

Public Relations Committee Meeting

November 13, 2019 3:00 pm

Staples Career Center 520 N. Staples Street Conference Room #1 Corpus Christi, TX

www.workforcesolutionscb.org

Strategic Goals

- Establish and Strengthen Partnerships
- Effectively/Efficiently Target Rural Area Services
- Increase Workforce Awareness
- Expand Innovative Services to Business
- Explore New Revenue Opportunities
- Improve Internal Efficiencies
- Refine Board Culture

Mission Statement

At Workforce Solutions of the Coastal Bend, we invest in our regional economic success through access to jobs, training, and employer services.

Value Statement

Accountability – We address our customers and co-workers in a positive manner that elevates their spirit and creates a professional, supportive workplace for staff, job seekers, and employers.

Teamwork – We combine our individual talents for the benefit of the mission and common goals leveraging our unique abilities and contributions.

Trust – We consistently deliver on our commitments to our customers and co-workers to establish strong, sustainable relationships.

Integrity – We are honest, supportive, candid in addressing difficult issues, and willing to share success to demonstrate respect and consideration for our customers and co-workers.

Tenacity – We resist giving up when the going gets tough and support our customers and co-workers in seeing that issues are resolved and the job gets done.

Understanding – We are serious and passionate about delivering our services with compassion and empathy.

Dignity – We interact with customers and co-workers professionally regardless of their backgrounds, experience, and circumstances to reflect our commitment as public servants.

Enthusiasm – We recognize the importance and value of our work and know that every day we have the opportunity to help build the economic success of our regional economy.

Disclosure and Declaration of a Conflict of Interest

Conflicts of Interest and the appearance of Conflicts of Interest shall be reported according to Board Administrative Policies #1.0.101.00 - Standards of Conduct and Conflict of Interest; and #1.0.105.00 - Reporting Conflict of Interest, Fraud, and Abuse, which were adopted by the Board of Directors on April 26, 2007.

Conflict of Interest – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee is in a decision-making position and has a direct or indirect interest, particularly a financial interest, that influences the individual's ability to perform job duties and fulfill responsibilities.

Appearance of a Conflict of Interest – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee's action appears to be:

- influenced by considerations of one or more of the following: gain to the person, entity, or organization for which the person has an employment interest, substantial financial interest, or other interest, whether direct or indirect (other than those consistent with the terms of the contract), or:
- motivated by design to gain improper influence over the Commission, the Agency, the Board, or the Board's Chief Elected Officials.

Code of Ethics

The Workforce Solutions Code of Ethics is a guide for dealing with ethical matters in the workplace and in our relationship with our clients and members of the community.

- We believe in respect for the individual.
- We believe all persons are entitled to be treated with respect, compassion and dignity.
- We believe in openness and honesty in dealing with the general public, the people we serve, and our peers.
- We believe in striving for excellence.
- We believe in conducting ourselves in a way that will avoid even the appearance of favoritism, undue influence or impropriety, so as to preserve public confidence in our efforts.



Public Relations Committee Meeting Staples Career Center, 520 N. Staples Street, Conference Room #1 Corpus Christi, Texas November 13, 2019 – 3:00 pm

AGENDA

I.	Call to Order: Jesse Gatewood, Chair
II.	Roll Call
III.	Announcement on Disclosure of Conflicts of Interest Any Conflicts of Interest or Appearance of a Conflict of Interest with items on this agenda shall be declared at this time. Members with conflicts will refrain from voting, and are asked to refrain from discussion on such items. Conflicts discovered later in the meeting shall be disclosed at that time.
IV.	Public Comments
V.	Discussion and Possible Action on Minutes of the September 11, 2019 Public Relations Committee Meeting
VI.	Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions of the Coastal Bend (WFSCB) Services and Capabilities: **Monika De La Garza*** **Outreach Capabilities** **Description** **Descripti
VII.	Information Only: • Local Labor Market Information September 2019: <i>Rufino Martinez</i>
VIII.	Adjournment

Note: Except for expressly authorized closed sessions, meetings, discussions, and deliberations of the Board or Committees will be open to the public. Voting in all cases will be open to the public. Board members are advised that using personal communication devices to discuss Committee and Board business during the meeting may be a violation of the Texas Open Meetings Act. Such communications also may be subject to the Texas Public Information Act. **Closed Session Notice.** PUBLIC NOTICE is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code. In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

Public Relations Committee Roll Call Roster November 13, 2019

Jesse Gatewood, Chair
Parrish Jones
Carlos Ramirez
Michelle Unda
Catrina Wilson
Arnoldo Cantu
Tracy Florence
Omar Lopez
Signed
Printed Name

MINUTES

Workforce Solutions of the Coastal Bend – Public Relations Committee Staples Career Center, 520 N. Staples Street, Conference Room #1 Corpus Christi, Texas September 11, 2019 – 3:00 pm

Committee Members

Present Absent **Others Present** Parrish Jones Alba Silvas, Workforce Solutions Jesse Gatewood, Chair Carlos Ramirez Catrina Wilson Shileen Lee, Workforce Solutions C. Michelle Unda Monika De La Garza, Workforce Solutions Rufino Martinez, Workforce Solutions Arnoldo Cantu Tracy Florence Xena Mercado, Workforce Solutions Omar Lopez Catherine Cole, Workforce Solutions **Other Board Members Present** Denise Woodson, Workforce Solutions Victor M. Gonzalez, Jr. Heather Cleverley, Workforce Solutions Janet Neely, Workforce Solutions Gloria Perez Rita Soto, SERCO of Texas, Inc.

I. Call to Order

Mr. Gatewood called the meeting to order at 3:00 pm.

II. Roll Call

The roll was called and a quorum was present.

III. Disclosure of Conflicts of Interest

Attention was called to the Disclosure and Declaration of Conflict of Interest guidelines and disclosures were requested at this time. None were made.

IV. Public Comments

Mr. Gatewood welcomed new Board staff Catherine Cole, Contract Manager.

V. Discussion and Possible Action on Minutes of the May 7, 2019 Committee Meeting

Ms. Florence moved to approve the minutes of the May 7, 2019 Public Relations Committee meeting. The motion was seconded and passed.

VI. Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions of the Coastal Bend (WFSCB) Services and Capabilities

1. 2019 Major Projects Review

Ms. De La Garza presented information on 2019 major projects forecast (included on page 5 of the September 11 agenda packet).

- March of Dimes 2019 A recap of Team Workforce's check presentation during an Employee Recognition Presentation.
- Quality Assurance Network May 8-10, 2019 WFSCB hosted the semi-annual event to share best practices and to discuss the latest issues facing today's workforce.
- Craft Training Center Career Signing Day May 9, 2019 A brief overview of the high school students who signed *Letters of Intent*" to enter the workforce will be provided.
- Summer Youth Job Fair May 22, 2019 Highlights from the second annual youth job fair will be featured.
- Child Care Services Events Highlights from the Home Providers Symposium, Child Care Directors Symposium and the "Back To School" Teachers Fair will be featured along with new outreach collateral.

Public Relations Committee Meeting Minutes September 11, 2019 Page 2 of 3

- Texas Workforce Commission (TWC) Jobs and Education for Texans (JET) Grant Presentation - TWC representative presented a check to Robstown Independent School District – A brief overview from the press event will be presented.
- Corpus Christi Army Depot (CCAD) Hiring Event An overview of this first-time successful event will be presented.

Ms. Woodson provided additional information on the 3rd Annual Home Providers Symposium which was held on June 15, 2019 and the "Back to School" Teachers Fair on August 17, 2019. Ms. Woodson recognized Ms. Villarreal recognized for attending both events.

Ms. De La Garza stated the Corpus Christi Army Depot Hiring Event on August 27-28, 2019 at the Sunrise Career Center was a success. Workforce Solutions of the Coastal Bend's Facebook page reached 45,000 people. All the people that attended were interviewed by Corpus Christi Army Depot Sergeant Major Patricia A. Wahl and her staff.

2019 Upcoming Events and Projects

Ms. De La Garza provided information on 2019 upcoming events and projects (included on pages 5-6 of the September 11 agenda packet).

- WorkInTexas.com September 2019 The marketing launch of the new and improved website will be highlighted.
- YOU Choose! Career Expo September 25, 2019 Plans are underway for the third annual youth-focused event including the partnership with the Ready for College and Career Conference in coordination with the Texas Workforce Commission's (TWC) Career in Texas Industries. An update of the strategic media action plan will be provided.
- Coastal Bend Workforce, Education and Industry Forum October 7, 2019 The Texas Education Agency, Texas Higher Education Coordinating Board, and the Texas Workforce Commission will be participating in a regional meeting to assess local economic activity, examine education and workforce opportunities, and consider innovative approaches to meet the workforce goals of this state.
- 8th Annual Hiring Red, White & You Statewide Veterans Hiring Fair November 7, 2019 - Plans are underway and will be highlighted.
- Q3 Report Final 3rd Quarterly Report (Apr Jun 2019)

Ms. De La Garza provided copies of the Q3 Report.

2019 Annual Report

Ms. De La Garza stated that the 2019 Annual Report should be ready by the annual Board meeting. She provided a handout of the 2018 report.

Media/Social/Outreach Coverage – May – August 2019

Ms. De La Garza provided information and handouts on media, social and outreach coverage – May – August 2019.

VII. **Information Only:**

Local Labor Market Information July 2019

Mr. Martinez presented the July 2019 local Labor Market Information (included on pages 7-9 of the September 11 agenda packet).

Public Relations Committee Meeting Minutes September 11, 2019 Page 3 of 3

VIII.

Adjournment The meeting adjourned at 4:13 pm.

DISCUSSION AND POSSIBLE ACTION

VI. Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions Services and Capabilities

BACKGROUND INFORMATION

The Public Relations Committee continues to meet to review ideas and expand discussion on how to increase the awareness and outreach efforts of services that Workforce Solutions offers to both employers and job seekers.

- ➤ 2019 Major Projects Review An overview of some of the major projects that WFSCB has participated in and promoted will be presented.
 - YOU Choose! Career Expo An overview of the third annual youth-focused event including the partnership with the Ready for College and Career Conference in coordination with the Texas Workforce Commission's (TWC) Career in Texas Industries will be provided. Facebook LIVE Event & Osmo Interviews
 - Walk 'n Roll Celebration to launch National Disability Employment Awareness Month – WFSCB staff and family members participated to show their support for this event.
 - National Disability Employment Awareness Month WFSCB focused on a social outreach strategy to influence followers on the importance of hiring people with all types of abilities.
 - Breast Friends Coastal Bend Day of Pink In honor of Breast Cancer Awareness
 Month and the Coastal Bend Day of Pink, WFSCB staff "Turned Pink" by wearing
 pink attire and raising funds to show support.
 - O Workforce Ready Koncepts Mobile Learning Program Learners were acknowledged for their participation in this unique training experience which provided them with tools and resources to help them in their job search. Osmo Interviews
 - YOU Navigate! Lunch & Learn The working lunch brought together community partners and employers who participated in the Summer Earn & Learn Program and to discuss the success of this year's program. Facebook LIVE Event & Osmo Interviews
 - 8th Annual Hiring Red, White & You Statewide Veterans Hiring Fair November 7, 2019 Highlights from this year's event will be presented. Facebook LIVE Event & Osmo Interviews
- ➤ 2019 Upcoming Events and Projects Plans for some exciting upcoming events will be highlighted.
 - o WorkInTexas.com Ongoing marketing plan of the new and improved website.
 - UPSKILL Coastal Bend Joint website venture between WFSCB and Del Mar College that focuses on how individuals can upskill their abilities for in-demand occupations.
 - WE Summit 2020 Plans are underway for the second annual Women Empowered Summit.

- ➤ Q4 Report Final 4th Quarterly Report (July August 2019) The purpose of this report is to provide interim and annual updates to the public regarding workforce employment, training, child care, youth, business services and veterans. The committee will see the Q4 Report that was distributed to social audiences on October 22, 2019.
- ➤ 2019 Annual Report The committee will see a working draft of this year's report.
- ➤ Media/Social/Outreach Coverage: September October 2019 (TV, Print, Radio & Social Media Platforms)

RECOMMENDATION

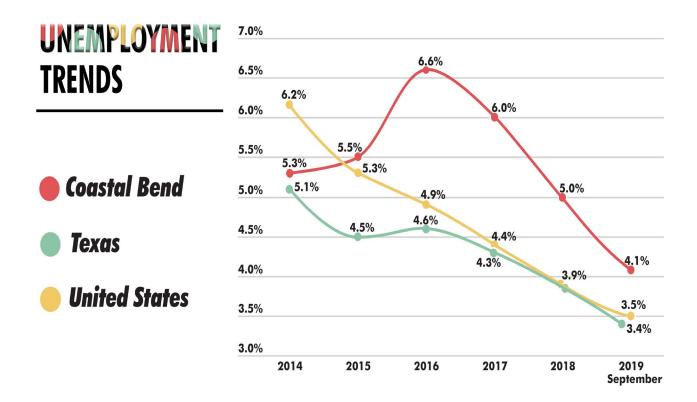
The Public Relations Committee discuss and take appropriate action on the information presented to broaden the awareness of services provided by Workforce Solutions of the Coastal Bend. Discussions under this section may result in additional actions or recommendations to staff.

INFORMATION ONLY

VII. Local Labor Market Information

Labor Market Intelligence Update

The September 2019 unemployment rate for the Coastal Bend region decreased -0.3% over the month to 4.1%. This is the lowest unemployment rate on record for the month of September. Ten of the 11 Coastal Bend counties experienced decreases over the month.



The Corpus Christi Metropolitan Statistical Area (MSA) decreased by -0.3% to 4.1%. Total Nonfarm jobs increased by 1.7% over the year with Mining, Logging and Construction experiencing the greatest increase at 5.9%.

With over 8,600 jobs currently available in WorkInTexas.com the regional economy remains strong. Hundreds of employers are currently hiring for these in-demand jobs in the Construction, Production, and Health Care Industries. The need for skilled and trade occupations in the Coastal Bend remains high as new and expanded industrial growth continues in the region.

If you are looking for work or workers, please call 361-882-7491 or 1-888-860-JOBS (5627) or visit http://workintexas.com. If you do not already have an account with WorkInTexas.com, you can register at http://bit.ly/WIT Register.

BACKGROUND

Local labor market information for September 2019 is included on the following pages.



Coastal Bend Workforce Area

(Not Seasonally Adjusted Unemployment Rates by WDA, MSA, & County)

Area	Area Type	Latest Monthly Data September 2019				Previous Monthly Data August 2019			Year Ago September 2018						
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	164,039,000	158,269,000	5,769,000	3.5	-0.2	-0.2	163,922,000	157,878,000	6,044,000	3.7	162,055,000	156,069,000	5,986,000	3.7
Texas	State	14,055,717	13,560,414	471,089	3.4	0.0	-0.3	14,032,289	13,560,428	471,861	3.4	13,849,870	13,337,031	512,839	3.7
Corpus Christi	MSA	208,180	199,723	8,457	4.1	-0.3	-0.6	207,203	198,106	9,097	4.4	206,181	196,465	9,716	4.7
Coastal Bend	WDA	265,085	254,287	10,798	4.1	-0.3	-0.6	263,902	252,256	11,646	4.4	262,401	250,004	12,397	4.7
Aransas	County	10,149	9,774	375	3.7	-0.4	-1.4	10,144	9,728	416	4.1	10,132	9,618	514	5.1
Bee	County	9,834	9,410	424	4.3	-0.4	-0.4	9,760	9,305	455	4.7	9,911	9,442	469	4.7
Brooks	County	2,525	2,395	130	5.1	-0.2	-0.8	2,510	2,378	132	5.3	2,481	2,334	147	5.9
Duval	County	5,232	5,030	202	3.9	-0.6	-1.4	5,200	4,967	233	4.5	5,102	4,832	270	5.3
Jim Wells	County	17,921	17,197	724	4.0	-0.5	-0.9	17,822	17,017	805	4.5	17,068	16,225	843	4.9
Kenedy	County	247	239	8	3.2	0.1	-0.4	258	250	8	3.1	249	240	9	3.6
Kleberg	County	13,114	12,545	569	4.3	-0.4	-0.5	13,126	12,504	622	4.7	13,140	12,512	628	4.8
Live Oak	County	4,904	4,738	166	3.4	-0.1	-0.2	4,908	4,734	174	3.5	5,118	4,934	184	3.6
Nueces	County	167,825	161,313	6,512	3.9	-0.3	-0.6	166,918	159,933	6,985	4.2	166,116	158,668	7,448	4.5
Refugio	County	3,128	3,010	118	3.8	-0.1	-0.4	3,115	2,995	120	3.9	3,151	3,020	131	4.2
San Patricio	County	30,206	28,636	1,570	5.2	-0.4	-0.7	30,141	28,445	1,696	5.6	29,933	28,179	1,754	5.9

(M+-) Change in unemployment rate from last month (Increase) (Decrease)

(Y+-) Change in unemployment rate from last year (Increase) (Decrease)

• Earnings for all occupations Coastal Bend, expressed as hourly rate (TWC):

Coastal Bend All Occupations- Average \$18.35/hr. Entry level \$8.58/hr. Experienced workers \$23.24/hr. Top 10% \$33.56/hr. Texas All Occupations- Average \$20.97/hr. Entry level \$8.88/hr. Experienced workers \$27.02/hr. Top 10% \$39.64/hr.

• Educational Attainment for population 25 years of age and older - Corpus Christi (Census American Fact Finder/American Community Survey):

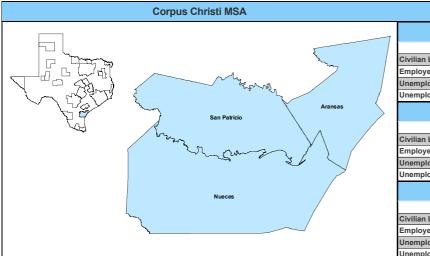
Less than 9th grade 8.7% 12th grade & GED 27.7% Associates degree 7.0% Graduate or Professional degrees 8.4% 9th thru 11th grade 9.3% Some College 25.1% Bachelors degree 13.8%

Median earnings Corpus Christi by education for persons 25 years of age & up (Census AFF/ACS):
 \$27,211 (\$36,380 male/\$22,328 female)

Less than High School \$15,437 Some College or Associates \$28,739 Graduate or Professional \$56,681 High School & GED \$26,818 Bachelor's \$44,078







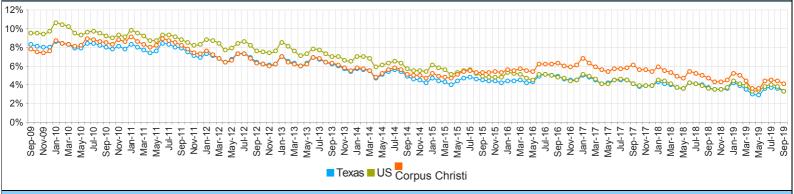
MSA Labor Force Statistics							
	Sep-19	Aug-19	Sep-18	Yearly Change			
Civilian Labor Force	208,180	207,203	206,181	1,999			
Employed	199,723	198,106	196,465	3,258			
Jnemployed	8,457	9,097	9,716	-1,259			
Jnemployment Rate	4.1%	4.4%	4.7%	-0.6%			

September 2019

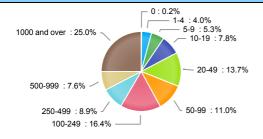
Texas Labor Force Statistics							
	Sep-19	Aug-19	Sep-18	Yearly Change			
Civilian Labor Force	14,112,718	14,015,597	13,849,870	262,848			
Employed	13,641,101	13,508,829	13,337,031	304,070			
Unemployed	471,617	506,768	512,839	-41,222			
Unemployment Rate	3.3%	3.6%	3.7%	-0.4%			
US Labor Force Statistics							

US Labor Force Statistics								
	Sep-19	Aug-19	Sep-18	Yearly Change				
Civilian Labor Force	163,943,000	164,019,000	161,958,000	1,985,000				
Employed	158,478,000	157,816,000	156,191,000	2,287,000				
Unemployed	5,465,000	6,203,000	5,766,000	-301,000				
Unemployment Rate	3.3%	3.8%	3.6%	-0.3%				

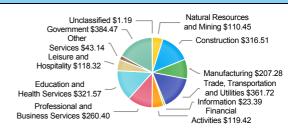
Historical Unemployment Rates



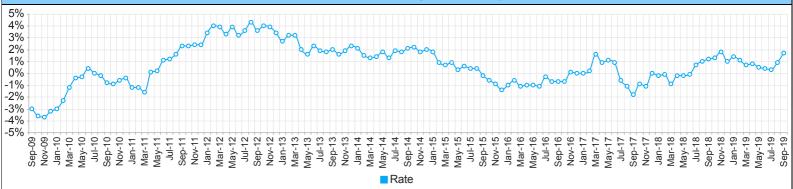
Employment by Size Class (1st Quarter 2019)



Wages by Industry (in millions) (1st Quarter 2019)



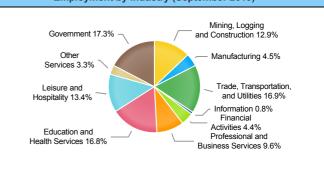
Annual Growth Rate Total Non-agricultural employment



Employment by	y Industry	(September	2019)
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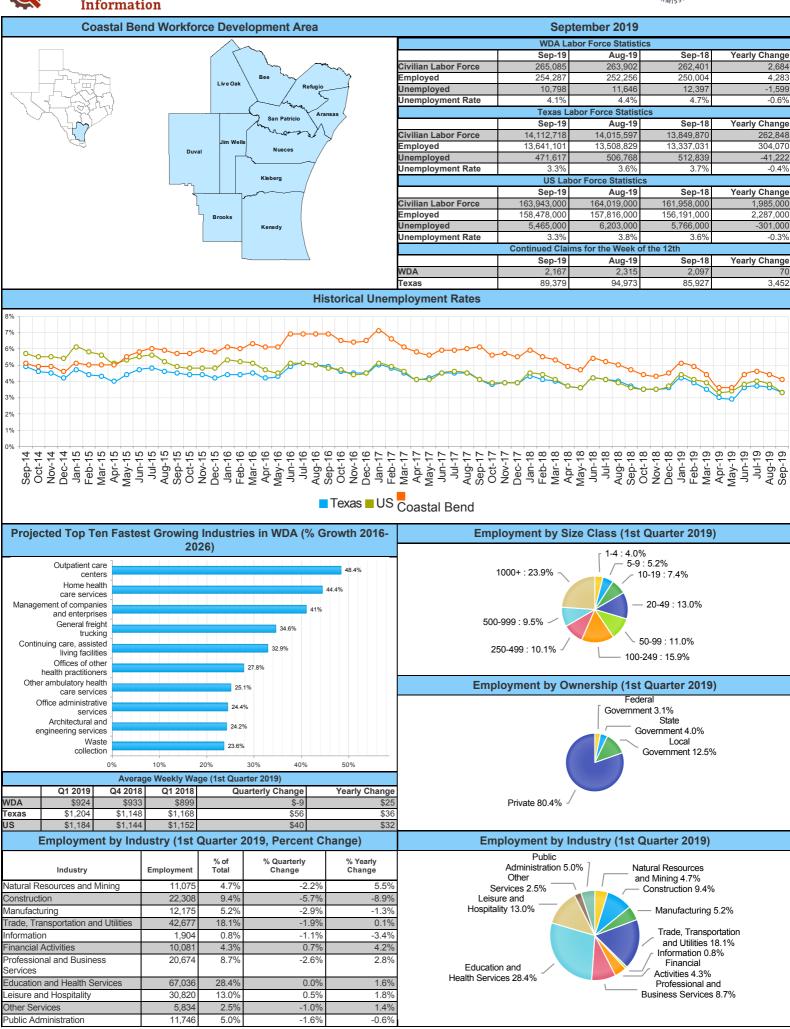
Employment by Industry (September 2019)					
Industry	Current Month Employment	% Monthly Change	% Yearly Change		
Total Nonfarm	194,800	0.1%	1.7%		
Mining, Logging and Construction	25,100	0.4%	5.9%		
Manufacturing	8,700	0.0%	4.8%		
Trade, Transportation, and Utilities	32,900	-0.3%	-0.3%		
Information	1,600	0.0%	0.0%		
Financial Activities	8,600	0.0%	3.6%		
Professional and Business Services	18,700	-2.1%	0.0%		
Education and Health Services	32,800	0.3%	1.9%		
Leisure and Hospitality	26,200	-2.2%	2.3%		
Other Services	6,500	-1.5%	3.2%		
Government	33,700	3.4%	-0.3%		

Employment by Industry (September 2019)









1.4%

-0.6%

5,834

11,746

2.5%

5.0%

-1.0%

-1.6%

Glossary of Terms

Program Title	Program Characteristics
Child Care	Helps employers retain qualified workers with families by providing subsidized child care to low-income parents, children of teen parents, and children with disabilities.
Non-Custodial Parent (NCP) Choices	Targets low-income, unemployed, or underemployed NCPs who are behind on child support payments and whose children are current or former recipients of public assistance. Involves working in tandem with the Office of the Attorney General (OAG) and the local court system to help NCPs with substantial barriers to employment and career advancement, become economically self-sufficient while also making consistent child support payments.
Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T)	Designed to assist SNAP recipients in obtaining employment through participation in allowable job search, training, education, or workforce activities that promote long-term self-sufficiency. SNAP recipients are referred by the Texas Health and Human Services Commission (HHSC).
Temporary Assistance for Needy Families (TANF)/Choices	The goal of Choices services is to end the dependence of needy parents on public assistance by promoting job preparation, employment, and job retention with a "Work First" service delivery design. TANF recipients are referred by the Texas Health and Human Services Commission (HHSC).
Trade Act Services	Provides employers with skilled workers. Moves trade-affected workers into new jobs as quickly and effectively as possible.
The Workforce Information System of Texas (TWIST)	TWIST is a centralized point of reporting intake, case management, and service delivery for customers. Intake information is submitted just once for multiple employment and training programs, and can be retrieved statewide. TWIST also allows staff to query and retrieve information from the legacy systems - Employment Services (ES), Unemployment Insurance (UI), SNAP E&T, Temporary Assistance to Needy Families (TANF), SSI (Supplemental Security Income), and the Texas Department of Criminal Justice (TDCJ).
Veterans Employment Services	Employers have quick access to the talents and expertise of veterans and eligible persons, e.g., spouses of deceased/disabled/MIA veterans, to fill job openings.
Wagner-Peyser Employment Services (ES), Agricultural Services and Migrant and Seasonal Farm Worker Services	Acts as liaison between employers and job seekers to ensure employers have access to qualified workers. Provides job matching and recruitment services to employers and job seekers.
Workforce Innovation and Opportunity Act (WIOA)	WIOA helps job seekers and workers access employment, education, training, and support services to succeed in the labor market; and matches employers with the skilled workers they need to compete in the global economy.