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## **LEDSCO focuses on workforce development**

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### **The Longview Economic Development Corporation focuses on workforce development**

*January 15, 2010, Longview, TX* –The Longview Economic Development Corporation spoke to 350 Sabine High School students about career choices at their annual Career Day, January 14. “It is imperative for high school students to understand the opportunities in manufacturing and healthcare technical fields in the East Texas area. As the economy of Longview continues to excel and people retire, new opportunities exist for just about everyone with a high school degree”, explains Kelly Kinsey, Career Investment Group Director for the Longview Economic Development Corporation (LEDSCO). “Our research has shown that most people are not aware of the opportunities in the advanced manufacturing and medical sectors in Longview and the surrounding region.”

With this in mind, LEDSCO launched a new career guide website, [LongviewWorks.com](http://LongviewWorks.com). This new site is geared toward students and is to help them, their parents, grandparents, teachers, and guidance counselors, understand the variety of options for careers in Longview that do not necessarily require a four-year college degree. The students at Sabine High School were the first to preview the new LEDSCO website [LongviewWorks.com](http://LongviewWorks.com). The website offers information about careers – a description, the salary, job duties, educational requirements, and where they can get the required education locally.

LEDSCO's Career Investment Group visits local schools within a 50-mile radius of Longview and speaks to over 7,000 students each year. The Career Choices presentation encourages students to finish high school and further their education. The goal of the LEDSCO program is to encourage every student to pursue a course of study that will help them achieve their goals and to be ready for life after high school. That includes knowing how to identify

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interests, developing career plans, and exploring the world in which we live for opportunities that fits individual wants, needs, and desires. While there are many, many different career paths, LEDCO has concentrated on manufacturing and health care – two critical areas of this region’s economy. “Our young people need to be aware of how advanced manufacturing and health care are applying ‘cutting edge’ technology in electronics, computers, software and automation to improve production and service to customers. It is an exciting time to be in Longview because there are so many opportunities available,” stated Ms. Kinsey.

If you would like more information or to schedule a visit your school, workplace or organization please contact the Longview Economic Development Corporation, 903-753-7878 or email [info@longviewusa.com](mailto:info@longviewusa.com).