



WORKFORCE SOLUTIONS

of the Coastal Bend



ANNUAL REPORT

2014

Employment • Training • Business Services



Texas Workforce Commissioners Hope Andrade and Ronald Congleton

KEN TREVIÑO, PRESIDENT/CEO

Dear Stakeholders,

At **WORKFORCE SOLUTIONS** of the Coastal Bend, we invest in our regional economic success through access to jobs, training, and employer services. We strive to meet the needs of our employers and job seekers through labor market intelligence. Together, we recognize the value of getting a job, learning a skill and moving towards self-sufficiency and how that translates to the overall success of our regional economy. That positive impact results in a competitive and educated workforce, a growing business community, increased employment and a return on taxpayer investment.

2014 has been an amazing year for Workforce Solutions. The combined and coordinated efforts of our Board of Directors, Board Professionals and dedicated Service Providers have resulted in our ability to effectively and efficiently serve our customers. We will continue to build on the success of 2014 and are committed to strengthening our community presence in 2015.

I extend my sincere thanks to the Chief Elected Officials, Board members and incredible staff for their leadership and efforts in impacting so many families in the Coastal Bend. Together, we are making the Coastal Bend a great place to work, do business and live.

Respectfully,

Ken Treviño
President/CEO

2014-2015 Strategic Board Goals

Establish and Strengthen Partnerships

- *Assess & Leverage Relationships and Identify Gaps*
- *Cultivate One-on-One Relationships with Strategic Partners and Businesses*
- *Provide Seamless Information Pipeline Between Service Professionals*
- *Track of Key Community Relationships*
- *Expand Organizational Relationships to Support Initiatives*

Effectively/Efficiently Target Rural Area Services

- *Ensure Service Delivery*
- *Actively Communicate Services*
- *Increase Visibility of Workforce Team in Rural Areas*
- *Link Board Professionals with Service Professionals in Rural Area*

Increase Workforce Awareness

- *Gain Visibility for Workforce Activities*
- *Educate Key Workforce Audiences on Outreach Tools and Collaterals*
- *Leverage Resources to Maximize Value*

Expand Innovative Services to Business

- *Provide High-Quality, Skills Appropriate Training to meet Employer Needs*
- *Identify Job Seekers Requiring Additional Services and Support to Obtain Employment*

Explore New Revenue Opportunities

- *Diversify New Income Sources*
- *Leverage Existing Funding*

Improve Internal Efficiencies

- *Minimize Organizational Bureaucracy*
- *Demonstrate Professional Quality System-Wide*
- *Ensure Efficient and Effective Use of Resources*
- *Strengthen Relationship with Appointed Board*

Refine Board Culture

- *Increase Awareness of Professional Resources*
- *Engage Appointed Board of Directors*
- *Demonstrate Professionalism*

The Board of Directors has seven planning committees to further refine overall goals and strategies for continuous improvement of service to the communities in the Coastal Bend region. This strategic plan involves the coordination of resources to best implement Workforce Investment Act (WIA) employment and training. The Board's planning committees build on this basic plan to establish an overall vision for the workforce area. The committees are as follows: Executive, Business Development, Child Care, Finance, Public Relations, Workforce Operations, and Ad Hoc Youth.

2014 COMMITTEE STRUCTURE

EXECUTIVE COMMITTEE

Responsible for oversight of all Standing Committee recommendations and then takes the recommendations to the Board for final approval.

Chair	Treasurer	Business Development Chair	Public Relations Chair
Gloria Perez	Emily Martinez	Marcia Keener	Lillian Riojas
Vice-Chair	Parliamentarian	Child Care Chair	Workforce Operations Chair
Joan McKaughan	Ed Sample	Joe Martinez	Jim Bounds
Secretary	Past Chair	Finance Chair	Ad Hoc Youth Chair
Joe Guzman	Victor Gonzalez	Emily Martinez	Victor Gonzalez

BUSINESS DEVELOPMENT

Responsible for all issues dealing directly with employers or economic development agencies.

Chair		
Marcia Keener	Jason Alaniz	Randy Giesler
Mary Afuso	Mike Carranco	

CHILD CARE

Responsible for all issues dealing with management of Child Care Services.

Chair		
Joe Martinez	Sara Garza	Velma Soliz-Garcia
Vice-Chair		
Mary Gleason	Gloria Ramos	

FINANCE

Responsible for evaluating and making financial policy and procedure recommendations to the Board regarding Board and Contractor budgets.

Chair	
Emily Martinez	Joe Arredondo
Vice-Chair	
John Owen	Ed Sample

PUBLIC RELATIONS

Responsible for the expansion of an awareness/outreach plan to broaden public recognition of programs and services.

Chair		
Lillian Riojas	Julia Garcia	Mary LaFrancois
Vice-Chair		
Catrina Wilson	Victor Gonzalez	Joan McKaughan

WORKFORCE OPERATIONS

Responsible for monitoring all issues associated with the delivery of programs through the Business and Career Centers and the quality of those services, including youth services.

Chair		
Jim Bounds	Xavier Alvarez	Joe Montez
Vice-Chair		
Joe Guzman	Rosie Collin	

AD HOC YOUTH

Responsible for providing oversight to the activities of the Emerging Leaders Initiative (ELI) which serves the general public, from Pre-K to Post Secondary by providing local labor market and career information.

Chair	
Victor Gonzalez	Verna Portis
Julia Garcia	



Coonrod Electric Company, Inc.

Coonrod Electric has been a trusted turn-key industrial contractor providing electrical and instrumentation services to a variety of oilfield and industrial companies, and takes on any challenge from small repairs to large-scale new electrical installations. Coonrod has projects in South, Central and East Texas, Louisiana and Pennsylvania, and takes pride in providing timely and innovative solutions to their customers.

John Sanchez, Human Resources Manager, is an avid user of Workforce Solutions of the Coastal Bend's services. A product of the Career Ready Workforce Certification class, John relies on us as an extension of his HR department. Coonrod takes advantage of services provided through our WIA programs, utilizing On-the-Job Training and Subsidized Employment opportunities to find the employees they need. Expanding heavily in the Eagle Ford Shale, and now into residential construction, makes Coonrod Electric a great partner to have for job seekers and the Coastal Bend Region.



Nueces County

Nueces County takes great pride in utilizing local resources available within the County and has formed a loyal partnership with Workforce Solutions of the Coastal Bend. Workforce Solutions has played a major role in the placement of more than 500 full time positions with a high retention rate. Tracking productivity since 2010, we are able to show positive consistency in our partnership with Nueces County. The daily relationship with County Human Resources Staff is strong and trustworthy, generating a conducive working environment. The multiple postings and use of social media with the County shows an initiative to keep our "younger generation" here in Corpus Christi.

3rd Annual Hiring Red, White, And You! Hiring Fair

In partnership with the Texas Workforce Commission (TWC), the Texas Veterans Commission (TVC), and other stakeholders, Workforce Solutions of the Coastal Bend hosted the 3rd Annual Hiring Red, White & You! Hiring Fair for local veterans, service members and their spouses as part of a statewide initiative on November 13th at the Sunrise Mall and Career Center.

Workforce Solutions of the Coastal Bend appreciates and values the service of our nation's veterans and considers it a privilege to help them and their families enter or return to the workforce as quickly as possible.

Hiring , Red , White & Y[★]u !

90+
Employers

650 Job
Seekers

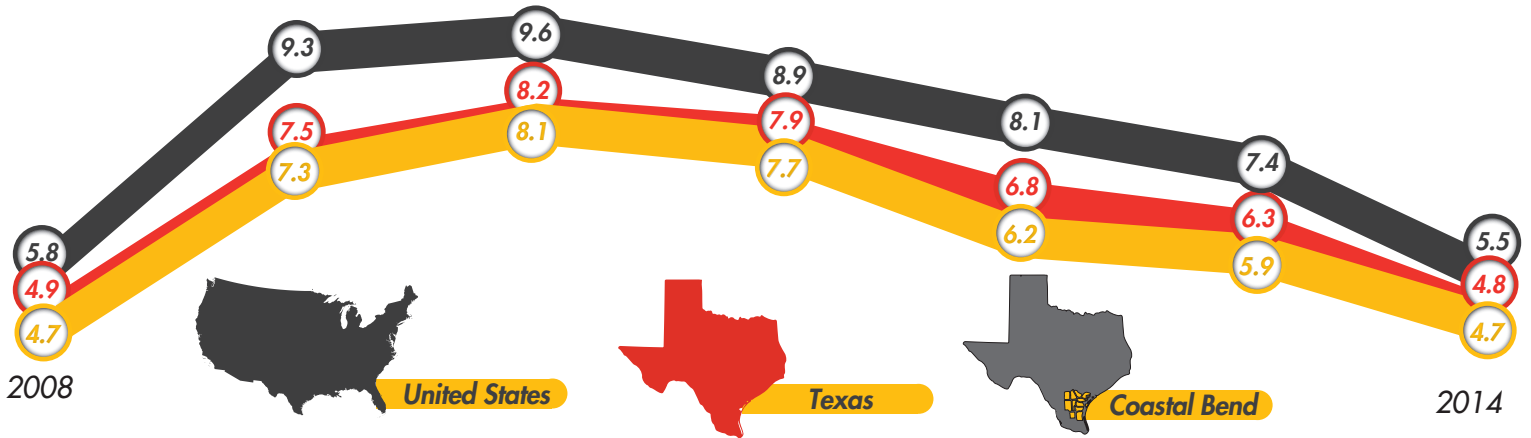
1,500 Available
Positions

Priority Service to
4,290
Veterans



LOCAL LABOR MARKET INTELLIGENCE

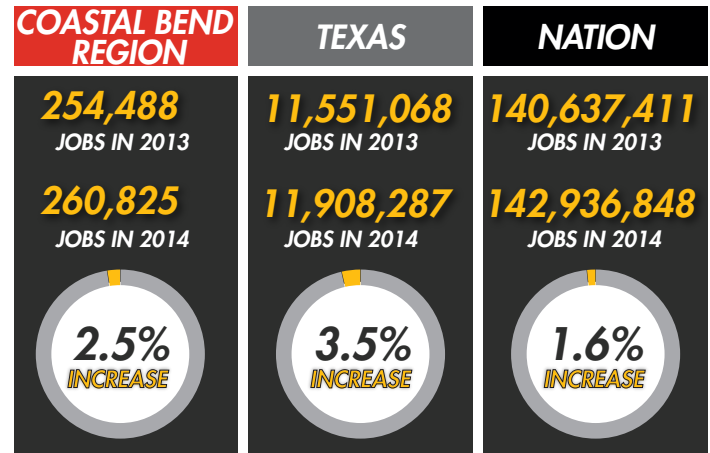
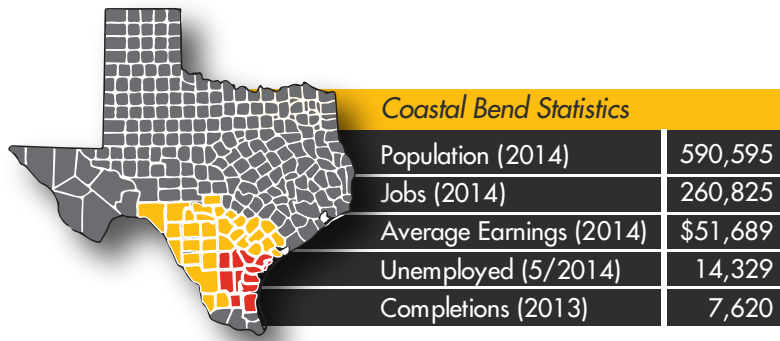
Annual Unemployment Rate



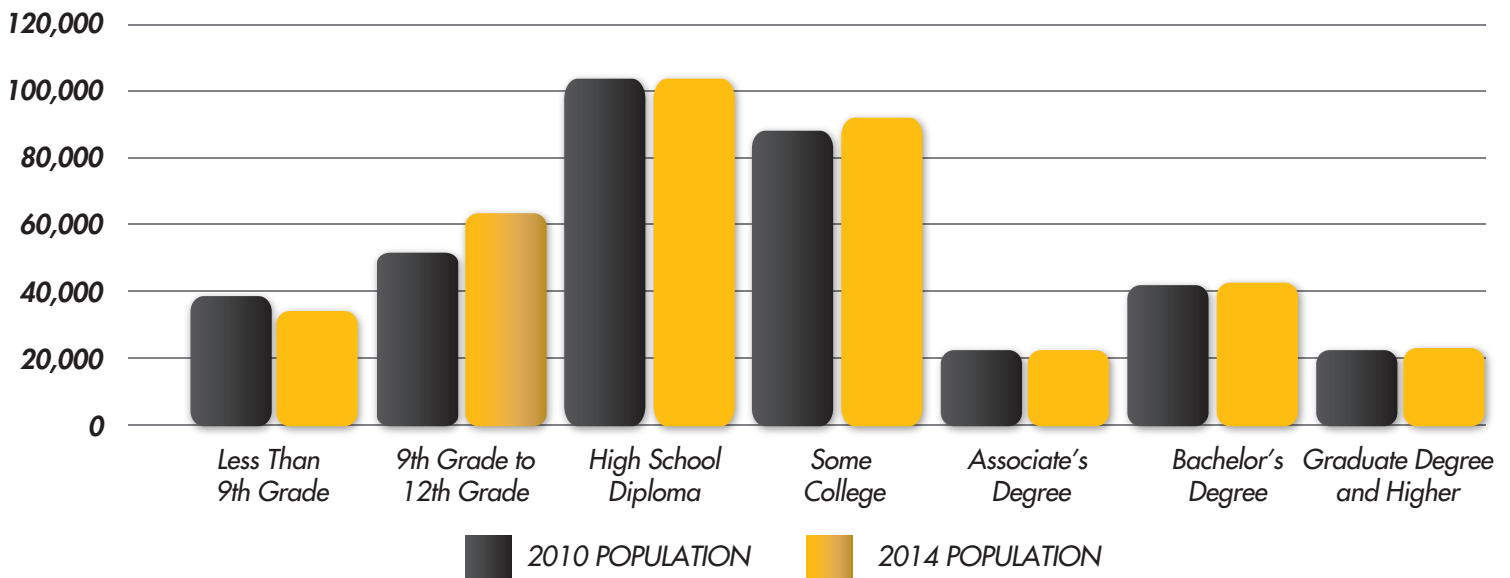
Occupation Job Posting Trends

OCCUPATION	Total Unique Postings (August 2014)	Unique Postings Trend (Aug. 2011- Aug. 2013)
Heavy and Tractor-Trailer Truck Drivers	753	
First-Line Supervisors of Retail Sales Workers	368	
Registered Nurses	282	
Retail Salespersons	217	
Maintenance and Repair Workers, General	186	
Customer Service Representatives	174	
First-Line Supervisors of Food Preparation and Serving Workers	174	
Combined Food Preparation and Serving Workers, Including Fast Food	129	
Cashiers	115	
Merchandise Displayers and Window Trimmers	113	
First-Line Supervisors of Mechanics, Installers, and Repairers	91	

Regional Trends



Coastal Bend Educational Achievement Overview



2013 Top Program Completions

Program	Completions	Program	Completions
Health Care	1,675	Mechanic & Repair Technologies	320
Business	846	Computer Sciences	299
Multi/interdisciplinary studies	668	Psychology	284
Education	445	Engineering	272
Liberal Arts and Sciences	358	Biological & Biomedical	246

COASTAL BEND WORKFORCE BY THE NUMBERS

Coastal Bend Workforce By The Numbers

Workforce Solutions of the Coastal Bend (WFSCB) provides comprehensive human resource services for businesses and residents of the 12-county Coastal Bend region.

WFSCB's network of partners and providers offers a wide range of no-cost and low-cost opportunities for employers and job seekers.

WFSCB offers recruitment services, job search assistance, training, child care support, educational initiatives, labor market intelligence, and much more.

Workforce Solutions of the Coastal Bend is dedicated to leading an integrated, market-driven workforce system that meets the needs of employers and workers, and helps Texans prosper.



Employer Services



571
New Employers
Served



2,962
Employers
Served



13,101
Services Provided
to Employers



3,293
Job Seekers Hired Through
WorkinTexas.com



10,117
Total Regional Job Postings
WorkinTexas.com



16,407
Total Regional Job Openings
WorkinTexas.com

Center Traffic



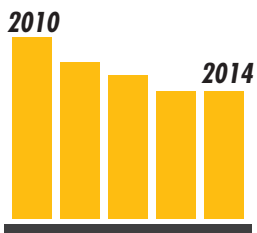
City	Traffic	City	Traffic
Alice	7,835	Rockport	653
Beeville	4,347	Sinton	6,079
Falfurrias	1,836	Staples	44,628
Kingsville	5,450	Sunrise	29,806
Refugio	304		

Hiring Events

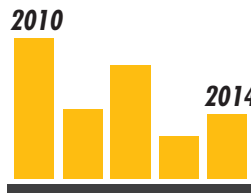


City	Events	City	Events
Alice	20	George West	1
Beeville	20	Kingsville	39
Corpus Christi	232	Sinton	7

Job Seekers

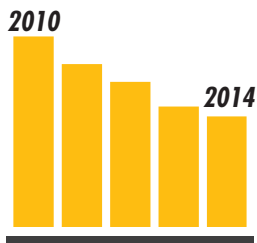


Job Seekers Served
38,346

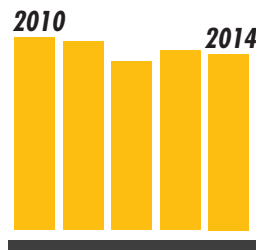


Financial Assistance for Training
\$384,639.38

Unemployment Claimants

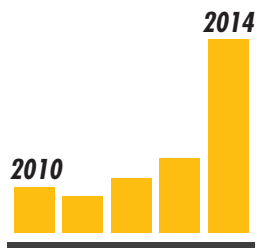


Unemployment Claimants
15,283



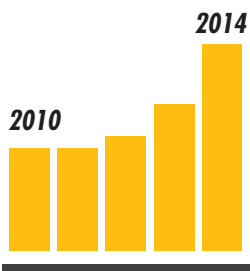
Back To Work 10wk
6,300

Youth Participants



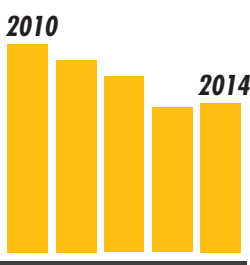
Youth Participants
1,692

Persons With Disabilities



Persons With Disabilities
1,204

Veterans Served



Veterans Served
4,290



CHILD CARE SERVICES PROGRAM

Child Care By the Numbers



Financial Impact

\$2,454,947 +

Parent fees paid directly by the parents to Child Care Providers.

180

Child Care Providers (Licensed Child Care Centers and Registered or Licensed Child Care Homes) with Provider Agreements with Workforce Solutions of the Coastal Bend.

\$9,905,596 =

Workforce Solutions of the Coastal Bend paid to Child Care Providers.

\$12,360,544 ◀

The total amount of Child Care payments paid to Providers in 2014.



Customers Served

4,529 +

Children received Child Care under the Low-Income funding stream.

1,001 +

Children received Child Care under the Child Protective Services funding stream.

510 =

Children received Child Care under Temporary Assistance for Needy Families (TANF) /Choices funding streams.

2,194

Average Number of Children Served Per Day

3,752

Families received Child Care subsidies during some part of this contract year.

6,040 ◀

Children received Child Care subsidies during some part of this contract year.

Return On Investment

Program	Parent Fee	WFSCB Paid	Wages Earned
Average/Household/ Quarter	\$606.91	\$1,297.30	\$6,960.45
Total Quarterly	\$296,777.00	\$634,380.00	\$3,403,659.63

Program	IRS Taxes (15%)	SS Taxes (6.2%)	Medicare (1.45%)	Sales Tax (8.25%)
Average/Household/ Quarter	\$1,044.07	\$431.55	\$100.93	\$574.24
Total Quarterly	\$510,549.00	\$211,027.00	\$49,353.00	\$280,802.00

Early Childhood Development Quality Services Program

Innovation is about discovering a better way of doing something. After 10+ years of utilizing a quality services contractor, effective October 1, 2013, Workforce Solutions of the Coastal Bend (WFSCB) decided to take control of and administer its "own" quality services program. This forward thinking endeavor is a tremendous cost saving measure. WFSCB is saving over \$120,000 in contractor salaries and contract related expenditures.

WFSCB is utilizing these additional funds to provide even more "free" professional development training activities and instructional resources to child care providers in the 12-county Coastal Bend region. This additional funding enabled the Board to design a quality services program focused specifically on school readiness, i.e. early literacy and numeracy and partner with the local community college to credential [(provide continuing education units (CEUs)] WFSCB's professional development training activities for child care providers.

WFSCB's Early Childhood Development Quality Services Program (ECDQSP) is based on a foundational approach and utilizes a variety of professional trainers who are experts in the field of early childhood education.

During 2014, WFSCB's Early Childhood Development Quality Services Program hosted several key events to promote and encourage the concept of "quality" for child care directors and their staffs.



Texas Rising Star Recognition Media Event

The Event featuring Texas Workforce Commission (TWC) Commissioner Hope Andrade as the keynote speaker.

37

Child Care centers and directors were recognized for their continued commitment to providing quality services to the children and families they serve in the Coastal Bend.



Child Care Directors Symposium

76

Child Care directors participated in the symposium.



"Back to School" Teachers Fair

125

Child Care employees participated in the Teachers Fair.

EMERGING LEADERS INITIATIVE

The Emerging Leaders Initiative (Project ELI) provides local labor market & career information to young adults throughout the Coastal Bend region. Youth are encouraged to pursue post-secondary education goals with an emphasis on the importance of remaining drug-free, and provided with the soft skills desired by local employers.

Paid employment opportunities allow ELI participants to experience careers through on-going, meaningful career exploration and employer mentoring. These activities are designed to immerse emerging leaders in the world of work. In addition to subsidized employment placements, in 2014 five youth job fairs were held throughout the region increasing the number of employment opportunities for Project ELI participants.

Workforce Investment Act (WIA) funds provide programmatic support for Project ELI participants who are determined eligible for program services. This funding provides year-round support and career counseling to youth ages 16-21 who have significant barriers to education and training.



GradNation Summit - Ready For College & Career Conference For Educators & Business Leaders



On October 14, 2014, through our partnership with Coastal Compass and Citizens for Educational Excellence, WFSCB hosted one of 100 GradNation Summits planned throughout the nation over the next four years. The Summits are co-sponsored by America's Promise Alliance as part of the GradNation Campaign, a large and growing movement of dedicated individuals, organizations and communities working together to raise the national high school graduation rate to 90 percent by 2020, with no school graduating fewer than 80 percent of its students on time. We were able to expand an existing model, the annual Ready for College and Career Conference for high school counselors to include educators and business leaders in this year's event.

TWC Commissioners Hope Andrade and Ronald Congleton welcomed more than 200 community officials, business leaders, and educators to the American Bank Center to discuss local employment demand, educational statistics for the region to determine what is working and what challenges exist in our effort to increase educational attainment locally. Sessions included House Bill 5 updates from Representative Todd Hunter and Representative Abel Herrero, an Education & Business Partnership panel including local training providers and Independent School Districts, and an employer panel with representatives from Cheniere Energy, Valero Refinery, and Christus Health. Rich Froeschel, TWC's Chief Economist, addressed the group at lunch providing the latest local, state, and national labor market information.



Customers Served

2,060
YEAR-1
(May 2013 - May 2014)

1,066
YEAR-2
(May 2014 - October 2014)

3,126
Customer Total

Coastal Compass Services

- 54% College & Financial Aid Applications
- 20% Workforce Services
- 16% Computer Classes and Workshops
- 10% GED/ESL Referrals



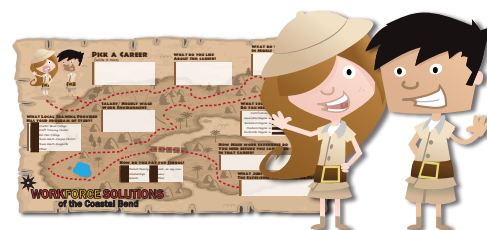
iDiscovery Safari

The 3rd Annual iDiscovery Safari was a huge success. Held in February 2014 at the Richard M. Borchard Fairgrounds in Robstown, Texas, the event included nearly 100 College and Career exhibitors who provided information to more than 1,500 children and parents. The event provides in-demand career information relevant to the Coastal Bend community to elementary and middle school age students.

Six In-demand Areas Represented

- Architecture & Construction
- Health Care
- Public Service
- STEM – (Science, Technology, Engineering & Mathematics)
- Education/Training
- Arts, Entertainment & Technology

EXPLORE YOUR PATH TO THE FUTURE



Ready for College and Career Conference for Undecided High School Seniors

The 4th Annual Ready for College and Career Conference for undecided high school seniors was held on November 14, 2014 at the American Bank Center. Twelve schools and more than 200 undecided high school seniors were represented at the event. The seniors were provided information about Coastal Compass and Workforce Solutions services, information from exhibitors and attended workshops from training providers. TWC Commissioner Hope Andrade and Liza Wisner with the City of Corpus Christi provided inspirational stories from their own life experiences, and finding joy in their chosen career paths.

Other Coastal Compass Events

- Financial Aid Saturdays
- Computer Classes
- GenTX Day
- College Signing Day
- Weekly Informative Workshops
- Various College Nights
- Android App Release
- Lemonade Day



Beeville Career Center On The Coastal Bend College Campus

Workforce Solutions of the Coastal Bend (WFSCB) and Coastal Bend College (CBC) are proud of their collaborative effort on the establishment of the Beeville Career Center located directly on the CBC campus.

This campus-centric location not only strengthens the natural partnership between WFSCB and CBC, it offers Bee county residents and the surrounding communities a one-stop shop for job seekers who may wish to utilize services and obtain workforce training or take college credit courses.

The Beeville Career Center occupies approximately 4,000 square feet of space inside the library in the Grady C. Hogue Learning Resource Building. Being located on the CBC campus allows WFSCB Center Staff to provide students with labor market information for career exploration and play a role in helping students and residents find gainful employment in order to become economically self-sufficient.

This partnership has proven to be a "working success model" and has provided new opportunities for WFSCB to expand onto the CBC campuses in Kingsville and Alice in early spring of 2015.

Career Ready Workforce Certification

Career Ready Workforce Certification (CRWC) has received State and National Awards for meeting the top demand of employers for a soft skills curriculum that would meet the critical needs of their business. 14 competencies such as communication, critical thinking, and teamwork are learned over a 4 day curriculum at our Workforce Career Centers. As a fee for service, training can also be customized.

Customized CRWC programs have been created for school districts, Texas Department of Assistive and Rehabilitative Services (DARS) for people with disabilities, Women's Shelter of South Texas and Dress for Success Corpus Christi.

Del Mar College has provided Continuing Education Units (CEUs), a college transcript and alumni membership since the inception of CRWC in 2011. We are proud to announce that Coastal Bend College (CBC) accredited CRWC curriculum in 2014 and provides space at the Beeville campus for classes. As a kick off to our new partnership, CRWC was held for 52 of their GED students. Staff at CBC campuses located in Kingsville and Alice are also encouraged to refer college students looking for work to classes held monthly at our rural career centers. To build capacity, we are also pleased that the Coastal Community & Teachers Credit Union partnered to deliver the competency on Financial Literacy.



3,092
Continuing
Education Units
(CEUs) Earned



Investments Over
\$35,000 From
Private & Public Sectors



1,656
Participants
Trained



85
Classes
Delivered



Gene Vargas Career Ready Workforce Certification Facilitator

"I am here to position trainees for success. I teach that failure is not an option. I tell them that certain skills will get you the job but character and integrity will keep you there."

CRWC Success Spotlight



Yvonne Sanchez, Employer
Human Resources Manager, of ONETA Corpus Christi

"Our employees are the driving force of ONETA-Pepsi, Everest Water & Coffee, and Sunrise Vending in Corpus Christi, Victoria and the South Texas region. We are family-owned, by the Koch family, who have created a work environment based on traditional values, strong work ethics, and respect."

Yvonne became familiar with CRWC when ONETA was recruited by the Business Services Unit to consider hires for current job openings. As an employer, she was so impressed with the motivated participants and the competencies learned to meet employer' needs, she continues to recruit from the class and with such a buy-in she is even part of the class! To show firsthand an employer's perspective, she performs a skit to demonstrate the do's and don'ts of job searching which is a valuable asset to class participants.



Sherrie Clay, Participant
Purchasing Card and Fleet Card Administrator for the Regional Transit Authority (RTA)

"The best thing that I took away from the class is not only that "You're the BEST, but that I AM THE BEST!" Shortly after completing the class and applying for jobs with my new resume and attitude, I was called in for interviews and for a change, I had the power of selecting the best job for me. I chose a job at Texas A&M University Corpus Christi that helped me land a job with the RTA as a Purchasing Card and Fleet Card Administrator. The Career Ready class was a great asset to my career and Geno is my greatest inspiration."



WORKFORCE LEADERSHIP

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

The Board of Directors represent the public throughout the 12-county region and are selected by the 12-county Chief Elected Officials Council. 51% of the Board membership represents private industry; the remaining membership includes representation from education, economic development, literacy and other local service agencies.

This comprehensive group of community leaders ensures WFSCB continues to serve the needs of both employers and job seekers throughout the Coastal Bend region.



Elected Officers

Chair - Gloria D. Perez, *City of Corpus Christi*

Vice Chair - Joan McKaughan, *San Patricio County*

Secretary - Joe Guzman, *City of Corpus Christi*

Treasurer - Emily Martinez, *City of Corpus Christi*

Parliamentarian - Edward Sample, *City of Corpus Christi*

Past Chair - Victor M. Gonzalez, Jr., *City of Corpus Christi*

Board Of Directors

Mary Z. Afuso, *City of Corpus Christi*

Jason Alaniz, *City of Corpus Christi*

Octavio Xavier Alvarez, *Kleberg County*

Joe Arredondo III, *Refugio County*

James Bounds, *Aransas County*

Mike Carranco, *Nueces County*

Rosie Collin, *Nueces County*

Julia T. Garcia, *Bee County*

Sara P. Garza, *TWC/City of Corpus Christi*

Randy Giesler, *Live Oak County*

Mary V. Gleason, *City of Corpus Christi*



Chief Elected Officials Council

Aransas County
Judge C. H. "Burt" Mills, Jr.

Jim Wells County
Chair - Judge L. Arnoldo Saenz

Nueces County
Judge Loyd Neal

Bee County
Judge David Silva

Kenedy County
Judge Louis E. Turcotte, III

Refugio County
Judge Rene Mascorro

Brooks County
Judge Raul M. Ramirez

Kleberg County
Judge Juan M. Escobar

San Patricio County
Judge Terry Simpson

City Of Corpus Christi
Mayor Nelda Martinez

Live Oak County
Judge Jim Huff

Duval County
Judge Abel Aragon

McMullen County
Judge James E. Teal

Marcia Keener, San Patricio County

Verna Portis, City of Corpus Christi

Mary LaFrancois, City of Corpus Christi

Gloria Ramos, Jim Wells County

Joe A. Martinez, City of Corpus Christi

Lillian Riojas, City of Corpus Christi

Joe B. Montez, Bee County

Velma Soliz-Garcia, San Patricio County

John W. Owen, City of Corpus Christi

Catrina Wilson, City of Corpus Christi

2014 HIGHLIGHTS







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www.workforcesolutionscb.org

Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.

Relay Texas: 1.800.735.2989 (TDD) and 1.800.735.2988 or 7-1-1 (Voice).

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