



2026

About the Conference

**“Classroom to Commerce:
Fueling the Texas Workforce Pipeline”**

Sherman, Texas | Sept 24-26, 2026

Classroom to Commerce: Fueling the Texas Workforce Pipeline

Texas currently ranks as the 8th largest economy in the world and continues to grow at an accelerated pace that is the envy of the world. As Texas aims to move towards the 7th largest economy the workforce to meet that goal in an ever-changing landscape is more important than ever. The Texas Lyceum is hosting our Third Quarter Conference to explore and discuss strategies aligned with the State of Texas's [Statewide Economic Development Strategic Plan](#) strategic plan to support key industries, focusing on collaboration among leaders. Together, we will challenge the status quo by evaluating innovative delivery methods for connecting workers with employers. A critical element of our discussions will highlight the importance of equipping workers with the skills needed for success. Together, we can build a robust workforce pipeline that meets the demands of Texas's dynamic economy. Let's collaborate to redefine workforce development and build a thriving economy for Texas!

Texas' ability to rise to the occasion depends on our innate competitive advantage—the strength, adaptability, and future-readiness of our workforce. The “Bigger, Better, Texas.” blueprint underscores that economic competitiveness, regional vitality, and innovation capacity all hinge on how effectively the state prepares talent for the high-demand industries driving 21st-century growth.

This conference brings together state leaders, business executives, educators, researchers, and innovators to examine how Texas can strengthen the bridge between learning and labor—ensuring students, jobseekers, and communities are prepared to power Texas' next economic leap.

Sherman, Texas is Uniquely Positioned to Host Texas Leaders

North Texas is experiencing one of the most significant economic transformations in the state, making it an ideal setting to explore how Texas will “Fuel the Texas Workforce Pipeline.” At the center of this momentum is **Sherman, Texas**, a community rapidly becoming a national model for high-tech expansion with multi-billion-dollar investments in semiconductor and advanced manufacturing. Sherman stands as the prototype for how communities can seize opportunity, overcome

challenges, and build pathways that take students from **Classrooms to Commerce** fueling the workforce that will power Texas into its next global economic tier. It is the ideal setting for conversations that will define the state’s economic future.

Anchoring this year’s conference is **Austin College**, a notable liberal arts college, and a symbol of Texas’ enduring commitment to learning and leadership. Austin College is the **oldest university in Texas still operating under its original name and charter** and will be celebrating its 150th year since moving to Sherman, offering both historic perspective and modern relevance. Its role in preparing graduates for emerging fields makes it a natural partner for conversations on aligning education with economic opportunity.

Key Topics Covered at the Conference:

- **Workforce Pipelines: the future of workforce**
 - Exploring the interconnectivity between educator, employers, and employees
 - Building capacity of future workers for Texas in target industries
 - Removing regional barriers and strengthening the global competitiveness of Texas

- **Education to Earnings: closing the skill gaps**
 - Postsecondary, Upskilling, and Reskilling Pathways
 - Presenting innovative models
 - Discussing non-traditional class options (micro-credentials, certificate, online learning, etc.)

- **Seize the Opportunity: taking Texas from 8th to 7th largest economy**
 - State of Texas target industries
 - Economic trends and opportunities for Texans



THE TEXAS LYCEUM

The Texas Lyceum is the premier non-profit, non-partisan, statewide leadership organization focused on identifying the next generation of top Texas leaders. We have 96 active Directors from around the state, and our alumni go on to serve our communities, state, and nation in significant ways. Texas Lyceum alumni have served as President of the United States, White House Staff, U.S. Senators & House Members, Ambassadors, the Governor’s Mansion, the Texas Legislature, and leading corporations. Throughout our 42-year history, we have explored topics ranging from education to energy, and criminal justice to banking. Our goal is to inform, engage, and spark debate among Texans about the important issues facing our state.

Sponsorship and speaking opportunities are available. Information on sponsorship levels and benefits is on the following pages. Please contact one of our conference co-chairs or the Texas Lyceum Administrator for additional information.

JR TREVIÑO
2026 President

CASSANDRA BANDY
Conference
Co-Chair

MATT GARCIA
Conference
Co-Chair

RICK TREFZER
Conference Co-
Chair



THE TEXAS LYCEUM

SPONSORSHIP LEVELS

ALL SPONSORS

- Logo placement on the Conference program and Conference signage
- Logo & link recognition in pre- and post-event promotional & informational emails
- Logo placement on event page of Texas Lyceum website
- Social media recognition as an event sponsor

EXECUTIVE SPONSORSHIPS – \$35,000

- Invitation for ten (10) attendees to the Thursday welcome event and Friday conference sessions
- Ten (10) premier reserved seats at the Fireside Chat & Dinner with VIP speaker
- Exclusive opportunity to address guests during Thursday evening welcome event
- Opportunity to host or co-brand a curated experience (breakfast salon, innovation tour, private dialogue)
- Opportunity to include branded materials and digital collateral in attendee packets
- Most prominent logo placement on program, promotional emails, conference signage, & event webpage
- Highlighted social media recognition and special acknowledgment during program

PRESENTING SPONSORSHIPS - \$25,000

- Invitation for eight (8) attendees to the Thursday evening welcome event and Friday conference sessions
- Eight (8) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to address guests at Thursday evening welcome event
- Prominent logo placement on conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage

PLATINUM SPONSORSHIPS - \$10,000

- Invitation for six (6) attendees to the Thursday evening welcome event and Friday conference sessions
- Six (6) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel
- Prominent logo placement on the conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage

GOLD SPONSORSHIPS - \$5,000

- Invitation for four (4) attendees to the Thursday evening welcome event and Friday conference sessions
- Four (4) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel

SILVER SPONSORSHIPS - \$2,500

- Invitation for two (2) attendees to the Thursday evening welcome event and Friday conference sessions
- Two (2) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings

BRONZE SPONSORSHIPS- \$1,500

- Invitation for one (1) attendee to the Thursday evening welcome event and Friday conference sessions
- One (1) reserved seat at the Fireside Chat & Dinner featuring a VIP speaker

SPONSORSHIP FORM

Deadline for recognition in meeting programs and signage is **August 23rd, 2026**.

Submit your sponsorship, create your invoice and process to payment:

ONLINE FORM

Contact info@texaslyceum.org for mailing address if you desire to remit by check.

The Texas Lyceum is a 501(c)(3) organization.