



**WORKFORCE SOLUTIONS**  
of the Coastal Bend

# Public Relations Committee Meeting

**May 5, 2021**  
**3:00 pm**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/89798113859?pwd=dWR0eUo5T21DVmFrK1kwNmRBVHMvUT09>

**Toll-Free Call In**

888 475 4499 US Toll-free

Meeting ID: 897 9811 3859

Passcode: 987246

[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

### Join Zoom Meeting

<https://us02web.zoom.us/j/89798113859?pwd=dWR0eUo5T21DVmFrK1kwNmRBVHMvUT09>

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**May 5, 2021 – 3:00 pm**

## AGENDA

	<i>Page</i>
I. Call to Order: <i>Jesse Gatewood, Chair</i>	
II. Roll Call.....	3
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 10, 2021 Public Relations Committee Meeting.....	4-6
VI. Discussion and Possible Action on Awareness/Outreach Plan: <i>Xena Mercado</i> .....	7
• Current and Upcoming Projects	
• Video, Story, and Presentation Integrations	
• Media Highlights/Social Media	
VII. Information Only: <i>Rufino Martinez</i> .....	8-13
• Jobs and Employment Report	
• Employer and Partner Data Requests	
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.

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

**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 5, 2021**

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

\_\_\_\_\_ Carlos Ramirez, Vice Chair

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

\_\_\_\_\_ Tracy Florence

\_\_\_\_\_ Arnoldo Cantu

\_\_\_\_\_ Omar Lopez

\_\_\_\_\_ Ofelia Hunter

\_\_\_\_\_ Liza Wisner

\_\_\_\_\_ Rosie Collin

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Printed Name

**MINUTES**  
**Workforce Solutions of the Coastal Bend – Public Relations Committee**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/89536633758?pwd=aUFZMFBlamoxTkRSTDV6ZXBLczRuZz09>

**Toll-Free Call In**

888 475 4499 US Toll-free

**Meeting ID:** 895 3663 3758

**Passcode:** 492817

**February 10, 2021 – 3:00 pm**

**Committee Members**

**Present**

Jesse Gatewood, Chair  
Carlos Ramirez, Vice Chair  
C. Michelle Unda  
Tracy Florence  
Arnoldo Cantu  
Omar Lopez  
Ofelia Hunter  
Liza Wisner

**Absent**

**Others Present**

Ken Trevino, Workforce Solutions  
Amy Villarreal, Workforce Solutions  
Shileen Lee, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Rufino Martinez, Workforce Solutions  
Alba Silvas, Workforce Solutions  
Norma Ochoa, Workforce Solutions  
Jennifer Ledford, Workforce Solutions  
Lucy Sierra, Workforce Solutions  
Janet Neely, Workforce Solutions  
Chakib Chehadi, C2GPS, LLC

**Other Board Members Present**

- I. **Call to Order**  
Mr. Gatewood called the meeting to order at 3:02 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**  
Ms. Villarreal stated Mr. Trevino and she have asked Ms. Mercado to be the Interim as Acting Public Relations Manager while they see what the needs are in the Public Relations Manager position. Ms. Villarreal stated Ms. Mercado has taken on the duties and acknowledged she has done a great job. Ms. Villarreal also recognized Mr. Martinez for doing a great job.
- V. **Discussion and Possible Action on Minutes of the November 10, 2020 Public Relations Committee Meeting**  
Ms. Unda moved to approve the minutes of the November 10, 2020 Public Relations Committee meeting. The motion was seconded by Mr. Ramirez and passed.
- VI. **Discussion and Possible Action of Committee Initiatives for BCY 2021 – Review of Public Relations Charter**  
Ms. Villarreal provided information on the Committee Initiatives for BCY 2021 – Review of Public Relations Charter. Ms. Mercado added additional information.

PUBLIC RELATIONS

Responsible for the expansion of an awareness/outreach plan to broaden public recognition of programs /services. Oversight of development of the Quarterly Performance Report and Annual Report to use as tools to report to the public the accomplishments of workforce programs/services.

No action taken.

**VII. Discussion and Possible Action on Awareness/Outreach Plan**

1. *2021 Content Calendar Discussion*

Ms. Mercado presented information on 2021 Content Calendar Discussion.

- Emphasis on Targeted Workforce Programs
  - Ex. Youth Enrollments, Military Family Support
  - Educate the public and partners
- Continued Promotion of Stakeholder and Partner Events/Programs
  - Ex. TWC News Reposts, Community Partner promotions
- Integration of Media
  - Increased Video Posts, Instagram Reels
  - Themed / Branded Posts (ex. Motivation Mondays)
  - Integrating Visme Interactive Infographics to help tell our story and share our messaging
- Message Refinement & Continued Web Updates
  - Create simple and impactful messaging. Shift to emphasize training opportunities, resources, and success stories for job seekers and promoting virtual hiring events and labor market information to employers.
- YOU! Choose Career Expo
- YOU! Summer Earn & Learn
- YOU! Learn Educator Externship
- Texas Internship Initiative
- Women Empowered (WE) Summit

2. *Current and Complete Projects*

Ms. Mercado presented information on Current and Complete Projects. Ms. Mercado provided highlights on the following events:

- Child Care Portal
- South Texas Career Connection Flyer and Website
- Hiring Event Flyer Redesign
- YOU Choose Career Flyer 2021 Update
- Interview with KRIS-6. Engaging Media Partners
- Partner Collaborations
- 2020 Annual Report for Print
- Skills Development Flyer Update
- Social Media Analytics

Ms. Villarreal mentioned South Texas Career Connection Tri-District Partnership is a great expansion of our education side of the house. Ms. Villarreal announced Ms. Norma Ochoa was brought on to the Workforce Solutions of the Coastal Bend team a few months ago to lead that work. Ms. Villarreal recognized Ms. Ochoa for doing a great job and making connections with our community.

Ms. Villarreal commented on the Child Care Portal and stated it is going to be a great way to communicate with the Child Care providers to get updates and information from them.

Ms. Silvas added additional information on the South Texas Career Connection Tri-District Partnership.

3. *Media/Social Media/Outreach*

Ms. Mercado provided information on Media, Social Media and Outreach.

VIII. **Information Only:**

1. *Jobs and Employment Report*

Mr. Martinez presented the December 2020 Jobs and Employment Report (included on pages 9-13 of the February 10 agenda packet).

2. *Employer and Partner Data Requests*

Mr. Martinez provided information on Employer and Partner Data Requests (included on pages 9-13 of the February 10 agenda packet).

Ms. Mercado invited everyone to complete a quick 3-question survey to provide feedback and valuable input. Ms. Mercado expressed her appreciation of everyone's expertise and input. Ms. Mercado stated we would love to hear what you would like to see from us throughout the year. A QR code was provided and an email with a link would be sent out after the meeting.

IX. **Adjournment**

The meeting adjourned at 3:48 pm.

## **DISCUSSION AND POSSIBLE ACTION**

### VI. Discussion and Possible Action on Awareness/Outreach Plan

## **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.

- Current and Upcoming Projects
- Video, Story, and Presentation Integrations
- Media Highlights/Social Media

## **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. Jobs and Employment Report

The unemployment rate for the month of March decreased to 9.1% down from 9.7% in the Coastal Bend region. The unemployment rate for Nueces County and the Corpus Christi Metropolitan Statistical Area (MSA) both decreased by 0.6%.

Employment for March increased by over 2,400 workers in the Corpus Christi MSA. These new jobs are in Mining, Logging and Construction along with the Leisure and Hospitality Super Sector Industries added the most jobs with 1,500 new workers combined over the month. Some of these jobs currently for hire include Food Prep Workers and Supervisors, Tractor Truck Drivers, Operations and General Managers, and numerous other occupations.

To learn more or apply for any of these jobs please visit [WorkinTexas.com](http://WorkinTexas.com).

#### Employer and Partner Data Requests

##### November 2020

- Occupation Snapshot Report – Janitorial Managers
- Occupation Snapshot Report – Janitors / Housekeeping
- Wage Analysis – Janitorial
- Coastal Bend Industry Snapshot
- Coastal Bend Staffing Patterns Report
- Coastal Bend Wage Analysis
- Coastal Bend Employer Report
- Occupation Overview – Industrial Construction
- Occupation Overview Report – Management Occupations
- COVID-19 Economic Impact Report - 11 County Coastal Bend Region
- COVID-19 Economic Impact Report – City of Corpus Christi

##### December 2020

- Employers by County Report – Duval
- Employers by County Report – Jim Wells
- Coastal Bend Industry Overview Report
- Job Postings Analytics Report 1
- Job Postings Analytics Report 2

##### January 2021

- Economic Overview – Coastal Bend
- Coastal Bend Industry Snapshot – Health Care
- Nueces County Economic Impact Overview
- Nueces County Economic Impact Report – UI Weekly Claims
- Coastal Bend Occupation Snapshot 1

- Coastal Bend Occupation Snapshot 2
- Coastal Bend Occupation Snapshot 3
- Nueces County Economic Impact Report – UI Weekly Claims Update
- Coastal Bend Staffing Pattern
- Coastal Bend Industry Snapshot

#### February 2021

- Coastal Bend Industry Snapshot
- Coastal Bend Staffing Patterns Report
- Unemployment Claims Report
- Coastal Bend Industry Snapshot – Leisure and Hospitality
- Nueces County Claimant Report
- Top Posted Occupations Report A
- Top Posted Occupations Report B
- Occupational Report Table
- Occupational Report Location A
- Occupational Report Location B
- Occupational Report Location C
- Coastal Bend Economic Overview
- Industry Growth Table
- Top Industries Report
- Economic Overview Kleberg County
- Economic Overview Coastal Bend WDA
- San Patricio Employment
- San Patricio Employment by Industry

#### March 2021

- Industry Snapshot
- Industry Occupation Report
- All Industry Workers
- Economic Overview Coastal Bend
- Economic Overview Corpus Christi
- Economic Overview Bexar County
- Economic Overview Kendall County
- Job Posting Analytics March 2019
- Job Posting Analytics March 2020
- Unemployment Weekly Claims
- Industry Occupations Report - San Patricio
- Occupational Table Coastal Bend
- Occupation Snapshot Coastal Bend
- Industry Report #1
- Industry Report #2
- Industry Report #3
- Industry Report #4

- Industry Report #5
- Industry Report #6
- Industry Report #7
- Industry Report #8
- Economic Overview Coastal Bend
- Economic Overview Nueces County
- Occupation Snapshot Report
- Industry Snapshot
- Occupation Staffing Patterns
- Monthly Labor Market Information
- Coastal Bend Unemployment by Industry

April 2021

- Economic Overview – Coastal Bend WDA
- Industry Snapshot

## **BACKGROUND**

Local labor market information for March 2021 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 2021						Previous Monthly Data February 2021				Year Ago March 2020			
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	160,211,000	150,239,000	9,972,000	6.0	-0.2	1.6	160,161,000	150,031,000	10,130,000	6.2	164,448,000	158,732,000	5,717,000	4.4
Texas	State	14,032,203	13,064,687	967,516	6.9	0.0	2.0	14,063,544	13,104,983	958,561	6.9	13,396,789	13,306,781	680,008	4.9
Corpus Christi	MSA	203,406	185,493	17,913	8.8	-0.6	2.5	202,472	183,503	18,969	9.4	204,167	191,301	12,866	6.3
Coastal Bend	WDA	258,745	235,090	23,655	9.1	-0.6	2.9	257,619	232,597	25,022	9.7	258,855	242,741	16,114	6.2
Aransas	County	9,283	8,434	849	9.1	-0.1	2.9	9,136	8,297	839	9.2	9,144	8,581	563	6.2
Bee	County	10,060	9,055	1,005	10.0	-0.7	3.4	10,056	8,982	1,074	10.7	10,015	9,359	656	6.6
Brooks	County	2,601	2,316	285	11.0	-0.5	2.9	2,632	2,330	302	11.5	2,732	2,510	222	8.1
Duval	County	4,790	4,223	567	11.8	-0.8	4.6	4,778	4,178	600	12.6	4,830	4,480	350	7.2
Jim Wells	County	15,648	13,633	2,015	12.9	-0.5	5.1	15,673	13,575	2,098	13.4	16,535	15,246	1,289	7.8
Kenedy	County	192	179	13	6.8	-0.3	2.0	183	170	13	7.1	230	219	11	4.8
Kleberg	County	13,855	12,684	1,171	8.5	-0.4	2.3	13,749	12,522	1,227	8.9	13,489	12,654	835	6.2
Live Oak	County	5,074	4,656	418	8.2	-1.0	3.5	4,983	4,523	460	9.2	5,371	5,121	250	4.7
Nueces	County	164,551	150,540	14,011	8.5	-0.6	2.7	163,851	148,989	14,862	9.1	164,034	154,476	9,558	5.8
Refugio	County	3,119	2,851	268	8.6	-0.4	3.3	3,093	2,814	279	9.0	3,091	2,927	164	5.3
San Patricio	County	29,572	26,519	3,053	10.3	-0.8	2.8	29,485	26,217	3,268	11.1	29,384	27,168	2,216	7.5

(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)

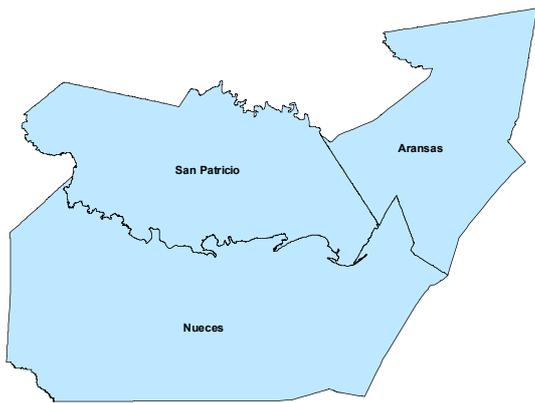
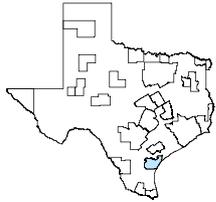
<b>Less than High School</b>	<b>\$15,437</b>	<b>Some College or Associates</b>	<b>\$28,739</b>	<b>Graduate or Professional</b>	<b>\$56,681</b>
<b>High School &amp; GED</b>	<b>\$26,818</b>	<b>Bachelor's</b>	<b>\$44,078</b>		

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## Corpus Christi MSA

March 2021



MSA Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	203,406	202,472	202,562	844
Employed	185,493	183,503	190,225	-4,732
Unemployed	17,913	18,969	12,337	5,576
Unemployment Rate	8.8%	9.4%	6.1%	2.7%

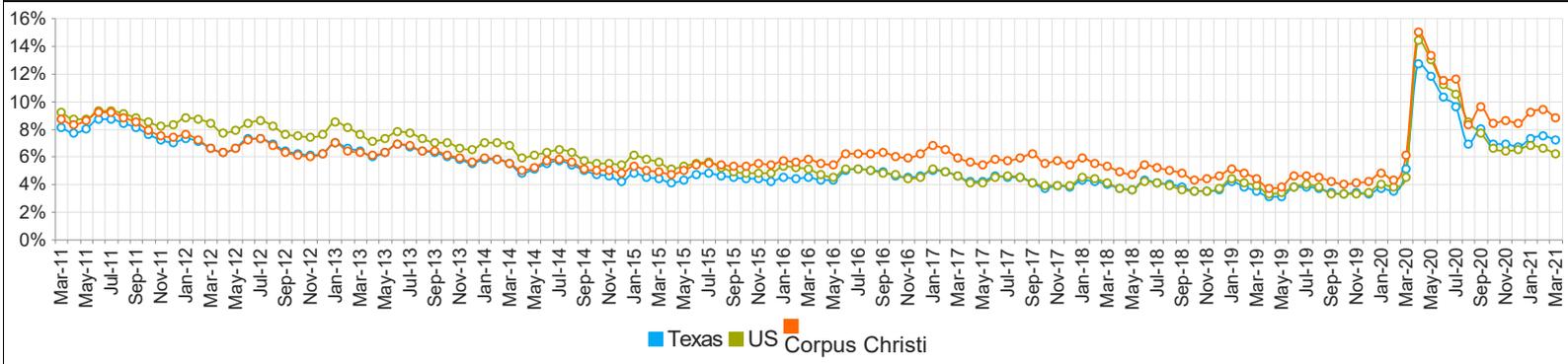
  

Texas Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	14,096,630	14,047,933	13,953,661	142,969
Employed	13,086,898	12,989,157	13,248,772	-161,874
Unemployed	1,009,732	1,058,776	704,889	304,843
Unemployment Rate	7.2%	7.5%	5.1%	2.1%

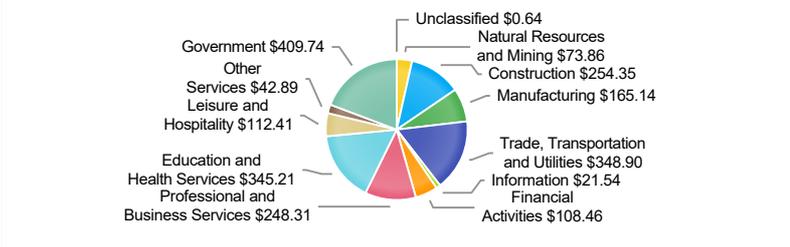
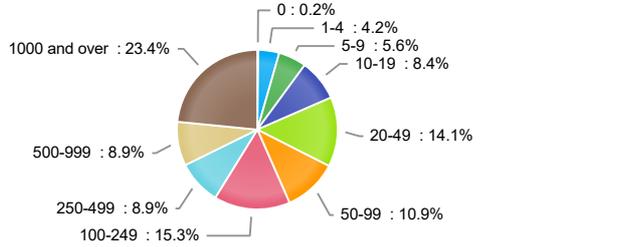
US Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	160,397,000	160,008,000	162,537,000	-2,140,000
Employed	150,493,000	149,522,000	155,167,000	-4,674,000
Unemployed	9,905,000	10,486,000	7,370,000	2,535,000
Unemployment Rate	6.2%	6.6%	4.5%	1.7%

### Historical Unemployment Rates

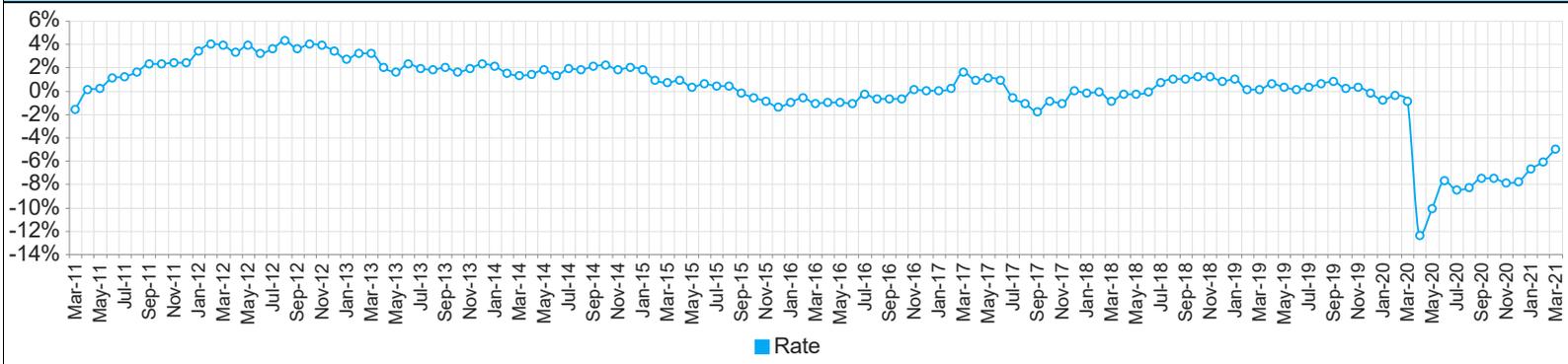


### Employment by Size Class (3rd Quarter 2020)

### Wages by Industry (in millions) (3rd Quarter 2020)



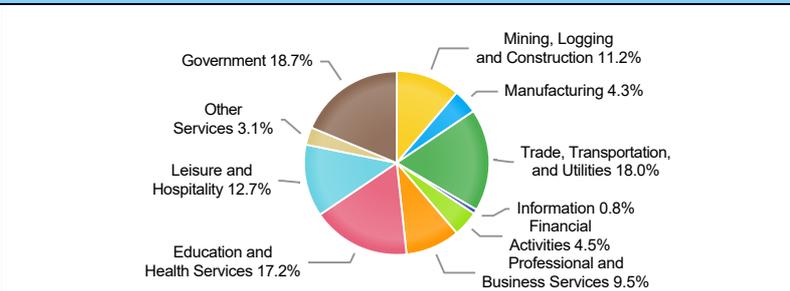
### Annual Growth Rate Total Non-agricultural employment



### Employment by Industry (March 2021)

### Employment by Industry (March 2021)

Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	182,300	1.3%	-5.0%
Mining, Logging and Construction	20,500	3.5%	-7.2%
Manufacturing	7,800	0.0%	-9.3%
Trade, Transportation, and Utilities	32,900	0.9%	0.9%
Information	1,400	0.0%	-12.5%
Financial Activities	8,200	1.2%	-1.2%
Professional and Business Services	17,300	1.2%	-7.0%
Education and Health Services	31,400	0.3%	-3.1%
Leisure and Hospitality	23,100	3.6%	-9.1%
Other Services	5,600	1.8%	-11.1%
Government	34,100	0.3%	-5.0%



## Coastal Bend Workforce Development Area

March 2021



WDA Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	258,745	257,619	258,855	-110
Employed	235,090	232,597	242,741	-7,651
Unemployed	23,655	25,022	16,114	7,541
Unemployment Rate	9.1%	9.7%	6.2%	2.9%

Texas Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	14,096,630	14,047,933	13,953,661	142,969
Employed	13,086,898	12,989,157	13,248,772	-161,874
Unemployed	1,009,732	1,058,776	704,889	304,843
Unemployment Rate	7.2%	7.5%	5.1%	2.1%

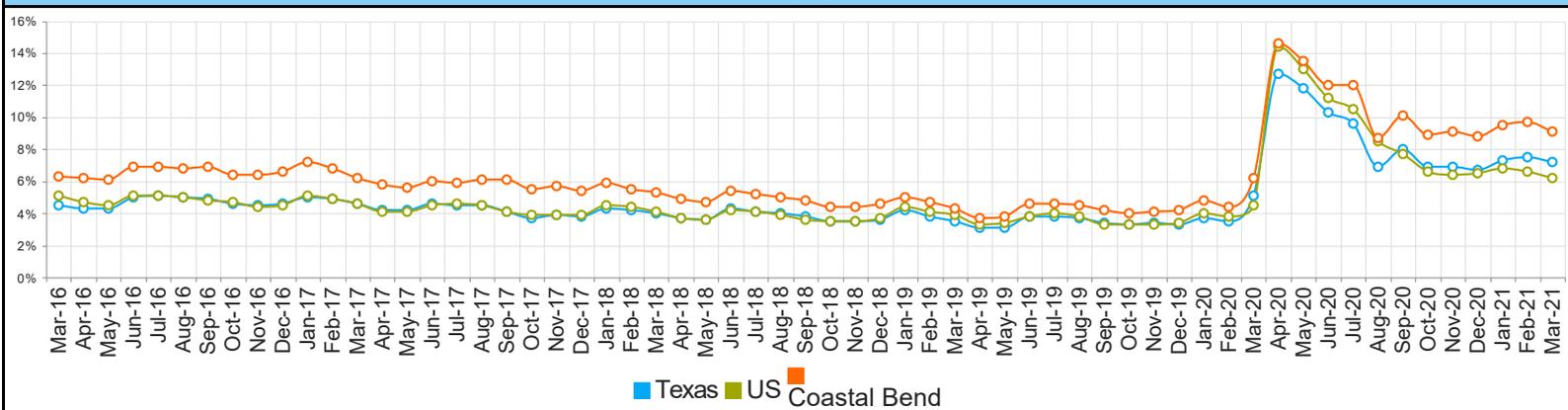
  

US Labor Force Statistics				
	Mar-21	Feb-21	Mar-20	Yearly Change
Civilian Labor Force	160,397,000	160,008,000	162,537,000	-2,140,000
Employed	150,493,000	149,522,000	155,167,000	-4,674,000
Unemployed	9,905,000	10,486,000	7,370,000	2,535,000
Unemployment Rate	6.2%	6.6%	4.5%	1.7%

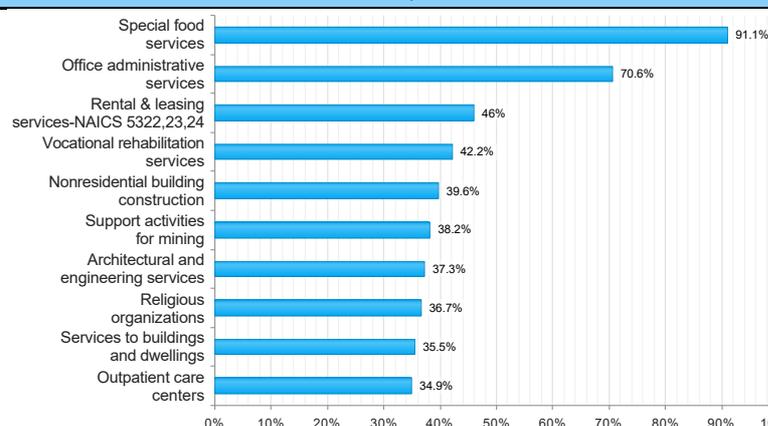
  

Continued Claims for the Week of the 12th				
	Mar-21	Feb-21	Mar-20	Yearly Change
WDA	4,693	5,285	3,118	1,575
Texas	204,996	221,149	124,065	80,931

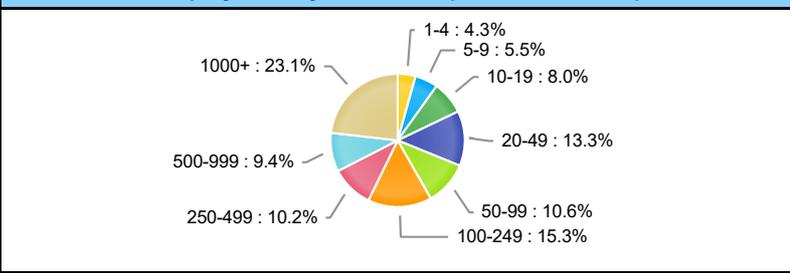
## Historical Unemployment Rates



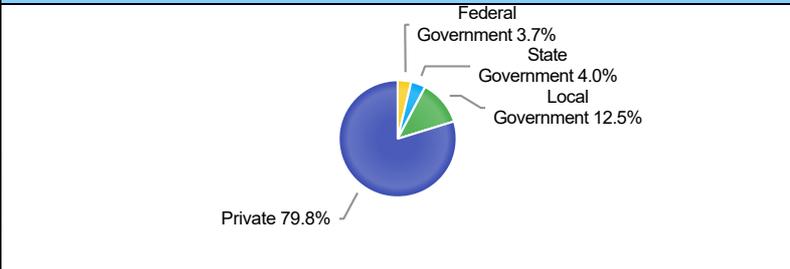
## Projected Top Ten Fastest Growing Industries in WDA (% Growth 2018-2028)



## Employment by Size Class (3rd Quarter 2020)



## Employment by Ownership (3rd Quarter 2020)



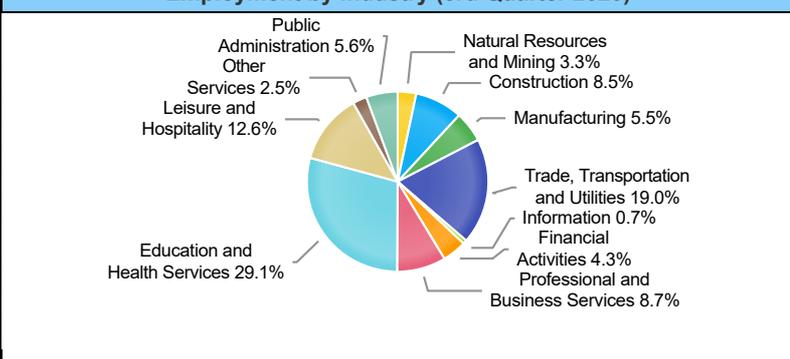
## Average Weekly Wage (3rd Quarter 2020)

	Q3 2020	Q2 2020	Q3 2019	Quarterly Change	Yearly Change
WDA	\$917	\$919	\$917	\$-2	\$0
Texas	\$1,149	\$1,156	\$1,108	\$-7	\$41
US	\$1,173	\$1,188	\$1,092	\$-15	\$81

## Employment by Industry (3rd Quarter 2020, Percent Change)

Industry	Employment	% of Total	% Quarterly Change	% Yearly Change
Natural Resources and Mining	7,226	3.3%	-3.8%	-34.9%
Construction	18,514	8.5%	-0.7%	-19.1%
Manufacturing	11,998	5.5%	-2.0%	-5.6%
Trade, Transportation and Utilities	41,322	19.0%	1.7%	-3.8%
Information	1,618	0.7%	-0.3%	-11.6%
Financial Activities	9,359	4.3%	-0.8%	-7.7%
Professional and Business Services	18,892	8.7%	-0.3%	-7.8%
Education and Health Services	63,145	29.1%	-1.0%	-3.2%
Leisure and Hospitality	27,452	12.6%	7.8%	-17.1%
Other Services	5,396	2.5%	1.2%	-9.1%
Public Administration	12,228	5.6%	2.1%	2.0%

## Employment by Industry (3rd Quarter 2020)



## 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.