



WORKFORCE SOLUTIONS
of the Coastal Bend

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

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.



WORKFORCE SOLUTIONS
of the Coastal Bend

Public Relations Committee Meeting
Staples Career Center, 520 N. Staples Street, Conference Room #1
Corpus Christi, Texas
December 4, 2018 – 3:00 pm

AGENDA

	<i>Page</i>
I. Call to Order: <i>Jesse Gatewood, Chair</i>	
II. Roll Call	2
III. Announcement on Disclosure of Conflicts of Interest <i>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.</i>	
IV. Public Comments	
V. Discussion and Possible Action on Minutes of the May 2, 2018 Public Relations Committee Meeting	3-5
VI. Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions of the Coastal Bend (WFSCB) Services and Capabilities	6
• Q4 Report – 4 th Quarterly Report (July - September 2018)	
• 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.....	7-10
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.

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**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

MINUTES
Workforce Solutions of the Coastal Bend – Public Relations Committee
Staples Career Center, 520 N. Staples Street, Conference Room #1
Corpus Christi, Texas
May 2, 2018 – 3:00 pm

Committee Members

Present

Jesse Gatewood, Chair
Carlos Ramirez
C. Michelle Unda
Catrina Wilson

Absent

Joan McKaughan, Vice Chair
Betty Garcia
Parrish Jones

Others Present

Amy Villarreal, Workforce Solutions
Monika De La Garza, Workforce Solutions
Rufino Martinez, Workforce Solutions
Andrea Byrd, Workforce Solutions
Shelby Simms, Workforce Solutions
Denise Woodson, Workforce Solutions
Heather Cleverley, Workforce Solutions
Janet Neely, Workforce Solutions
Manuel Ugues, SERCO of Texas, Inc.
Rita Soto, SERCO of Texas, Inc.
Jeff West, SERCO of Texas, Inc.

Other Board Members Present

Victor M. Gonzalez, Jr.
Gloria Perez

- 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.
 2. *Q2 Report Proof – 2nd Quarterly Report (January-March 2018)*
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.

NOTES

**Workforce Solutions of the Coastal Bend – Public Relations Committee
Staples Career Center, 520 N. Staples Street, Conference Room #1
Corpus Christi, Texas
September 12, 2018 – 3:00 pm**

Committee Members

Present

Jesse Gatewood, Chair
Joan McKaughan, Vice Chair
Carlos Ramirez
Michelle Flower

Absent

Betty Garcia
Parrish Jones
C. Michelle Unda
Catrina Wilson

Others Present

Ken Trevino, Workforce Solutions
Amy Villarreal, Workforce Solutions
Monika De La Garza, Workforce Solutions
Rufino Martinez, Workforce Solutions
Shelby Simms, Workforce Solutions
Heather Cleverley, Workforce Solutions
Janet Neely, Workforce Solutions
Manuel Ugues, SERCO of Texas, Inc.
Rita Soto, SERCO of Texas, Inc.

Other Board Members Present

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:

- a. Q3 Report – 3rd Quarterly Report (April – May 2018)
- b. Major Events Recap
- c. Upcoming Major Projects and Events
- d. Q4 Report and 2018 Annual Report Preparation
- e. Media/Social Media/Outreach Coverage
- f. Local Labor Market Information July 2018

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.

- 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.

INFORMATION ONLY

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)

Area	Area Type	Latest Monthly Data October 2018						Previous Monthly Data September 2018				Year Ago October 2017			
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	162,637,000	156,562,000	6,075,000	3.7	0.0	-0.4	161,926,000	155,962,000	5,964,000	3.7	160,371,000	153,846,000	6,524,000	4.1
Texas	State	13,833,511	13,316,780	516,731	3.7	-0.1	-0.2	13,816,273	13,290,804	525,469	3.8	13,592,091	13,057,389	534,702	3.9
Corpus Christi	MSA	207,372	198,524	8,848	4.3	-0.5	-1.2	205,634	195,751	9,883	4.8	205,665	194,331	11,334	5.5
Coastal Bend	WDA	263,400	252,033	11,367	4.3	-0.5	-1.2	261,032	248,408	12,624	4.8	261,157	246,773	14,384	5.5
Aransas	County	10,225	9,749	476	4.7	-0.5	-4.0	10,157	9,632	525	5.2	10,468	9,561	907	8.7
Bee	County	9,804	9,346	458	4.7	-0.2	-1.1	9,744	9,267	477	4.9	9,752	9,188	564	5.8
Brooks	County	2,435	2,300	135	5.5	-0.5	-0.8	2,463	2,314	149	6.0	2,384	2,234	150	6.3
Duval	County	4,904	4,664	240	4.9	-0.8	-0.9	4,902	4,625	277	5.7	4,763	4,486	277	5.8
Jim Wells	County	16,616	15,829	787	4.7	-0.6	-1.3	16,318	15,458	860	5.3	16,552	15,561	991	6.0
Kenedy	County	258	250	8	3.1	-0.1	0.8	277	268	9	3.2	259	253	6	2.3
Kleberg	County	13,381	12,783	598	4.5	-0.4	-0.3	13,129	12,482	647	4.9	13,314	12,674	640	4.8
Live Oak	County	5,527	5,358	169	3.1	-0.4	-1.0	5,458	5,269	189	3.5	5,424	5,201	223	4.1
Nueces	County	166,980	160,173	6,807	4.1	-0.5	-0.9	165,481	157,908	7,573	4.6	164,930	156,757	8,173	5.0
Refugio	County	3,103	2,979	124	4.0	-0.3	-2.5	3,107	2,974	133	4.3	3,044	2,845	199	6.5
San Patricio	County	30,167	28,602	1,565	5.2	-0.8	-2.2	29,996	28,211	1,785	6.0	30,267	28,013	2,254	7.4

(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):

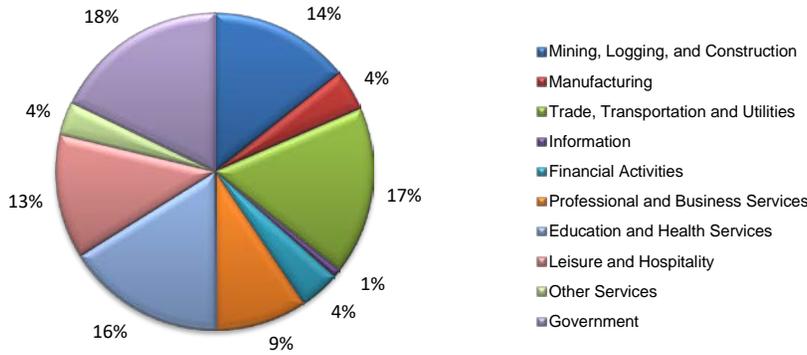
Less than 9th grade	8.7%	12th grade & GED	27.7%	Associates degree	7.0%	Graduate or Professional degrees	8.4%
9th thru 11th grade	9.3%	Some College	25.1%	Bachelors degree	13.8%		

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

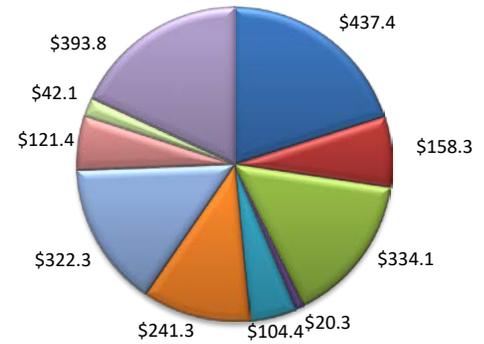
Less than High School	\$15,437	Some College or Associates	\$28,739	Graduate or Professional	\$56,681
High School & GED	\$26,818	Bachelor's	\$44,078		

(Aransas, Nueces, San Patricio)

Industry Composition



Wages by Industry (in millions)
2nd Quarter 2018



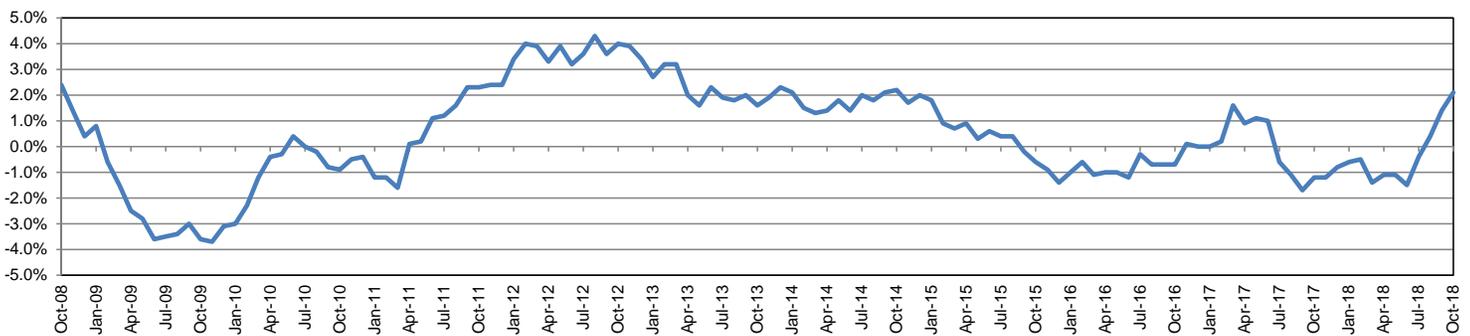
Employment by Industry

				Monthly Change		Annual Change	
	Oct-18	Sep-18	Oct-17	Actual	%	Actual	%
Total Nonfarm	194,900	192,000	190,800	2,900	1.5%	4,100	2.1%
Mining, Logging and Construction	28,000	27,300	26,200	700	2.6%	1,800	6.9%
Manufacturing	8,100	8,100	8,300	0	0.0%	-200	-2.4%
Trade, Transportation, and Utilities	33,300	33,100	33,100	200	0.6%	200	0.6%
Information	1,700	1,700	1,800	0	0.0%	-100	-5.6%
Financial Activities	8,000	7,900	7,700	100	1.3%	300	3.9%
Professional and Business Services	18,100	17,400	17,500	700	4.0%	600	3.4%
Education and Health Services	31,600	31,500	31,000	100	0.3%	600	1.9%
Leisure and Hospitality	24,700	24,800	23,800	-100	-0.4%	900	3.8%
Other Services	6,600	6,600	6,500	0	0.0%	100	1.5%
Government	34,800	33,600	34,900	1,200	3.6%	-100	-0.3%

Industry Size Class

Size Class	Employees per firm	Number of Firms	June 2018	
			Employment in Size Class	% Total Employment
9	1000+	21	48,255	25.5%
8	500-999	21	13,639	7.2%
7	250-499	52	17,828	9.4%
6	100-249	218	32,198	17.0%
5	50-99	282	19,533	10.3%
4	20-49	844	25,831	13.7%
3	10-19	1,084	14,787	7.8%
2	5-9	1,489	9,867	5.2%
1	1-4	3,529	7,263	3.8%
0	0	703	0	0.0%
Total		8,243	189,201	100.0%

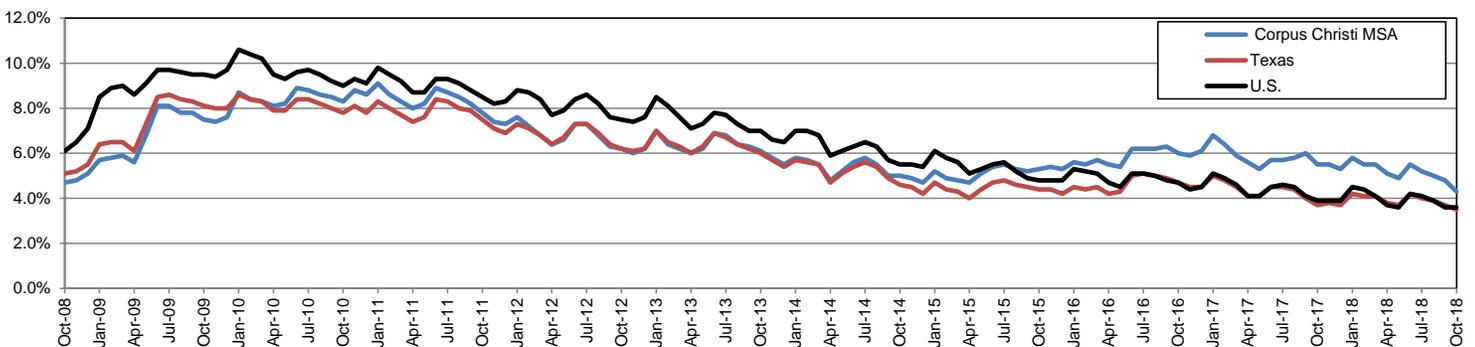
Annual Growth Rate for Total Nonagricultural Employment



Unemployment Information (all estimates in thousands)

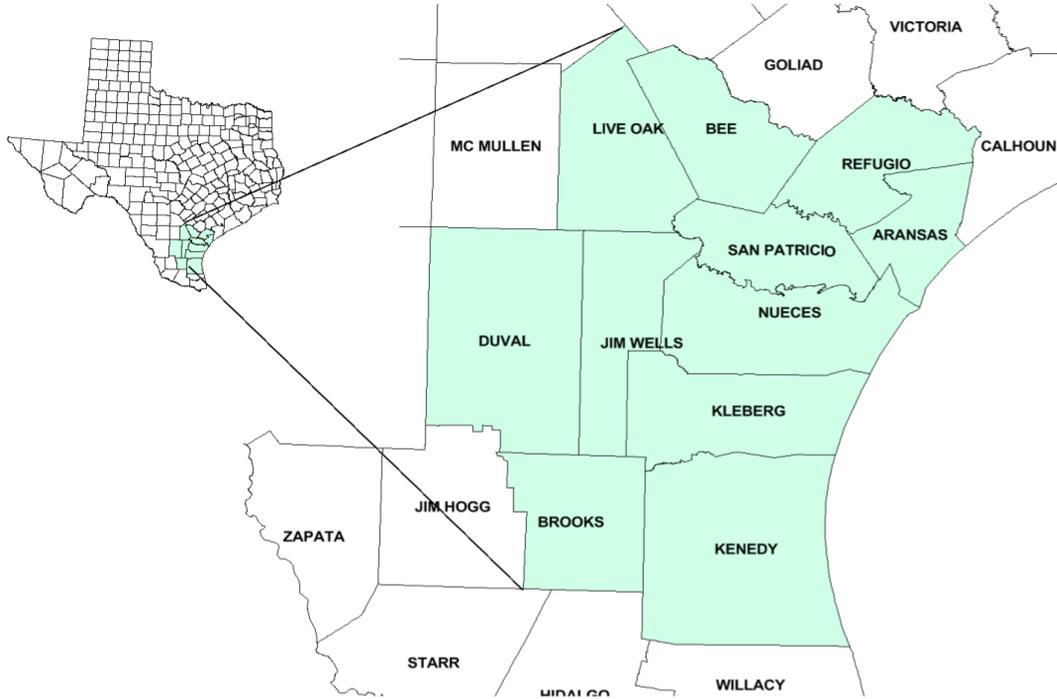
	Corpus Christi MSA				Texas (Actual)				United States (Actual)			
	C.L.F.	Emp.	Unemp.	Rate	C.L.F.	Emp.	Unemp.	Rate	C.L.F.	Emp.	Unemp.	Rate
Oct-18	207.4	198.5	8.8	4.3	13,869.5	13,390.6	478.9	3.5	162,723.0	165,952.0	5,711.0	3.5
Sep-18	205.6	195.8	9.9	4.8	13,802.1	13,285.1	517.0	3.7	161,958.0	156,191.0	5,766.0	3.6
Oct-17	205.7	194.3	11.3	5.5	13,536.2	13,034.6	501.6	3.7	160,465.0	154,223.0	6,242.0	3.9

Historical Unemployment Rates



Coastal Bend Workforce Development Area

October 2018



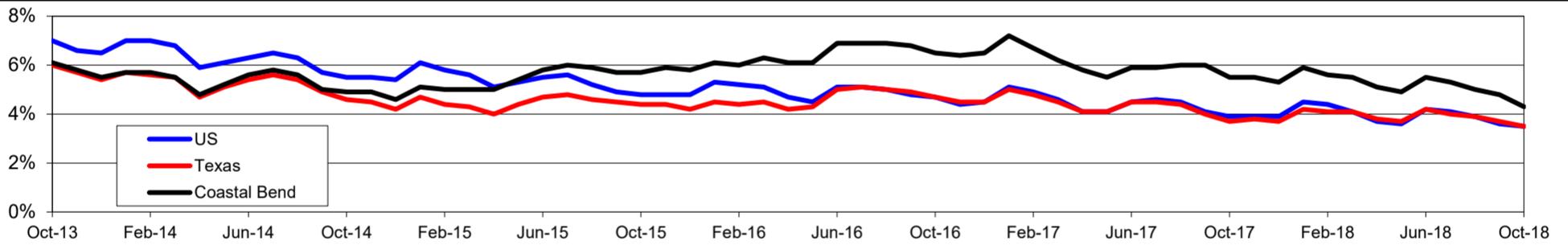
WDA Labor Force Statistics				
	Oct-18	Sep-18	Oct-17	OTY
CLF	263,400	261,032	261,157	2,243
Employed	252,033	248,408	246,773	5,260
Unemployed	11,367	12,624	14,384	-3,017
Rate	4.3%	4.8%	5.5%	-1.2%

Texas Labor Force Statistics				
	Oct-18	Sep-18	Oct-17	OTY
CLF	13,869,529	13,802,138	13,536,215	333,314
Employed	13,390,620	13,285,102	13,034,581	356,039
Unemployed	478,909	517,036	501,634	-22,725
Rate	3.5%	3.7%	3.7%	-0.2%

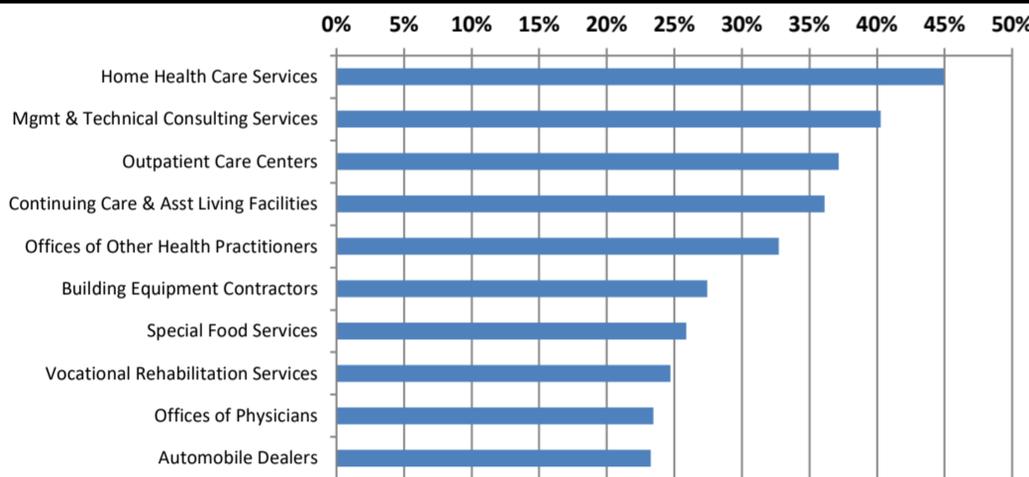
US Labor Force Statistics				
	Oct-18	Sep-18	Oct-17	OTY
CLF	162,723,000	161,958,000	160,465,000	2,258,000
Employed	156,952,000	156,191,000	154,223,000	2,729,000
Unemployed	5,771,000	5,766,000	6,242,000	-471,000
Rate	3.5%	3.6%	3.9%	-0.4%

Continued Claims for the Week of the 12th				
	Oct-18	Sep-18	Oct-17	OTY
WDA	1,786	2,096	3,914	-2,128
Texas	79,605	85,803	105,966	-26,361

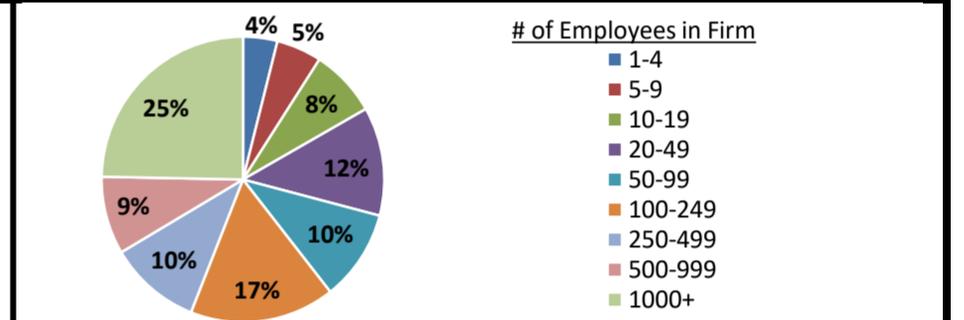
Historical Unemployment Rates



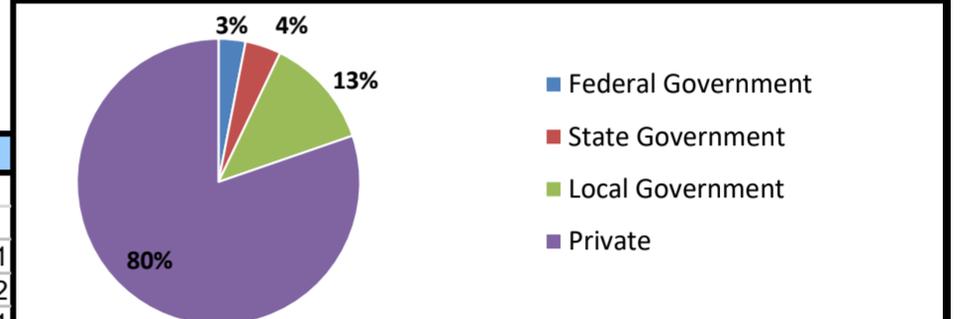
Projected Fastest Growing Industries in WDA (% growth 2014-2024)



Employment by Size Class (1st Quarter 2018)



Employment by Ownership (1st Quarter 2018)



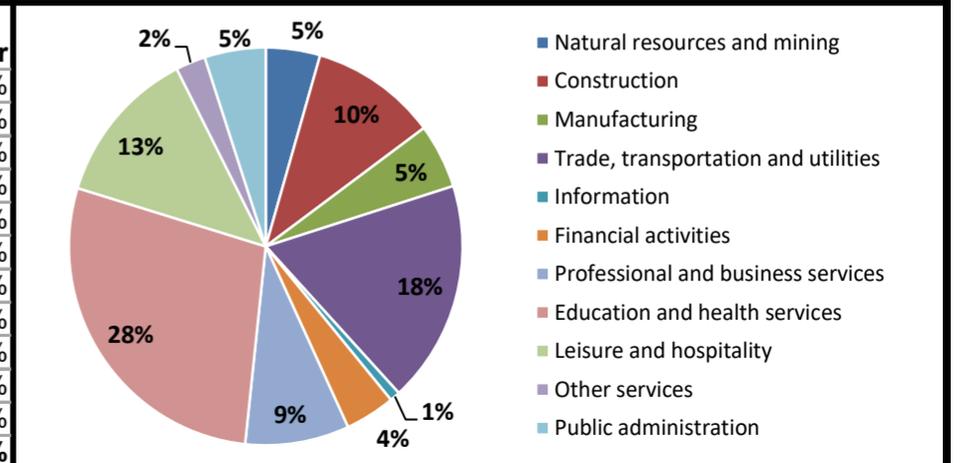
Average Weekly Wage (1st Quarter 2018)

	Q1 2018	Q4 2017	Q1 2017	Change	
				Quarter	Year
WDA	\$900	\$908	\$879	-\$7	\$21
Texas	\$1,167	\$1,109	\$1,124	\$58	\$42
US	\$1,152	\$1,109	\$1,111	\$43	\$41

Employment by Industry (1st Quarter 2018, Percent Change)

Industry	Employment	% of total	% Change	
			Quarter	Year
Natural resources and mining	10,499	4.5%	-4.6%	7.2%
Construction	24,452	10.4%	-1.7%	-0.9%
Manufacturing	12,332	5.2%	0.0%	-1.5%
Trade, transportation and utilities	42,589	18.1%	-2.4%	-0.5%
Information	1,976	0.8%	-5.6%	-7.6%
Financial activities	9,672	4.1%	2.4%	4.5%
Professional and business services	20,097	8.5%	3.1%	9.2%
Education and health services	66,040	28.1%	1.0%	-1.0%
Leisure and hospitality	30,126	12.8%	0.6%	-1.8%
Other services	5,749	2.4%	-0.1%	-4.3%
Public administration	11,819	5.0%	-0.7%	-1.6%
Total	235,351	100.0%	-0.2%	0.2%

Employment by Industry (1st Quarter 2018)



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.