



**WORKFORCE SOLUTIONS**  
of the Coastal Bend

# **Public Relations Committee Meeting**

**May 7, 2019  
3:00 pm**

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

[www.workforcesolutionscb.org](http://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

**A**ccountability – 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.

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

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

**I**ntegrity – 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.

**T**enacity – 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.

**U**nderstanding – We are serious and passionate about delivering our services with compassion and empathy.

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

**E**nthusiasm – 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**  
**May 7, 2019 – 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 February 6, 2019 Public Relations Committee Meeting .....	3-4
VI. Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions of the Coastal Bend (WFSCB) Services and Capabilities .....	5
• Women Empowered Summit Overview	
• March of Dimes 2019	
• Q2 Report Final – 2 <sup>nd</sup> Quarterly Report (Jan – Mar 2019)	
• Texas Workforce Commission (TWC) Jobs and Education for Texans (JET) Grant Presentations	
• YOU! Choose Career Expo	
• Events, Outreach and Job/Career/Hiring Fairs	
• Media/Social/Outreach Coverage – February – April 2019	
VII. Information Only:	
• Local Labor Market Information March 2019.....	6-9
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  
May 7, 2019**

\_\_\_\_\_ Jesse Gatewood, Chair

\_\_\_\_\_ Joan McKaughan, Vice Chair

\_\_\_\_\_ Parrish Jones

\_\_\_\_\_ Carlos Ramirez

\_\_\_\_\_ Michelle Unda

\_\_\_\_\_ Catrina Wilson

\_\_\_\_\_ Arnaldo 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**  
**February 6, 2019 – 3:00 pm**

**Committee Members**

**Present**

Jesse Gatewood, Chair  
Parrish Jones  
Arnoldo Cantu  
Tracy Florence  
Omar Lopez

**Absent**

Joan McKaughan, Vice Chair  
Carlos Ramirez  
C. Michelle Unda  
Catrina Wilson

**Others Present**

Ken Trevino, Workforce Solutions  
Amy Villarreal, Workforce Solutions  
Shileen Lee, Workforce Solutions  
Monika De La Garza, Workforce Solutions  
Rufino Martinez, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Denise Woodson, Workforce Solutions  
Heather Cleverley, Workforce Solutions  
Janet Neely, Workforce Solutions  
Rita Soto, SERCO of Texas, Inc.

**Other Board Members Present**

**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. Trevino welcomed new staff member Xena Mercado, Design and Digital Content Specialist for Workforce Solutions of the Coastal Bend.

Mr. Trevino welcomed new board member Omar Lopez, Corporate Communications Manager with AEP Texas.

Mr. Trevino recognized Board member Parrish Jones, Human Resources Manager with CC Polymers, LLC and stated he was glad to see him back.

**V. Discussion and Possible Action on Minutes of the December 4, 2018 Committee Meeting**

Ms. Florence moved to approve the minutes of the December 4, 2018 Public Relations Committee meeting. The motion was seconded and passed.

**VI. Discussion and Possible Action on Committee Initiatives for BCY 2019 and Review of Public Relations Charter**

Mr. Lopez moved to approve the Committee Initiatives for BCY 2019 and Review of Public Relations Charter. The motion was seconded and passed.

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

**1. 2018 Major Projects Review**

Ms. De La Garza presented information on 2018 major projects review.

Mr. Trevino gave his regards on the Sam Kane Beef layoff and stated of course we want to keep these people local. Family members are working together at the same place and we are going to do what we can do, it's a consumer choice not a vendor.

2. *2019 Major Projects Forecast*

Ms. De La Garza presented information on 2019 major projects forecast.

3. *Q1 Report Proof and Template Refresh – 1<sup>st</sup> Quarterly Report (October-December 2018)*

Ms. De La Garza provided copies of the Q1 Report.

4. *2018 Annual Report E-Magazine Blast to Community Stakeholders*

Ms. De La Garza provided information on the 2018 Annual Report e-magazine blast to community stakeholders.

5. *Media/Social Media/Outreach Coverage*

Ms. De La Garza provided information on media, social media and outreach coverage.

VIII. **Information Only:**

*Local Labor Market Information December 2018*

Ms. Villarreal presented the December 2018 local Labor Market Information (included on pages 7-10 of the February 6 agenda packet).

IX. **Adjournment**

The meeting adjourned at 4:04 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.

- Women Empowered Summit Overview – The Strategic Marketing Action Plan will highlight the team’s efforts on promotion, recruitment and preparation for this first annual event.
- March of Dimes 2019 – A recap of Team Workforce’s fundraising efforts and participation in this year’s event will be presented.
- Q2 Report Final – 2nd Quarterly Report (Jan-Mar 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 Q2 Report that will be distributed at the May 23<sup>rd</sup> Board of Directors meeting.
- Texas Workforce Commission (TWC) Jobs and Education for Texans (JET) Grant Presentations - Ruth R. Hughs, TWC Chair and Commissioner Representing Employers presented checks to Alice, Corpus Christi and Gregory Portland Independent School Districts – A brief overview from the press events will be presented.
- YOU Choose! Career Expo – Plans are underway for the third annual youth-focused event scheduled on September 25, 2019. Included in this partnership will be the Ready for College and Career Conference in coordination with TWC’s Career in Texas Industries Week. Plans will be discussed.
- Events, Outreach and Job/Career/Hiring Fairs - An overview of some of the major events that WFSCB has participated in and promoted will be highlighted.
- Media/Social/Outreach Coverage - February – April 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**

According to the latest employment statistics released by the Texas Workforce Commission, the Coastal Bend region's unemployment rate decreased -0.5% for the month of March to 4.4% while also dropping -1.1% from this time last year.

The Corpus Christi Metropolitan Statistical Area (MSA) decreased to 4.4% unemployment rate.

10 of 11 Coastal Bend counties experienced decreases in their unemployment rates over both the month and the year. Brooks County's unemployment rate increased by +.2% for the month of March to 5.9%.

## **BACKGROUND**

Local labor market information for December 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 March 2019						Previous Monthly Data February 2019				Year Ago March 2018			
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	162,823,000	156,441,000	6,382,000	3.9	0.1	-0.2	163,184,000	156,949,000	6,235,000	3.8	161,763,000	155,178,000	6,585,000	4.1
Texas	State	14,059,000	13,564,900	494,700	3.5	-0.3	-0.5	13,988,823	13,458,782	530,410	3.8	13,702,621	13,150,270	552,351	4.0
Corpus Christi	MSA	209,600	200,300	9,300	4.4	-0.6	-1.1	210,624	200,145	10,479	5.0	209,764	198,252	11,512	5.5
Coastal Bend	WDA	267,109	225,339	11,770	4.4	-0.5	-1.1	267,837	254,606	13,231	4.9	265,770	251,077	14,693	5.5
Aransas	County	10,279	9,833	446	4.3	-0.6	-2.5	10,311	9,801	510	4.9	10,527	9,816	711	6.8
Bee	County	10,010	9,575	435	4.3	-0.6	-1.3	10,012	9,525	487	4.9	10,125	9,556	569	5.6
Brooks	County	2,493	2,347	146	5.9	0.2	-1.5	2,469	2,329	140	5.7	2,477	2,294	183	7.4
Duval	County	5,219	4,987	232	4.4	-0.4	-1.6	5,140	4,895	245	4.8	4,806	4,519	287	6.0
Jim Wells	County	17,761	16,955	806	4.5	-0.5	-1.7	17,717	16,838	879	5.0	16,755	15,710	1,045	6.2
Kenedy	County	248	240	8	3.2	-0.2	-0.3	238	230	8	3.4	283	273	10	3.5
Kleberg	County	13,538	12,961	577	4.3	-0.6	-1.0	13,403	12,742	661	4.9	13,356	12,647	709	5.3
Live Oak	County	5,100	4,923	177	3.5	-0.3	-0.5	5,104	4,912	192	3.8	5,417	5,201	216	4.0
Nueces	County	168,936	161,769	7,167	4.2	-0.5	-0.9	169,756	161,695	8,061	4.7	168,517	159,876	8,641	5.1
Refugio	County	3,145	3,028	117	3.7	-0.8	-1.9	3,130	2,990	140	4.5	3,009	2,841	168	5.6
San Patricio	County	30,380	28,721	1,659	5.5	-0.7	-1.5	30,557	28,649	1,908	6.2	30,720	28,560	2,160	7.0

(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):

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

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

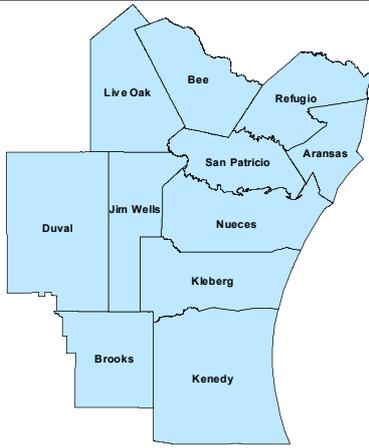
<b>Less than 9<sup>th</sup> grade</b>	<b>8.7%</b>	<b>12<sup>th</sup> grade &amp; GED</b>	<b>27.7%</b>	<b>Associates degree</b>	<b>7.0%</b>	<b>Graduate or Professional degrees</b>	<b>8.4%</b>
<b>9<sup>th</sup> thru 11<sup>th</sup> grade</b>	<b>9.3%</b>	<b>Some College</b>	<b>25.1%</b>	<b>Bachelors degree</b>	<b>13.8%</b>		

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

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

## Coastal Bend Workforce Development Area

March 2019



### WDA Labor Force Statistics

	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	267,109	268,568	267,783	-674
Employed	255,339	255,355	253,585	1,754
Unemployed	11,770	13,213	14,198	-2,428
Unemployment Rate	4.4%	4.9%	5.3%	-0.9%

### Texas Labor Force Statistics

	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	14,059,553	14,086,922	13,818,674	240,879
Employed	13,564,857	13,537,993	13,262,592	302,265
Unemployed	494,696	548,929	556,082	-61,386
Unemployment Rate	3.5%	3.9%	4.0%	-0.5%

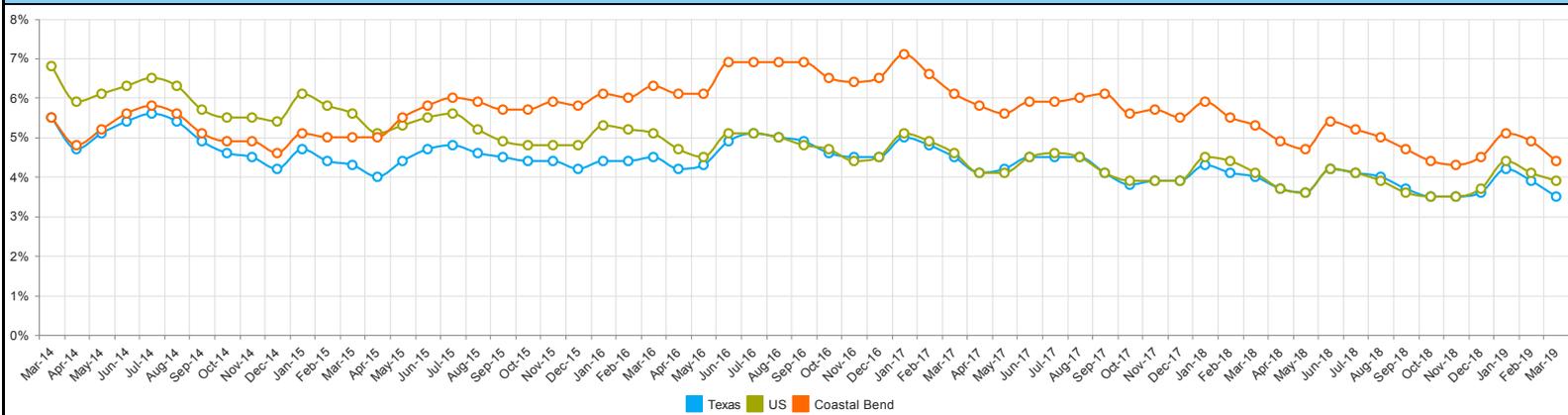
### US Labor Force Statistics

	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	162,823,000	162,793,000	161,548,000	1,275,000
Employed	156,441,000	156,167,000	154,877,000	1,564,000
Unemployed	6,382,000	6,625,000	6,671,000	-289,000
Unemployment Rate	3.9%	4.1%	4.1%	-0.2%

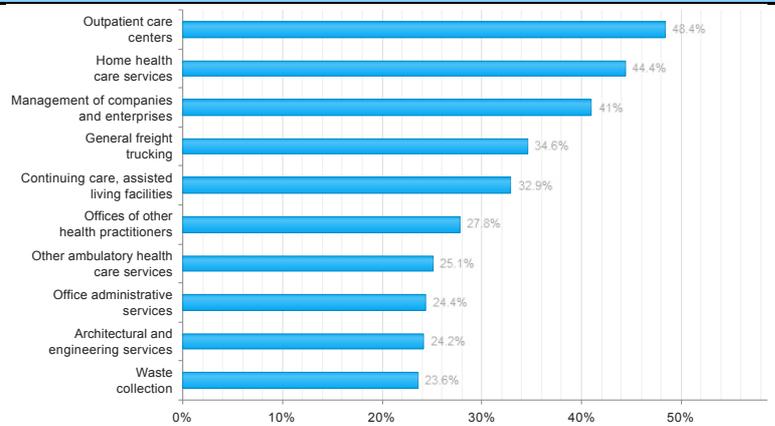
### Continued Claims for the Week of the 12th

	Mar-19	Feb-19	Mar-18	Yearly Change
WDA	2,548	2,598	2,614	-66
Texas	94,365	95,322	102,983	-8,618

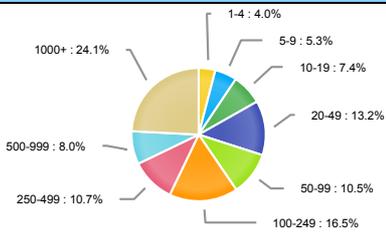
### Historical Unemployment Rates



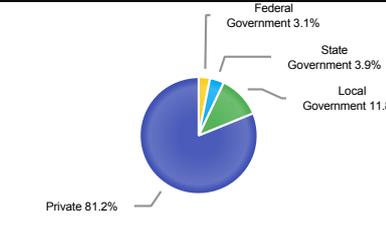
### Projected Top Ten Fastest Growing Industries in WDA (% Growth 2016-2026)



### Employment by Size Class (3rd Quarter 2018)



### Employment by Ownership (3rd Quarter 2018)



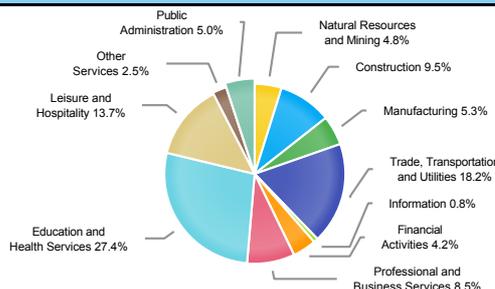
### Average Weekly Wage (3rd Quarter 2018)

	Q3 2018	Q2 2018	Q3 2017	Quarterly Change	Yearly Change
WDA	\$883	\$868	\$860	\$15	\$23
Texas	\$1,064	\$1,062	\$1,032	\$2	\$32
US	\$1,055	\$1,055	\$1,021	\$0	\$34

### Employment by Industry (3rd Quarter 2018, Percent Change)

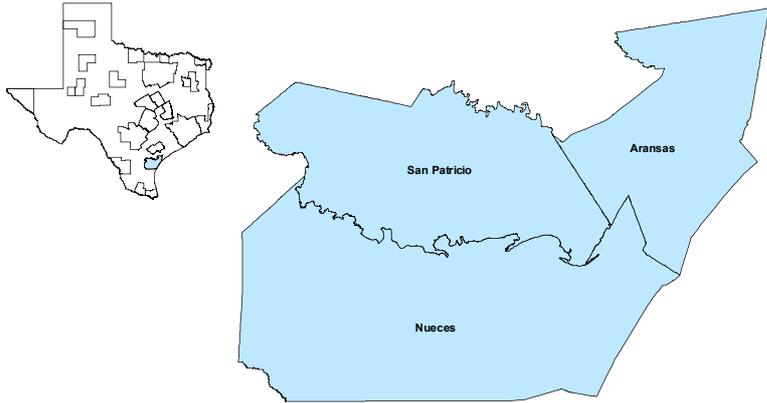
Industry	Employment	% of Total	% Quarterly Change	% Yearly Change
Natural Resources and Mining	11,353	4.8%	3.3%	0.7%
Construction	22,544	9.5%	-5.2%	-4.6%
Manufacturing	12,533	5.3%	0.7%	1.2%
Trade, Transportation and Utilities	42,890	18.2%	-0.3%	-0.1%
Information	1,905	0.8%	0.0%	-8.6%
Financial Activities	9,986	4.2%	1.3%	5.1%
Professional and Business Services	20,140	8.5%	0.1%	6.3%
Education and Health Services	64,631	27.4%	-3.2%	3.6%
Leisure and Hospitality	32,325	13.7%	0.6%	0.4%
Other Services	5,926	2.5%	0.4%	-1.8%
Public Administration	11,910	5.0%	0.7%	-0.8%

### Employment by Industry (3rd Quarter 2018)



## Corpus Christi MSA

March 2019



MSA Labor Force Statistics				
	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	209,595	211,320	210,314	-719
Employed	200,323	200,859	199,181	1,142
Unemployed	9,272	10,461	11,133	-1,861
Unemployment Rate	4.4%	5.0%	5.3%	-0.9%

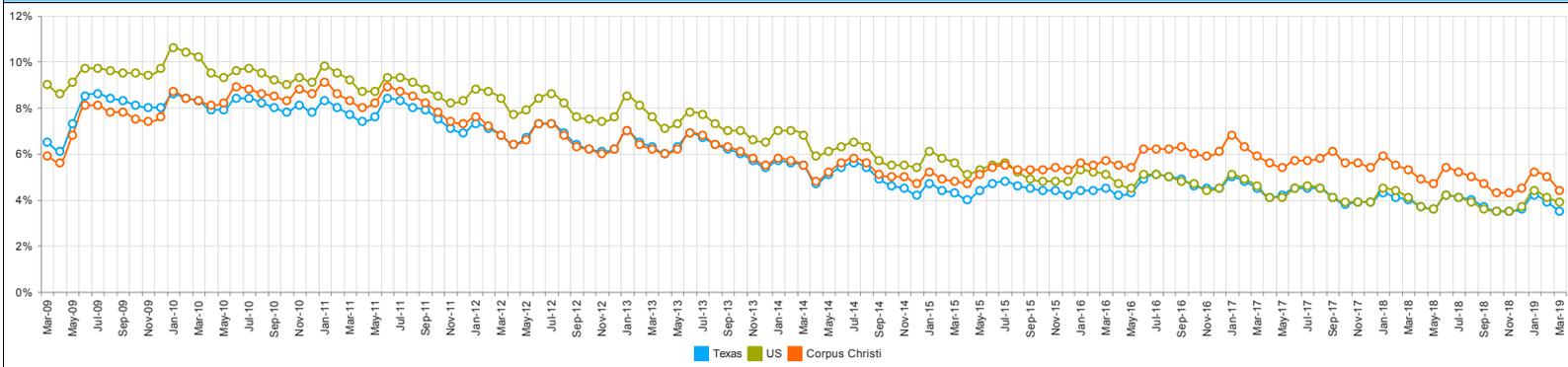
  

Texas Labor Force Statistics				
	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	14,059,553	14,086,922	13,818,674	240,879
Employed	13,564,857	13,537,993	13,262,592	302,265
Unemployed	494,696	548,929	556,082	-61,386
Unemployment Rate	3.5%	3.9%	4.0%	-0.5%

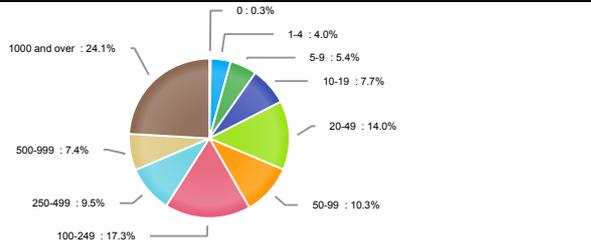
  

US Labor Force Statistics				
	Mar-19	Feb-19	Mar-18	Yearly Change
Civilian Labor Force	162,823,000	162,793,000	161,548,000	1,275,000
Employed	156,441,000	156,167,000	154,877,000	1,564,000
Unemployed	6,382,000	6,625,000	6,671,000	-289,000
Unemployment Rate	3.9%	4.1%	4.1%	-0.2%

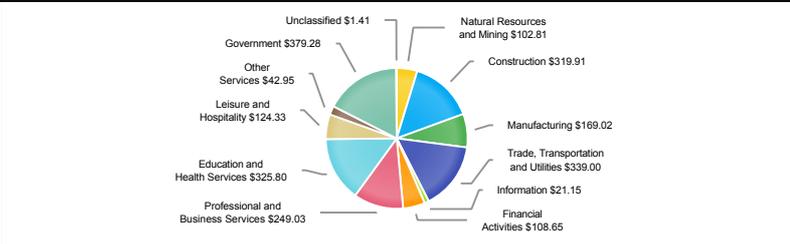
### Historical Unemployment Rates



### Employment by Size Class (3rd Quarter 2018)



### Wages by Industry (in millions) (3rd Quarter 2018)



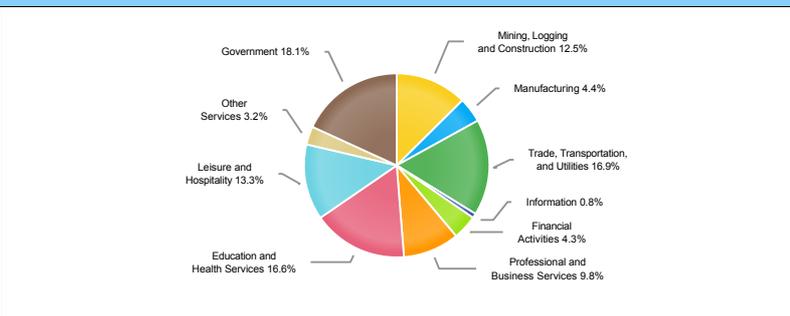
### Annual Growth Rate Total Non-agricultural employment



### Employment by Industry (March 2019)

Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	194,300	0.0%	0.5%
Mining, Logging and Construction	24,300	-1.6%	-6.5%
Manufacturing	8,500	-2.3%	4.9%
Trade, Transportation, and Utilities	32,900	0.0%	-0.6%
Information	1,600	0.0%	0.0%
Financial Activities	8,300	0.0%	2.5%
Professional and Business Services	19,000	-3.1%	3.3%
Education and Health Services	32,300	0.0%	2.9%
Leisure and Hospitality	25,900	3.6%	1.6%
Other Services	6,300	1.6%	1.6%
Government	35,200	0.6%	0.6%

### Employment by Industry (March 2019)



## Glossary of Terms

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