



Public Relations Committee Meeting

May 4, 2023
3:00 pm

Bayview Tower
400 Mann Street, Suite 800
Conference Room #1
Corpus Christi, TX

Join Zoom Meeting

<https://us02web.zoom.us/j/85705994892?pwd=WWtUc1VDN1BPRnVPSFhmYkxkMXk3UT09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 857 0599 4892

Passcode: 960058

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.



Public Relations Committee Meeting

Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1
Corpus Christi, Texas

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Thursday, May 4, 2023 – 3:00 pm

AGENDA

Page

I. Call to Order: *C. Michelle Unda, Chair*

II. TOMA Rules: *Janet Neely*

III. Roll Call: *Janet Neely*.....3

IV. **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. Note: Information on open meetings is included at the end of this agenda.

V. **Public Comments**

VI. **Discussion and Possible Action on Minutes of the February 9, 2023 Public Relations Committee Meeting**.....4-5

VII. **Discussion and Possible Action of the Revision of the Public Relations Committee Charter**.....6

VIII. **Information Only:**

1. Review of the Awareness/Outreach Plan as it relates to the Strategic Board Goals: *Xena Mercado*...7-8

2. Annual Report Completion; Strategizing 2023 Annual Report: *Xena Mercado*.....9

(cont. page 2)

A proud partner of the American Job Center network

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)

| | |
|---|-------|
| 3. Quarterly Performance Report: | |
| a. Event Promotion and Recap: <i>Xena Mercado</i> | 10 |
| b. Outreach Strategy: <i>Xena Mercado</i> | 11 |
| 4. Program Branding and Promotion | |
| a. Upcoming Events and Ongoing Projects: <i>Xena Mercado</i> | 12-13 |
| 5. Web, Email, and Social Media Analytics: <i>Xena Mercado and Tony Armadillo</i> | 14 |

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.

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our administrative offices and on **ZOOM**. With this format, comes some changes to what is required of board members and the public.

- The presiding member (Chair or designee) must be in-person at the meeting location, 400 Mann St. Ste. 800, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

This hybrid meeting format will allow us to meet TOMA rules, while still ensuring the safety of those who must attend.

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**Public Relations Committee
Roll Call Roster
May 4, 2023
(3 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Carlos Ramirez, Vice Chair

_____ Susan Temple

_____ Tracy Florence

_____ Eric Evans

Signed

Printed Name

MINUTES
Workforce Solutions of the Coastal Bend – Public Relations Committee
Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1
Corpus Christi, Texas

Join Zoom Meeting

<https://us02web.zoom.us/j/86362853026?pwd=dHZoUjNIRjBLMzR6eWdweVd6Zmd5Zz09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 863 6285 3026

Passcode: 440555

February 9, 2023 – 3:00 pm

Committee Members

Present

Carlos Ramirez, Vice Chair
Tracy Florence

Absent

C. Michelle Unda, Chair
Susan Temple
Eric Evans

Others Present

Ken Trevino, Workforce Solutions
Amy Villarreal, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Xena Mercado, Workforce Solutions
Artug Altug, Workforce Solutions
Tony Armadillo, Workforce Solutions
Christina Miller, Workforce Solutions
Rosina Salas, Workforce Solutions
Catherine Cole, Workforce Solutions
Allyson Riojas, Workforce Solutions
Luis Rodriguez, Workforce Solutions
Samantha Smolik, Workforce Solutions
Celina Leal, Workforce Solutions
Esther Velazquez, Workforce Solutions

Other Board Members Present

Raynaldo De Los Santos, Jr.
Gloria Perez
Jesse Gatewood

- I. **Call to Order**
Mr. De Los Santos, Jr. called the meeting to order at 3:00 pm.
- II. **TOMA Rules**
Ms. Neely provided information on the Texas Open Meetings Act (TOMA) Rules.
- IV. **Disclosure of Conflicts of Interest**
Attention was called to the Disclosure and Declaration of Conflict of Interest and disclosures were requested by the chair at this time. None were made.
- III. **Roll Call**
The roll was called and a quorum was present with Mr. De Los Santos, Jr., Ms. Perez and Mr. Gatewood in attendance.
- V. **Public Comments**
Due to the new TOMA rules we do have a laptop setup at 400 Mann Street, Suite 800 and it is listed on the zoom call as Public. The laptop is available and open to the public.
- VI. **Discussion and Possible Action on Minutes of the November 9, 2022 Public Relations Committee Meeting**
Ms. Perez moved to approve the minutes of the November 9, 2022 Public Relations Committee meeting. The motion was seconded by Ms. Florence and passed.

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY 2023**

Ms. Mercado provided information on the Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY 2023 (included on pages 6-7 of the February 9 agenda packet).

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.

STRATEGIC BOARD GOALS

1. Establish and Strengthen Partnerships
2. Effectively and Efficiently Target Rural Area Services
3. Increase Workforce Awareness
4. Expand Innovative Services to Business
5. Explore New Revenue Opportunities
6. Improve Internal Efficiencies
7. Refine Board Culture

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

a. Communications Department Updates and Completed Projects

Ms. Mercado presented information on Communications Department updates and completed projects.

b. Current Projects and Program Outreach

Ms. Mercado presented information on the current projects and program outreach.

c. Social Media Updates and Insights

Ms. Mercado provided information on Social Media updates and Insights. Mr. Altug provided additional information.

Mr. Armadillo provided information on the Google Analytics.

IX. **Information Only:**

a. Jobs and Employment Report

Ms. Villarreal presented the December 2022 Jobs and Employment Report (included on pages 9-12 of the February 9 agenda packet).

Ms. Perez recognized the Public Relations team for doing a great job on the flyers presented.

X. **Adjournment**

The meeting adjourned at 4:04 pm.

DISCUSSION AND POSSIBLE ACTION

VII. Discussion and Possible Action of the Revision of the Public Relations Committee Charter

BACKGROUND INFORMATION

Public Relations Committee Charter:

Responsible for the ~~expansion of an organization's~~ awareness/outreach plan to broaden public recognition of programs/services. ~~Oversight of development of the~~ Receives q ~~Quarterly Performance Report~~ reports and provides feedback regarding all programmatic collaterals produced, social media and website analytics, and an Annual Report ~~to use which are used~~ as tools to report to the public both the availability and the accomplishments of workforce programs/services.

Public Relations Committee Charter

Responsible for the organization's awareness/outreach plan to broaden public recognition of programs/services. Receives quarterly reports and provides feedback regarding all programmatic collaterals produced, social media and website analytics, and an Annual Report which are used as tools to report to the public both the availability and accomplishments of workforce programs/services.

RECOMMENDATION

The Public Relations Committee consider and approve the revised Public Relations Committee Charter.

INFORMATION ONLY

VIII – 1. Review of the Awareness/Outreach Plan as it relates to the Strategic Board Goals

BACKGROUND INFORMATION

Awareness/Outreach Plan

- Weekly Hot Jobs Updates on both wfscb.org and upskillcoastalbend.org
- Weekly social media promotion of upcoming hiring events, job fairs, and special events.
- Monthly Workforce Insider (Email Newsletter) announcing the latest labor market report.
- Strategy for awareness and outreach involves content creation, review and edits, approval process, publication to select outreach channels.

January

- Veteran Resource Fair – Jan. 19, 2023

February

- Harbor Bridge Hiring Event – Feb. 3, 2023
- Valentine’s Day - Feb. 14, 2023
- President’s Day – Feb. 20, 2023
- San Patricio County EDC Hiring Event – Feb. 16, 2023

March

- Live, Learn, Lead – March 4, 2023
- Summer Earn & Learn – Promotion kickoff, includes landing page, social media posts, eblast
- Coastal Bend Women in Industry – March 29, 2023

April

- National Autism Awareness Month
- Del Mar Skills Development Fund Grant Presentation
- Maritime Career Expo & Job Fair
- Texas Industry Grant Presentation

May

- National Military Spouse Appreciation Day – May 6th
- National Foster Care Awareness Month
- Mother’s Day – May 14th
- Memorial Day – May 29th

June

- Flag Day – June 14, 2023
- Father’s Day – June 18, 2023

July

- Annual “Back to School Teachers” Fair
- Independence Day - July 4, 2023
- Hire A Veteran Day – July 25, 2023
- 33rd ADA Anniversary – July 26, 2023

August

- Annual Child Care Director’s Symposium

September

- Labor Day – Sept. 4, 2023
- YOU Choose Career Expo

October

- National Disability Employment Awareness Month
- Blind Awareness Month
- World Teacher's Day – Oct. 5, 2023
- White Cane Day – Oct. 12, 2023
- YOU Inspire Symposium

November

- National Apprenticeship Week – Nov. 13-19, 2023
- Hiring Red, White, and YOU! 2023

December

- Annual Board of Directors Meeting

INFORMATION ONLY

VIII – 2. Annual Report Completion. Strategizing 2023 Annual Report

BACKGROUND INFORMATION

The 2022 Annual Report is published on the WFSCB.org website. An email announcement has gone out to our distribution list of 5,643 recipients, with 2,347 total opens. This Annual Report features the new “Why it Matters” section that provides insight describing what the data being presented means to the community. Due to an increased number of write-ups, this report required extensive reviewing and editing before its final publication.

2023 Annual Report Planning has already begun, and included a new reviewing and editing process, to ensure that the 2023 Annual Report is complete on schedule.

INFORMATION ONLY

VIII – 3. a. Quarterly Performance Report - Event Promotion and Recap

BACKGROUND INFORMATION

This report will provide key marketing information describing promotional efforts, outreach, and tell the story of special events and community engagement that WFSCB has participated in during the last quarter. We will discuss some outreach strategies and review content that has been created with the goal of bringing awareness to WFSCB programs, services, and special events. The list below provides a brief overview of some of the initiatives that will be discussed:

- Social Media Promos
 - o Child Care Services
 - o Metrix Learning
 - o Procurement Opportunities
 - o Upcoming Hiring Events & Job Fairs
 - o Weekly Hot Jobs Announcements

February

- Harbor Bridge Hiring Event – Feb. 3, 2023
- Valentine’s Day - Feb. 14, 2023
- President’s Day – Feb. 20, 2023
- San Patricio County EDC Hiring Event – Feb. 16, 2023

March

- Live, Learn, Lead – March 4, 2023
- Summer Earn & Learn – Promotion kickoff, includes landing page, social media posts, eblast
- January LMI – Workforce Insider – March 10, 2023
- Texas Conference for Employers – March 10, 2023
- Touch a Truck – March 23, 2023
- February LMI – Workforce Insider – March 24, 2023
- Coastal Bend Women in Industry – March 29, 2023

April

- National Autism Awareness Month
- Del Mar Skills Development Fund Grant Presentation – April 5, 2023
- Maritime Career Expo & Job Fair – April 12, 2023
- Texas Industry Grant Presentation – April 19, 2023

INFORMATION ONLY

VIII – 3. b. Quarterly Performance Report – Outreach Strategy

BACKGROUND INFORMATION

- Outreach strategy begins with content creation.
- Flyers, digital graphics, and other promotional content will be created in collaboration with the program/event lead.
- Content undergoes a review and editing process and is approved by leadership.
- Approved content is published on the website and announced on social media channels
- Special events/programs are sent out via email distribution.
- The Workforce Insider is our regular email newsletter that includes an LMI Analysis, promos for job seekers, business services, child care services, youth and veterans.
- The storytelling continues during and after the program/event is concluded, by way of social media recap post or video/photo slideshow.

INFORMATION ONLY

VIII – 4. Upcoming Events and Ongoing Projects

BACKGROUND INFORMATION

Ongoing Projects:

- Summer Earn and Learn – Promotion, Media Gathering, and Storytelling
- Monthly Workforce Insider
- Annual Report 2023
- Wfscb.org updates
- Video Productions for Storytelling
- Refining Email Marketing Strategies, Social Media Strategies, Marketing Request Strategy
- upskillcoastalbend.org updates

May

- Events
 - o SEAL Signing Day – May 13, 2023
 - o Team Workforce and TWS-VRS Meet & Greet – May 16, 2023
 - o Premont H.S. Career Signing Day – May 18, 2023
 - o Hiring Events and Job Fairs TBD
- Social Media & Email
 - o National Foster Care Awareness Month
 - o National Military Spouse Appreciation Day – May 6, 2023
 - o Workforce Insider – May 19, 2023
 - o Child Care Insider – May 19, 2023
 - o Mother’s Day – May 14th
 - o Memorial Day – May 29th
 - o Upcoming Hiring Events & Job Fairs

June

- Events
 - o Hiring Events and Job Fairs TBD
- Social Media & Email
 - o Flag Day – June 14, 2023
 - o Workforce Insider – June 16, 2023
 - o Father’s Day – June 18, 2023
 - o Upcoming Hiring Events & Job Fairs

July

- Events
 - o Annual “Back to School Teachers” Fair
 - o Hiring Events and Job Fairs TBD
- Social Media
 - o Independence Day - July 4, 2023
 - o Workforce Insider – July 21, 2023
 - o Hire A Veteran Day – July 25, 2023

- 33rd ADA Anniversary – July 26, 2023

August

- Events
 - Annual Child Care Director's Symposium
 - Hiring Events and Job Fairs TBD
- Social Media & Email
 - Hiring Red, White, & YOU! 2023
 - Workforce Insider – Aug. 18, 2023

September

- Events
 - YOU Choose Career Expo – Sept. 21, 2023
 - Hiring Events and Job Fairs TBD
- Social Media & Email
 - Labor Day – Sept. 4, 2023
 - Workforce Insider – Sept. 15, 2023

October

- Events
 - YOU Inspire Symposium - Date and Time – TBD
 - Hiring Events and Job Fairs - TBD
- Social Media & Email
 - National Disability Employment Awareness Month
 - Blind Awareness Month
 - World Teacher's Day – Oct. 5, 2023
 - White Cane Day – Oct. 12, 2023
 - Workforce Insider – Oct. 20, 2023

November

- Events
 - Hiring Red, White, and YOU! 2023
 - Hiring Events and Job Fairs - TBD
- Social Media & Email
 - National Apprenticeship Week – Nov. 13-19, 2023

December

- Events
 - Annual Board of Directors Meeting
 - Hiring Events and Job Fairs – TBD
- Social Media & Email

INFORMATION ONLY

VIII – 5. Web, Email, and Social Media Analytics

BACKGROUND INFORMATION

Web Analytics (Jan. 1st – Mar. 31st)

Total Users – 16,050

New Users – 12,195

Sessions – 21,358

The top pages users are visiting, with an exception of the home page, are the Child Care Page (6,594 Views) Job Seekers Page (5,765 Views), Child Care Waitlist Page (2,837 Views), and the Jobs Start Here Page (2,200 Views). New users are being acquired by Google, Direct Acquisition, Bing, Facebook, and TWC. The majority of the visitors to our site are from Corpus Christi, Dallas, Austin, Houston, San Antonio, Portland, Columbus, Alice, Kingsville, and Beeville.

Email Analytics

Over the past quarter, WFSCB has published 5 emails, which were sent out to a distribution list of 5,723 recipients. On average, 1,800 recipients open the email with an average click rate of 3.8%.

Social Media Analytics

- Audience Report
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 6,192 (+26). LinkedIn is where we saw the most growth. We now have 2,318 Followers (+124). We also have slightly increased our following on Instagram (+7) and Twitter (+2).
- Page Engagement
 - Facebook - 680 Engagements (+164 from last quarter)
 - LinkedIn – 571 Engagements (+192 from last quarter)
 - Instagram – 144 Engagements (+72 from last quarter)
 - Twitter – 31 Engagements (+5 from last quarter)
- Brand Awareness Report (Feb. 9th – April 18th)
 - Facebook – 59,000 Impressions
 - LinkedIn – 11,000 Impressions
 - Instagram – 1,800 Impressions

WFSCB Glossary of Terms

| Program Title | Acronym | Program Description |
|--|---------|---|
| Able-bodied Adult Without Dependents | ABAWD | An individual 18 yrs.+, but under the age of 50, without dependents. SNAP-ABAWD recipients are referred by the Texas Health and Human Services Commission (HHSC). |
| Board Contract Year | BCY | Board Contract Year (runs from Oct. 1 - Sept. 30) |
| Career & Education Outreach Program | CEOP | Provides career information to students at public middle and high schools, grades six through twelve, to direct students towards high-growth/high-demand occupations. Students receive in-depth information and directions on career choices as well as access to workforce resources. |
| Dislocated Worker | DW | An individual who has been terminated or laid off from employment is not eligible for unemployment benefits due to insufficient earnings and is unlikely to return to a previous industry or occupation. |
| Department of Labor | DOL | United States Department of Labor |
| Educator Externship | EDEX | Informs teachers of the skill sets needed for in-demand jobs, and allows the teachers to inform and guide students toward employment in industries that match their skill sets. |
| Employment Services (Wagner-Peyser) | ES | Services for employers and job seekers to ensure employers have access to qualified workers. Provides job matching and recruitment services to employers and job seekers. |
| Eligible Training Provider | ETP | Training providers certified by the Texas Workforce Commission to provide WIOA-funded training programs. |
| Eligible Training Program List | ETPL | A comprehensive list of training programs approved for WIOA-funded training using Individual Training Accounts. |
| Fiscal Year | FY | The fiscal year is the accounting period of the federal government. It begins on October 1 and ends on September 30 of the next calendar year. |
| Individual Training Accounts | ITA | An account established for eligible WIOA customers for training in an array of state-approved training programs. ITAs may be used only for programs included on the statewide ETPL. |
| Local Workforce Development Board | LWDB | Local workforce development board established in accordance with WIA Section 117, for the purpose of policy planning for a local area and has the responsibility to ensure that the workforce needs of employers and job seekers in the geographic area governed by the local unit of government are met. |
| Monthly Performance Report | MPR | Performance accountability indicators used to assess the effectiveness of states and local workforce systems to achieve positive outcomes for individuals served by the six core workforce programs. |
| Migrant and Seasonal Farmworker Program | MSFW | A nationally directed program created by Congress in response to the chronic seasonal unemployment and underemployment experienced by migrant and seasonal farmworkers (MSFW). Provides funding to help migrant and seasonal farmworkers and their families achieve economic self-sufficiency. |
| National Dislocated Worker | NDW | A grant awarded to areas affected by major disaster or national catastrophe to assist in disaster relief employment and assist the substantial number of workers who were forced to relocate from an area in which a disaster has been declared. |
| On-the-Job Training | OJT | One-on-one training located at the job site for participants who already have some job-related skills. By participating in training as an employee, the participant acquires new skills and knowledge and receives the same wages and benefits as current employees in the same or similar position. |
| Program Year | PY | Program Year (for example, Program Year 2022: PY'22; –period varies for state and federal years) |
| Reemployment Services and Eligibility Assessment | RESEA | A federal grant program designed to allow states to provide intensive reemployment assistance to individuals who are receiving unemployment benefits and are determined likely to exhaust their benefits before becoming reemployed. |

WFSCB Glossary of Terms

| Program Title | Acronym | Program Description |
|---|----------|--|
| Rapid Response | RR | Provides immediate on-site assistance to workers who have job losses due to businesses closure or worker reduction. Designed to transition workers to their next employment as soon as possible. |
| Summer Earn and Learn | SEAL | A summer program that offers basic work-based learning and training services for students with disabilities such as, pre-employment work readiness training and preparation for the work experience placement; work experience to help gain familiarity with the workplace environment and develop transferable job skills; and paid compensation for time worked on the job. |
| Student HireAbility Navigator | SHAN | Student HireAbility Navigator’s role is to expand and improve access to employment and training services and to increase employment opportunities for students with disabilities by creating strong partnerships between vocational rehabilitation (VR) Workforce Solutions offices, independent school districts (ISDs), community organizations, employers. |
| Supplemental Nutrition Assistance Program Employment & 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). |
| Trade Adjustment Assistance | TAA | A federally funded program, with no costs to employers, who helps workers who are adversely affected by foreign import or job shifts to a foreign country. |
| Texas Internship Initiative | TII | Provides part-time paid internships in Middle-Skill areas of accounting, business, construction management, engineering, healthcare, and information technology. Participating senior high school students must pass a dual-credit course to be placed in an internship with a local business. This grant is in partnership with Education to Employment (E2E) for the Coastal Bend. |
| Texas Industry Partnership Program | TIP | Supports collaborations between local workforce development boards and industry partners through the leveraging of matching contributions of cash or qualifying expenditures for occupational job training. Match funds must support certain WIOA (Workforce Innovation and Opportunity Act) activities and focus on eight designated industry clusters. |
| Texas Veterans Commission | TVC | A state agency that assists veterans, their families, and survivors through services provided by federal, state, local government, and private organizations. |
| Texas Veterans Leadership Program | TVLP | A non-profit agency that provides services to veterans to help find employment and achieve successful transitions back into civilian life. |
| The Workforce Information System of Texas | TWIST | TWIST is a centralized point of reporting intake and case management 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, Unemployment Insurance, SNAP E&T, TANF, Supplemental Security Income, and the Texas Department of Criminal Justice. |
| Vocational Rehabilitation Services | VRS | A federal program that helps individuals with physical or mental disabilities get and/or keep a job. |
| Work Experience | WE | A work-based learning opportunity in which program-eligible customers learn both essential and technical skills for long-term employment. Businesses are referred to as “work experience sites.” Intended to be short-term (12 or fewer weeks) and part-time work experience can be a volunteer, internship, or temporary short-term paid-work setting. |
| Workforce Innovation and Opportunity Act | 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. |
| Work In Texas | WIT | A comprehensive online job search resource and matching system developed and maintained by TWC. It provides recruiting assistance to Texas employers and job search assistance to any individual seeking work in Texas. |
| Workforce Opportunity Tax Credit | WOTC | A federal tax credit that the government provides to private-sector businesses for hiring individuals from nine target groups that have historically faced significant barriers to employment. |