Public Relations Committee Meeting

December 4, 2018
3:00 pm

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

www.workforcesolutionscb.org
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.

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.

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

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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 May 2, 2018 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

- Preview of Annual Report
- Major Events Recap
- Upcoming Major Projects and Events
- Media/Social Media/Outreach Coverage

VII. Information Only:

- Local Labor Market Information October 2018

VIII. Adjournment
Public Relations Committee
Roll Call Roster
December 4, 2018

_____ Jesse Gatewood, Chair
_____ Joan McKaughan, Vice Chair
_____ Parrish Jones
_____ Carlos Ramirez
_____ Michelle Unda
_____ Catrina Wilson
_____ Michelle Flower
_____ Arnoldo Cantu

_____________________________
Signed

_____________________________
Printed Name
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**  
There were no public comments.

V. **Discussion and Possible Action on Minutes of the February 7, 2018 Committee Meeting**  
Ms. Wilson moved to approve the minutes of the February 7, 2018 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. **New Labor Market Intelligence E-Report Rebrand**  
Ms. De La Garza provided copies of the New Labor Market Intelligence E-Report Rebrand.

Ms. De La Garza provided copies of the Q2 Report.

3. **United Way of the Coastal Bend $20,000 Check Presentation**  
Ms. De La Garza provided information on the United Way of the Coastal Bend $20,000 check presentation.

4. **Excellence in Workforce Preparation Award presented by Citizens for Educational Excellence**  
Ms. De La Garza provided information on the Excellence in Workforce Preparation Award presented by Citizens for Educational Excellence.

5. **Texas Two Step Boot Tour**  
Ms. De La Garza provided information on the Texas Two Step Boot Tour.
6. **Texas Workforce Commission $500,000 Skills Development Fund Grant Announcement to Del Mar College and CHRISTUS Spohn Health System**
Ms. De La Garza provided information on the Texas Workforce Commission $500,000 Skills Development Fund Grant Announcement to Del Mar College and CHRISTUS Spohn Health System.

7. **Apprenticeship Program Presentation**
Ms. De La Garza provided information on the Apprenticeship Program Presentation.

8. **YOU Choose! Career Expo**
Ms. De La Garza provided information on the YOU Choose! Career Expo.

9. **Events, Outreach and Job/Career/Hiring Fairs**
Ms. De La Garza provided handouts on Youth Opportunities Unlimited and information on events, outreach and job/career/hiring fairs.

10. **Media/Social/Outreach Coverage – February – April 2018**
Ms. De La Garza provided information on media, social and outreach coverage – February – April 2018.

**VII. Information Only:**

*Local Labor Market Information March 2018*
Ms. Villarreal presented the March 2018 local Labor Market Information (included on pages 7-10 of the May 2 agenda packet).

**VIII. Adjournment**
The meeting adjourned at 4:00 pm.
### Committee Members

<table>
<thead>
<tr>
<th>Present</th>
<th>Absent</th>
<th>Others Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jesse Gatewood, Chair</td>
<td>Betty Garcia</td>
<td>Ken Trevino, Workforce Solutions</td>
</tr>
<tr>
<td>Joan McKaughan, Vice Chair</td>
<td>Parrish Jones</td>
<td>Amy Villarreal, Workforce Solutions</td>
</tr>
<tr>
<td>Carlos Ramirez</td>
<td>C. Michelle Unda</td>
<td>Monika De La Garza, Workforce Solutions</td>
</tr>
<tr>
<td>Michelle Flower</td>
<td>Catrina Wilson</td>
<td>Rufino Martinez, Workforce Solutions</td>
</tr>
</tbody>
</table>

### Other Board Members Present

- Heather Cleverley, Workforce Solutions
- Janet Neely, Workforce Solutions
- Manuel Ugues, SERCO of Texas, Inc.
- Rita Soto, SERCO of Texas, Inc.

### I. Call to Order

Due to the lack of a quorum the meeting could not be called to order. The following informational items were presented.

### VI. Information Only:

- Major Events Recap
- Upcoming Major Projects and Events
- Q4 Report and 2018 Annual Report Preparation
- Media/Social Media/Outreach Coverage
- Local Labor Market Information July 2018
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.

- Q4 Report – 4th Quarterly Report (July - September 2018) - The Committee will see the final Q4 Report that was distributed in November 2018 and discuss some new ideas for 2019. The purpose of this report is to provide interim updates to the public regarding workforce employment, training, child care, youth, business services and veteran’s services.
- Preview of Annual Report - The Committee will see a working draft of the 2018 report. This yearly report is to provide annual updates to the public regarding the state of the workforce including regional employment, training, child care, youth, business services and veterans.
- Major Events Recap - An overview of some of the major events that WFSCB has participated in and promoted will be highlighted.
- Upcoming Major Projects and Events - A preview of some of the big events scheduled in 2019 will be presented.
- Media/Social Media/Outreach Coverage – September-December 2018 (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.
VII. Local Labor Market Information

**Labor Market Intelligence Update**

**Lowest Unemployment Rate In 10 Years**

The unemployment rate for the month of October decreased to 4.3% in the Coastal Bend region. This is the lowest unemployment rate since May of 2008. All 11 Coastal Bend counties experienced decreases over the month with Kenedy County increasing slightly over the year.

The Coastal Bend regional economy continues to outperform last year's employment numbers with 4,100 more workers in the *Professional and Business Services Industry Sector*, growing by 9.2% over the year.

However with over 4,500 jobs in WorkInTexas.com (WIT) there is still room for economic growth.

*Production and Industrial Construction Occupations* continue to post more jobs than other occupations in WIT. *Pipe Fitters and Production Workers* remain in high demand and are currently for hire in WorkInTexas.com.

With the holiday season upon us, seasonal hiring has begun to ramp up with occupations such as Cashiers, Retail Sales and Food Preparation Workers at the forefront of jobs needing to be filled in the coming weeks.

The Corpus Christi Metropolitan Statistical Area (MSA) added 4,100 workers with the *Mining, Logging and Construction Industry Sector* adding 1,800 workers over the year and the *Leisure and Hospitality Industry Sector* contributing 900 jobs as well.

**BACKGROUND**

Local labor market information for October 2018 is included on the following pages.
Coastal Bend Workforce Area
(Not Seasonally Adjusted Unemployment Rates by WDA, MSA, & County)

<table>
<thead>
<tr>
<th>Area</th>
<th>Area Type</th>
<th>Latest Monthly Data October 2018</th>
<th>Previous Monthly Data September 2018</th>
<th>Year Ago October 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Labor Force</td>
<td>Employment</td>
<td>Unemployment</td>
</tr>
<tr>
<td>United States</td>
<td>Nation</td>
<td>162,637,000</td>
<td>156,562,000</td>
<td>6,075,000</td>
</tr>
<tr>
<td>Texas</td>
<td>State</td>
<td>13,833,511</td>
<td>13,316,780</td>
<td>516,731</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>MSA</td>
<td>207,372</td>
<td>198,524</td>
<td>8,848</td>
</tr>
<tr>
<td>Coastal Bend</td>
<td>WDA</td>
<td>263,400</td>
<td>252,033</td>
<td>11,367</td>
</tr>
<tr>
<td>Aransas</td>
<td>County</td>
<td>10,225</td>
<td>9,749</td>
<td>476</td>
</tr>
<tr>
<td>Bee</td>
<td>County</td>
<td>9,804</td>
<td>9,346</td>
<td>458</td>
</tr>
<tr>
<td>Brooks</td>
<td>County</td>
<td>2,435</td>
<td>2,300</td>
<td>135</td>
</tr>
<tr>
<td>Duval</td>
<td>County</td>
<td>4,904</td>
<td>4,664</td>
<td>240</td>
</tr>
<tr>
<td>Jim Wells</td>
<td>County</td>
<td>16,616</td>
<td>15,829</td>
<td>787</td>
</tr>
<tr>
<td>Kenedy</td>
<td>County</td>
<td>258</td>
<td>250</td>
<td>8</td>
</tr>
<tr>
<td>Kleberg</td>
<td>County</td>
<td>13,381</td>
<td>12,783</td>
<td>598</td>
</tr>
<tr>
<td>Live Oak</td>
<td>County</td>
<td>5,527</td>
<td>5,358</td>
<td>169</td>
</tr>
<tr>
<td>Nueces</td>
<td>County</td>
<td>166,980</td>
<td>160,173</td>
<td>6,807</td>
</tr>
<tr>
<td>Refugio</td>
<td>County</td>
<td>3,103</td>
<td>2,979</td>
<td>124</td>
</tr>
<tr>
<td>San Patricio</td>
<td>County</td>
<td>30,167</td>
<td>28,602</td>
<td>1,565</td>
</tr>
</tbody>
</table>

(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):
  
  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

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Deaf, hard-of-hearing or speech impaired customers may contact Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voice)
Corpus Christi MSA
(Aransas, Nueces, San Patricio)

Employment by Industry

<table>
<thead>
<tr>
<th>Industry Category</th>
<th>Oct-18</th>
<th>Sep-18</th>
<th>Oct-17</th>
<th>Monthly Change</th>
<th>Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>%</td>
<td>Actual</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Total Nonfarm</td>
<td>194,900</td>
<td>192,000</td>
<td>190,800</td>
<td>2,900</td>
<td>1.5%</td>
</tr>
<tr>
<td>Mining, Logging and Construction</td>
<td>28,000</td>
<td>27,300</td>
<td>26,200</td>
<td>700</td>
<td>2.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8,100</td>
<td>8,100</td>
<td>8,300</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>33,300</td>
<td>33,100</td>
<td>33,100</td>
<td>200</td>
<td>0.6%</td>
</tr>
<tr>
<td>Information</td>
<td>1,700</td>
<td>1,700</td>
<td>1,800</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>8,000</td>
<td>7,900</td>
<td>7,700</td>
<td>100</td>
<td>1.3%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>18,100</td>
<td>17,400</td>
<td>17,500</td>
<td>700</td>
<td>4.0%</td>
</tr>
<tr>
<td>Education and Health Services</td>
<td>31,600</td>
<td>31,500</td>
<td>31,000</td>
<td>100</td>
<td>0.3%</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>24,700</td>
<td>24,800</td>
<td>23,800</td>
<td>-100</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Other Services</td>
<td>6,600</td>
<td>6,600</td>
<td>6,500</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Government</td>
<td>34,800</td>
<td>33,600</td>
<td>34,900</td>
<td>1,200</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Total Nonfarm Employment: 194,900

Wages by Industry (in millions)

<table>
<thead>
<tr>
<th>Industry Category</th>
<th>2nd Quarter 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oct-18</td>
</tr>
<tr>
<td></td>
<td>per Firms</td>
</tr>
<tr>
<td>Mining, Logging and Construction</td>
<td>$393.8</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$21.4</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>$322.3</td>
</tr>
<tr>
<td>Information</td>
<td>$121.4</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>$334.1</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>$158.3</td>
</tr>
<tr>
<td>Education and Health Services</td>
<td>$241.3</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>$104.4</td>
</tr>
<tr>
<td>Other Services</td>
<td>$437.4</td>
</tr>
</tbody>
</table>

Unemployment Information

<table>
<thead>
<tr>
<th>Corpus Christi MSA</th>
<th>Texas (Actual)</th>
<th>United States (Actual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-18</td>
<td>207.4</td>
<td>198.5</td>
</tr>
<tr>
<td>Sep-18</td>
<td>205.6</td>
<td>195.8</td>
</tr>
<tr>
<td>Oct-17</td>
<td>205.7</td>
<td>194.3</td>
</tr>
</tbody>
</table>

Historical Unemployment Rates

Available at http://www.tracer2.com
# Glossary of Terms

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Program Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Child Care</strong></td>
<td>Helps employers retain qualified workers with families by providing subsidized child care to low-income parents, children of teen parents, and children with disabilities.</td>
</tr>
<tr>
<td><strong>Non-Custodial Parent (NCP) Choices</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Supplemental Nutrition Assistance Program Employment and Training (SNAP E&amp;T)</strong></td>
<td>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).</td>
</tr>
<tr>
<td><strong>Temporary Assistance for Needy Families (TANF)/Choices</strong></td>
<td>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).</td>
</tr>
<tr>
<td><strong>Trade Act Services</strong></td>
<td>Provides employers with skilled workers. Moves trade-affected workers into new jobs as quickly and effectively as possible.</td>
</tr>
<tr>
<td><strong>The Workforce Information System of Texas (TWIST)</strong></td>
<td>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&amp;T, Temporary Assistance to Needy Families (TANF), SSI (Supplemental Security Income), and the Texas Department of Criminal Justice (TDCJ).</td>
</tr>
<tr>
<td><strong>Veterans Employment Services</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Wagner-Peyser Employment Services (ES), Agricultural Services and Migrant and Seasonal Farm Worker Services</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Workforce Innovation and Opportunity Act (WIOA)</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>