

The Adams Earn & Learn Program: CEO Council

Industry & education collaboratively equipping area residents for the jobs of tomorrow.

Goal: Foster collaboration among business, education, and community leaders to prepare Amarillo-metro area residents and students for the future of work and meet employer needs. Member companies are committed to working with Amarillo College to create economic opportunity by:

- Removing barriers to training & jobs
- Developing long-term, stable career pathways
- Connecting students & workers with in-demand skills and job opportunities

Why: The global economy and the nature of work are fundamentally changing. Many area residents have either been left behind, fallen out of the traditional educational system or did not have the opportunity to keep up in the first place.

Amarillo's economy is dependent upon our collective ability to remove industry and educational silos, rethinking education and skill development and opening the door to local talent.

The vision of the CEO Council is to support a thriving economy built upon collaborative partnerships between young people, talent seeking new skills and employers. With intellectual and financial investment, a network of relationships, and a shared vision to redefine the education and employment systems the CEO Council has the momentum to influence the future of the Panhandle economy.

CEO Council partners believe the broader educational system must provide students with “real-world skills” necessary for the jobs that exist today and the new skills that are needed to keep up with the evolution of work in the years ahead. With a clearer focus on career readiness, businesses and educators will respond to the changing skill demands of employers by creating solutions that better prepare students for meaningful jobs, and help to ensure companies have the talent they need today and in the future.

Companies have partnered together to create a broader talent ecosystem that develops new approaches, such as work-based learning experiences, for attracting, transferring, and retaining talent. By offering work-based learning opportunities to candidates or serving on industry driven advisory boards, CEO Council leadership works alongside academic and community partners to directly shape the future of our region's talent pipeline.