



Piecing Together Business and Education



Report

San Antonio Business Community Roundtable Discussions

Roundtable Outcomes – December 2019

Contents

Focused on: Expanding Business Education and Career Engagement to the Downtown Campus, the San Antonio Workforce Initiative and Westside Community Partnerships

Trends in the Workforce	04
Downtown Expansion – What that means for UTSA and Local Employers	05
New Programs to Support Economic Success	06
Addressing Workforce Needs, Gaps and Future Opportunities	07
Adding Value to Your Organization	08
Desired Skills and Characteristics	09
UTSA Initiatives	10
Contacts and Contributors	11





Executive Summary and Overview

In May 2019, Dr. Kimberly Andrews Espy, UTSA Provost and Sr. Vice President for Academic Affairs, hosted roundtable discussions with business partners from across the San Antonio community to focus on UTSA's downtown initiative and career-engaged learning opportunities. With the rapid increase in the number of businesses and workers in downtown San Antonio, the university has also kicked off a new San Antonio Workforce Initiative that will impact the city by increasing the number and range of programs to support workers to advance in their current jobs, or to enable those without a college degree to finish and successfully compete for better paying jobs or new careers.

The results of the roundtable discussions provides feedback as UTSA launches these new initiatives to help build an educated and skilled workforce, while continuing to serve businesses in downtown San Antonio. Key findings from the discussions will help UTSA identify future trends and demands in the workforce, new programs to support economic success, gaps and future opportunities, and opportunities to add value through education, training, internships, student projects, and partnerships.

Trends in the Workforce

Each table discussed trends in the workforce that are anticipated in the next decade. Participants shared specific types of programming as well as unique workforce challenges and opportunities.

01. Technology

The number one skillset and/or trend in San Antonio relates to technology. San Antonio is becoming the nation's cyber hub, next to Washington, DC. Most CEO's want to employ a data scientist, which means there are significant needs as it relates to data science, data analytics, and artificial intelligence. The current workforce and the workforce of the future will need to collect, secure, mine and interpret data, requiring additional training and technical skills. In addition to technical skills, employees need to have exceptional communication skills.

02. Workplace Needs and Culture

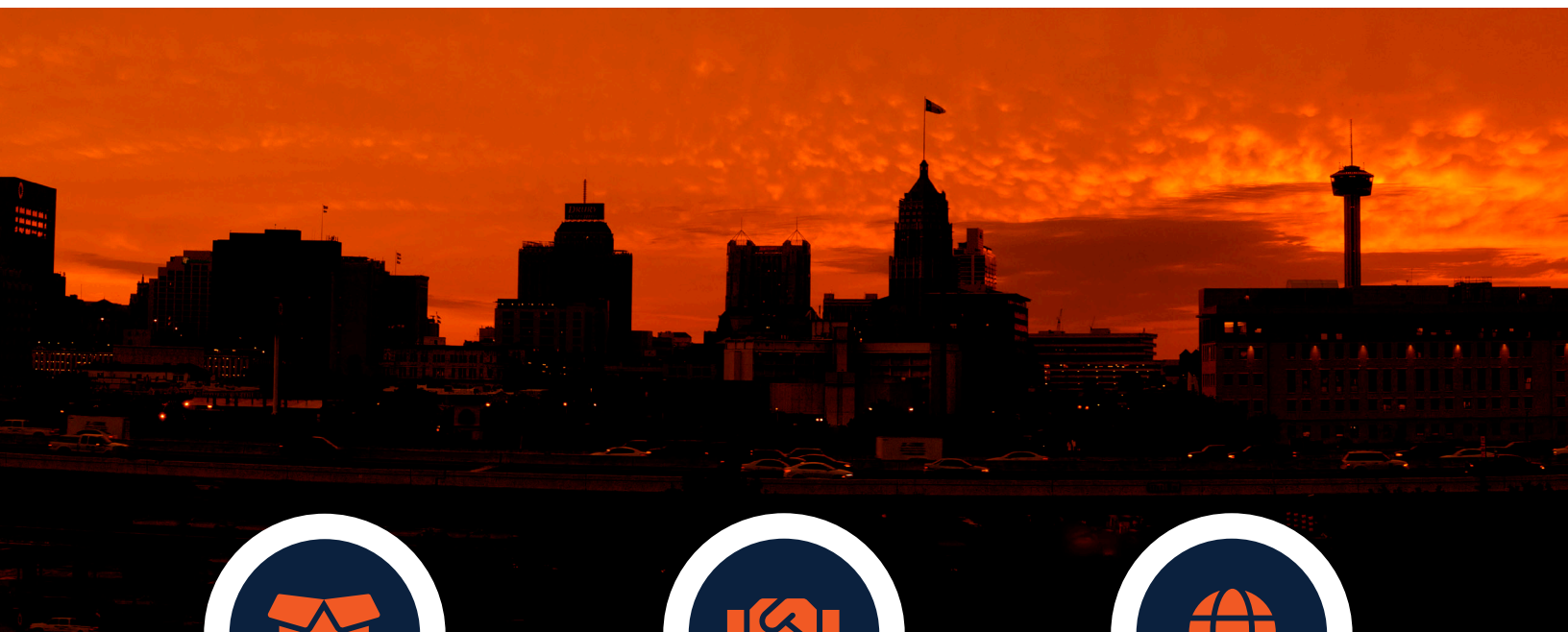
Managing several generations within the workforce presents unique challenges to organizations. Millennials are seeking work-life balance with a focus on company culture and they need to be civically involved. Generation Z is focused on production output versus set hours. There is a need for continuous learning so that employees can re-tool and learn new skills allowing them to advance within their company and their career. This includes degrees, certificates and badges.

03. Critical Thinking and Problem Solving

Higher integration is needed. Instead of crunching numbers, there is a need for theory-strong critical thinking of how those numbers work within a system. The current and future workforce needs the networking and social ability to problem solve on the floor in real-time.

Downtown Expansion – What that means for UTSA and Local Employers

Participants were invited to discuss needs that would be distinctive at each of our campus locations (Main and Downtown) especially related to workforce needs, gaps and future opportunities.



Growing Mobility

There is a growing mobility already happening downtown. Tech and finance jobs have expanded downtown. That growth includes new startups, companies moving into downtown San Antonio from other places, existing downtown-based companies that are rapidly expanding and companies who migrated earlier from downtown and are now coming back.



Expansion – Communities

The UTSA expansion is seen as a factor that will drive this growth even farther. We will need to be cognizant of the differing needs for downtown especially in relationship to neighborhood dynamics, gentrification and cultural accountability as we build facilities and programs. UTSA will need to be embedded in the downtown community and culture, understanding how urban life is different. We must be good neighbors and enhance the quality of life downtown.



“24-Hour City”

Businesses will need partners who can train the workforce at the scale they need. Downtown has moved from a “12-hour city” to an “18-hour city” with UTSA poised to help drive San Antonio to a “24-hour city”.

New Programs to Support Economic Success

Participants shared their ideas about new programs UTSA should consider adding or expanding to support continued economic success.



Specifically offer unique programming at the downtown campus to include lunch education, certificate offerings, boot camps and certification within the IT industry for all graduates (part of the curriculum or extra-curricular – within the 4 years for the degree).



Programs	Descriptions
Software Development	Computer science degree is not a software engineering degree. Opportunity for Multi-disciplinary program
Data Science & Engineering	Needs interaction for industry – Opportunity for Multi-disciplinary program
Banking Industry	Licensures; Data Analytics
Land Development	Degree or Certificate
Business Regulations	Degree or Certificate – Congruence with legalities and AI/data analytics/cyber security
Health Analytics	Degree or Certificate
Project Management	Combine with Data Science
Midlevel Leadership	Continuing Education
AutoCAD	Certification, Training
GIS	Geographic Information System - certificate
Project Management Professional (PMP)	Certificates
Six Sigma Certification (Black Belt)	Certificates
Cyber Boot Camps	Stackable Certificates
Leadership Programs	Expertise for the City: Financial Services, Healthcare, Military, Biotech
CPAs	Certificates
Data Analytics	Build into competencies in more programs across colleges
Industry Certifications	Certificates that translate to industry certification
Marketable Skills Training	Conflict management, effective communication, confidence, work groups, teamwork, delegation, diversity awareness, emotional intelligence, leadership principles, ethics, professional etiquette, productive meetings, difficult conversations, interpersonal communication, customer service
Entrepreneurship	Emphasize campus-wide

Addressing Workforce Needs, Gaps and Future Opportunities

Looking to the future, participants were able to identify specific needs and ways to connect UTSA with workforce opportunities.

Downtown Employer Needs

Downtown employers are interested in attracting more student interns from the downtown campus. There is a big demand for more tech-based interns in downtown San Antonio. We will be able to take advantage of downtown opportunities to connect students with non-profits and other businesses across the city.

Expansion of the Classroom to Career initiative, bringing more career center engagement with local business, will provide a higher level of engagement between employers and students. Employers also want to be involved in the classroom. How can we bring more business leaders to the classroom to engage with students?

There is an increased opportunity for entrepreneurial education at the downtown campus and potential programs in finance, hospitality, tourism, culinary, real estate (integrate with developers and community leaders) and Cyber.



Downtown and Main Campus Connectivity

UTSA should continue to function as one institution and ensure resources are used efficiently to minimize duplication of efforts. All employers expressed the advantages of having interns who can commute between their company and their campus.

Online

Employers expressed a strong desire to have more online opportunities for degrees, certification and training. This is especially valuable for students who already have careers and families. Providing online certifications in finance and project-based online course in software will meet industry needs. Eight-week terms could increase interest for adult learners, especially in an online environment.

We can leverage technology by adding microsites at companies. UTSA should conduct learning opportunities including online offerings to allow for upskilling and study model programs at other institutions that integrate online learning with hands-on projects. Internships and a focus on communication skills will play an important role in preparing students to unique opportunities.

Adding Value to Your Organization

In addition to addressing workforce needs of the future, participants provided unique ways for UTSA to add value to their organization.

Internships

Business are eager to get more interns downtown. UTSA will need to look at how to bring small businesses into the conversation, making the process easier and more cost effective. How can we offset the costs of placing interns in unpaid internships at non-profits?

Student Projects

Students need more hands-on projects where they can engage with the community, especially District 5. Many businesses do not have time for research. By working with students performing research, you create a win-win so students learn about trends in business sectors, generate marketable skills and provide needed information for businesses. Community capstone projects with interdisciplinary teams of students and faculty can provide a unique experience that includes business mentorship and innovation.

Downtown Facilities/Space

UTSA can build community by providing space to host events and bring more community events to campus. As we look at retail opportunities, how can we bring local businesses on to campus? There is a need for integrated classrooms, labs and the ability to work with clients and customers.

Training

Lifelong learning is critical to our city's future. UTSA has the opportunity to provide access to tools for socioeconomic success through public-private partnerships for upskilling the workforce. Businesses will rely on us to provide technical skills such as project management to their employees. Additional ideas include:

- » Students with Associates Degrees – how do we get them here for a Bachelor's degree?
- » Develop a "national marketable skills training center" to help polish the skills of working professionals
- » Provide an in-house cohort at companies to assist in continuing education
- » Provide licensing for various industries in collaboration with local businesses

Community Partnerships

UTSA can partner with the community by applying for government grants for startups with businesses. Additionally, UTSA can provide support in data mining and aggregating data across unlike organizations to create synergy. UTSA can provide computer science in K-12, document Cyber in San Antonio and expand the UTSA Small Business Development Center technical assistance.

Desired Skills and Characteristics

As UTSA continues to focus on career engaged learning, we asked participants what they value and what they are looking for in new employees.

Communication	Presentation	Time Management
Business Etiquette	Can-Do Attitude	Aptitude
Invest in Themselves	Personal Brand	Self-Starters
Team Players	Positive and Coachable	Courage
Adaptability	Values Based Leadership	Critical Thinking
Entrepreneurial	Manage Expectations	Effective Interactions
Professionalism	Work Ethic	Intellectual Curiosity
Confidence	Problem Solving	Take Initiative
Think Outside of the Box	Self-Aware	Connect the Dots
Take Constructive Feedback	Connect Experiences	Civic-Minded and Engaged

Additional Discussion Comments

- » Alumni want to be more engaged. Track alumni more efficiently.
- » Increase the number of female students enrolling in business and real estate
- » Association with Alamo Colleges is key
- » Partner with businesses that are providing mentors or life coaches
- » Discuss a rail system with the city for improvements to transportation
- » Security clearance for students prior to employment
- » Supply chain management experience
- » Use of AI technology
- » Data science professionals need both the technical and creative/marketable skills to advance in technology
- » Keep San Antonio students in San Antonio after they graduate – create a great place to live, study, and work – keeps top talent here
- » Expand relationship with the Small Business Development Center and similar organizations
- » Include other aspects of security in the NSCC (e.g., structure resilience)
- » Model internship programs – Booz Allen Hamilton, Accenture
- » Educators and mentors need to talk with students about our own past failures to help build their resilience

UTSA Initiatives – Moving Forward

The feedback from the roundtable discussions are critical to UTSA's trajectory and our ability to drive our initiatives forward. We are grounded in our three destinations: UTSA will be a Model for Student Success, a Great Public Research University and an Exemplar for Strategic Growth and Innovative Excellence. Current and future initiatives relative to increased engagement with the San Antonio business community include:



San Antonio Workforce Development

This initiative will promote continuing education and professional development programs for adult learners to support the city's growing need for a skilled workforce. In addition, it will advance UTSA's capacity to meet the educational needs of San Antonio employers through customized degree and certificate programs in various disciplines.



Career-Engaged Learning Opportunities

This initiative will develop an integrated, campus-wide framework to identify, connect and align existing experiential learning programs and to pursue partnerships that could lead to new or expanded programs. The initiative will further develop and promote experiential learning opportunities for students, including those that occur outside the classroom such as internships, service learning, undergraduate research, study abroad and more.



Expanding Business Education Downtown

UTSA seeks to have an expanded business-focused presence in the heart of downtown San Antonio to enhance career- engaged learning, accommodate rapid enrollment growth and fuel the city's economic development. This initiative leverages the broad needs and opportunities that exist in San Antonio, allowing UTSA to better meet the city's escalating workforce needs, facilitate connecting UTSA students with career-engaged learning and professional development opportunities.



Westside Community Partnerships

A new initiative launched in September 2019, UTSA seeks to amplify the economic and cultural strengths of San Antonio's Westside through strategic community partnerships. Four key themes and task forces will work with community partners.

- » Creating Pathways to Economic Prosperity – explore and develop localized employment and small business development pathway programs for Westside residents.
- » Creating Pathways to Educational Excellence – explore and establish UTSA enrollment pathways for Westside youth, as well as continuing education and professional development opportunities for adults.
- » Community-Based Research, Sustainable Partnerships and Advocacy – provide scholarly expertise and facilitate community-based research efforts to inform pressing policy issues affecting residents and business owners in the Westside.
- » Fostering Community-Campus Engagement – oversee UTSA's efforts to engage and support the Westside community through programming, services and institutional policies.

Learn More to Discuss Potential Partnerships

Lisa G. Blazer

Sr. Associate Vice Provost for Academic Innovation

lisa.blazer@utsa.edu

210-458-4846

Roundtable Contributors

Sara Dysart, PC
Attorney at Law

Jeffrey Bailey
Bailey Commercial, LLC

Tyler Schroeder
Boeing Aerospace

Andrew Ozuna
Broadway Bank

Chelsea Weld
Broadway Bank

George Muller
C. H. Guenther & Son, Inc.

Kevin McNeill
CACI-LGS Innovations

Brian Baize
Chicago Title of Texas, LLC

Jonathan Tijerina
CPS Energy

Chris Cook
CyberTexas Foundation

Lisa Friel
Ernst & Young, LLP

Sameer Kamat
Filestack

Patrick Frost
Frost Bank

Carolyn Sartori
GM Financial

Sabrina Hodges
GM Financial

Victoria Shoemaker
Hispanic Chamber of Commerce

Chris Gunderson
IPSecure, Inc.

Jeff Medina
IPSecure, Inc.

Bret Piatt
Jungle Disk

Blaine Lopez
KFW Engineers + Survey

Janie Barrera
LiftFund

Nelly Rojas-Moreno
LiftFund

Cristina Aldrete
North San Antonio Chamber of Commerce

Michael Molak
Plains Capital Bank

Marcel Johnson
Port San Antonio

Elizabeth Eguia-Garcia
Project Quest

David Zammiello
Project Quest

Chris Rosas
Rackspace

Molly Cox
SA 2020

Romanita Matta-Barrera
SA Works

Lisa Marie Gomez
San Antonio Chamber of Commerce

Richard Perez
San Antonio Chamber of Commerce

Brent Smith
San Antonio Commercial Advisors

Saani Fong
San Antonio Economic Development Foundation

Anthony Magaro
Southwest Research Institute

Dan Gonzales
StandardAero

Ileana Gonzalez
Tech Bloc

Laurie Griffith
Texas Capital Bank

Brent Given
The Bank of San Antonio

Carlos Alvarez
The Gambrinus Company

Brandon Logan
Urban Capital Partners. Inc.

Monica Moore-Gonzalez
Valero Energy Corporation

Katharine Underwood
Valero Energy Corporation

John Tiemann
VIA Metropolitan Transit

John Engates
Virtela

Dana Jones
Wells Fargo

Jeff Laursen
Wells Fargo

Kristi Villanueva
West San Antonio Chamber of Commerce

Leonard Rodriguez
Westside Development Corporation

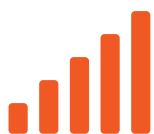
Kimberly Harle
Whataburger



About the University

The University of Texas at San Antonio (UTSA) is a public urban serving university specializing in health, cybersecurity, energy, sustainability, and human and social development. With more than 32,000 students, it is the largest university in the San Antonio metropolitan region. UTSA advances knowledge through research and discovery, teaching and learning, community engagement and public service. The university embraces multicultural traditions and serves as a center for intellectual and creative resources as well as a catalyst for socioeconomic development and the commercialization of intellectual property—for Texas, the nation and the world.

Fall 2019 Enrollment and Student Success



FALL ENROLLMENT

32,792

RECORD HIGH



6-YEAR GRADUATION RATE

50.8%

RECORD HIGH



DEGREES AWARDED

7,029

RECORD HIGH