



Public Relations Committee Meeting

Join Zoom Meeting

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Toll-Free Call In

833 548 0282 US Toll-free

Meeting ID: 810 3464 4570

Password: 537540

May 6, 2020 – 3:00 pm

AGENDA

- I. Call to Order: *Jesse Gatewood, Chair*
- II. Roll Call
- III. Announcement on Disclosure of Conflicts of Interest
Any Conflicts of Interest or Appearance of a Conflict of Interest with items on this agenda shall be declared at this time. Members with conflicts will refrain from voting, and are asked to refrain from discussion on such items. Conflicts discovered later in the meeting shall be disclosed at that time.
- IV. Public Comments
- V. Discussion and Possible Action on Minutes of the February 5, 2020 Public Relations Committee Meeting
- VI. Discussion and Possible Action of Committee Initiatives for BCY 2020 – Review of Public Relations Charter
- VII. Discussion and Possible Action on Awareness/Outreach Plan to Broaden the Recognition of Workforce Solutions of the Coastal Bend (WFSCB) Services and Capabilities
 - Jobs and Education for Texans (JET) Grant Check Presentations – Beeville Independent School District - \$248,079 and Sinton Independent School District - \$190,569
 - COVID-19 Strategic Outreach Plan (Redirect)
 - New Messaging and Collaboration with the Texas Workforce Commission Outreach Strategy
 - Signage/Posters/Flyers
 - Website C19 Resources Page
 - Social Media Action Plan
 - Integration of Communication Technology – Zoom, Go To Meetings, Microsoft Teams, Conference Calls, Facetime and Social Media
 - Media Partners

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- The Workforce Insider Repurposed
- Women Empowered Summit – New Strategy
- Media/Social Media/Outreach Coverage – February – April 2020 (TV, Print, Radio & Social Media Platforms)

VIII. Information Only:

- Local Labor Market Information March 2020

IX. 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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