (2008-2013)

“Puente ACCESO”

Bridging the educational gap through
redesign of Developmental Education
and focused Outreach Services

Cogdell Learning Center



Midland College's **minority outreach center** provides:

- community outreach;
- free **GED** and English as a Second Language (**ESL**) classes;
- **adult literacy** assistance;
- **business counseling** and technical assistance;
- assistance with college planning, admissions, and financial aid services