



Public Relations Committee Meeting

September 7, 2023
3:00 pm

Mission Career Center
4981 Ayers Street
Mission Training Room
Corpus Christi, TX

Join Zoom Meeting

<https://us02web.zoom.us/j/81623526891?pwd=cmxBMjNKSFNTcDhKaVBWT2MvblpMZz09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 816 2352 6891

Passcode: 765151

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

Mission Career Center – 4981 Ayers St. – Mission Training Room
Corpus Christi, Texas

Join Zoom Meeting

<https://us02web.zoom.us/j/81623526891?pwd=cmxBMjNKSFNtYDhKaVBWt2MvblpMZz09>

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Thursday, September 7, 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 May 4, 2023 Public Relations Committee Meeting**.....4-6

VII. **Information Only:**

- 1. Strategic Board Goals Update Related to Public Relations: *Xena Mercado*.....7-8
- 2. Review of the Awareness/Outreach Plan: *Xena Mercado*.....7-8
- 3. Quarterly Performance Report: *Xena Mercado*
 - a. Event Promotion, Recap, and Analytics.....9-10

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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)

4. Upcoming Events and Ongoing Projects: *Xena Mercado*.....11-12
5. Web, Email, PR, and Social Media Analytics: *Xena Mercado*.....13

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.

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 the **Mission Career Center, Mission Training Room** 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, 4981 Ayers St., 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
September 7, 2023
(3 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Carlos Ramirez, Vice Chair

_____ Susan Temple

_____ Tracy Florence

_____ Eric Evans

Signed

Printed Name

MINUTES
Workforce Solutions 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/85705994892?pwd=WWtUc1VDN1BPRnVPSFhmYkxkMXU3UT09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 857 0599 4892

Passcode: 960058

May 4, 2023 – 3:00 pm

Committee Members

Present

C. Michelle Unda, Chair
Carlos Ramirez, Vice Chair
Tracy Florence

Absent

Susan Temple
Eric Evans

Others Present

Ken Trevino, Workforce Solutions
Amy Villarreal, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Rosina Salas, Workforce Solutions
Xena Mercado, Workforce Solutions
Tony Armadillo, Workforce Solutions
Artug Altug, Workforce Solutions
Vicki Stonum, Workforce Solutions
Denise Woodson, Workforce Solutions
Allyson Riojas, Workforce Solutions
Christina Miller, Workforce Solutions
Stephanie Aguilar, Workforce Solutions
Esther Velazquez, Workforce Solutions
Dorothy Guerrero, Workforce Solutions
Arielle Rodriguez, Workforce Solutions
Valerie Ann De La Cruz, Workforce Solutions
Kenia Dimas, BakerRipley
Chakib Chehadi, C2GPS, LLC
Geri Escobar, C2GPS, LLC

Other Board Members Present

Raynaldo De Los Santos, Jr.
Jesse Gatewood

I. Call to Order

Ms. Unda called the meeting to order at 3:01 pm.

II. TOMA Rules

Ms. Neely provided information on the Texas Open Meetings Act (TOMA) Rules.

III. Roll Call

The roll was called and a quorum was present. Mr. De Los Santos, Jr. and Mr. Gatewood were also in attendance.

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.

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.

Mr. Trevino announced there were two C2 guests in attendance and asked them to introduce themselves.

Mr. Chakib Chehadi, Chief Executive Officer for C2 Global Professional Services thanked the board members and stated it is always a pleasure to be in attendance.

Ms. Geri Escobar, Managing Director for C2 Global Professional Services introduced herself.

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

Mr. De Los Santos, Jr. moved to approve the minutes of the February 9, 2023 Public Relations Committee meeting. The motion was seconded by Mr. Ramirez and passed.

Ms. Unda thanked Mr. De Los Santos, Jr. for presenting for her at the February 9th Public Relations Committee Meeting.

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

Ms. Mercado provided information on the Revision of the Public Relations Committee Charter (included on page 6 of the May 4 agenda packet).

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.

Mr. De Los Santos, Jr. moved to approve the revised Public Relations Committee Charter. The motion was seconded by Mr. Ramirez and passed.

VIII. **Information Only:**

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

Ms. Mercado presented information on the Review of the Awareness/Outreach Plan as it relates to the Strategic Board Goals (included on pages 7-8 of the May 4 agenda packet).

2. *Annual Report Completion; Strategizing 2023 Annual Report*

Ms. Mercado presented information on the Annual Report Completion; Strategizing 2023 Annual Report (included on page 9 of the May 4 agenda packet).

3. *Quarterly Performance Report*

a. *Event Promotion and Recap*

Ms. Mercado provided information on the Event Promotion and Recap (included on page 10 of the May 4 agenda packet).

b. *Outreach Strategy*

Ms. Mercado provided information on the Outreach Strategy (included on page 11 of the May 4 agenda packet).

The Public Relations team shared the following videos:

- This One's for the Gals – Women in Industry Conference
- Maritime Career Expo & Job Fair
- Texas Industry Partnership Grant

4. *Program Branding and Promotion*

a. Upcoming Events and Ongoing Projects

Ms. Mercado provided information on the Upcoming Events and Ongoing Projects (included on pages 12-13 of the May 4 agenda packet).

5. *Web, Email, and Social Media Analytics*

Ms. Mercado and Mr. Armadillo provided information on Web, Email, and Social Media Analytics updates and Insights (included on page 14 of the May 4 agenda packet).

IX. **Adjournment**

The meeting adjourned at 4:09 pm.

INFORMATION ONLY

VII – 1&2. Strategic Board Goals Update Related to Public Relations & Review of the Awareness/Outreach Plan

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
- 2nd Annual VR Meet and Greet -May 16th
- JET Grant Presentation – May 17th
- Premont Signing Day – May 18th
- Aransas Pass H.S. Signing Day – May 18th
- Employer Disability Awareness Training - May 19th
- Memorial Day – May 29th

June

- Nueces County Hiring Event – June 1st
- SEAL Signing Day – June 7th
- Flag Day – June 14, 2023
- The Workforce Scoop - June 15th

- Father's Day – June 18, 2023
- La Palmera Summer Job Fair – June 21st
- Child Care Job Fair – June 21st
- Educator Externship Week 1 – June 26 – 29th

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

- Mission Moment – Participation in Taft ISD's Back to School Health Fair – Aug. 3
- Mission Moment – CASA of the Coastal Bend Donation – Aug. 4th
- Texas Rising Star 4-Year Review Recommendation Focus Group Meeting – Aug. 11th
- Open House at South Texas Vocational Technical Institute – Aug. 16th
- 9th Annual Child Care Director's Symposium – Aug. 19th

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

VII – 3a. Quarterly Performance Report - Event Promotion, Recap and Analytics

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 Upcoming Hiring Events
 - o Procurement Opportunities
 - o Upcoming Hiring Events & Job Fairs
 - o Weekly Hot Jobs Announcements

May

- National Foster Care Awareness Month
- 2nd Annual VR Meet and Greet -May 16th
- JET Grant Presentation – May 17th
- Premont Signing Day – May 18th
- Aransas Pass H.S. Signing Day – May 18th
- Employer Disability Awareness Training - May 19th

June

- Nueces County Hiring Event – June 1st
- SEAL Signing Day – June 7th
- The Workforce Scoop - June 15th
- La Palmera Summer Job Fair – June 21st
- Child Care Job Fair – June 21st
- Educator Externship Week 1 – June 26 – 29th

July

- Educator Externship Week 2 – July 10 -13th
- Collaborating with Workforce Boards – Visit with Workforce Solutions for the Heart of Texas – July 26th
- Workforce Awareness – WFSCB awarded the Tri-Agency Convener Grant for Coastal Bend Area – July 26th
- All Law Enforcement Job Fair – July 27th
- 9th Annual Back to School Teacher’s Fair - July 29th

August

- Mission Moment – Participation in Taft ISD's Back to School Health Fair – Aug. 3
- Mission Moment – CASA of the Coastal Bend Donation – Aug. 4th
- Texas Rising Star 4-Year Review Recommendation Focus Group Meeting – Aug. 11th
- Open House at South Texas Vocational Technical Institute – Aug. 16th
- 9th Annual Child Care Director's Symposium – Aug. 19th

INFORMATION ONLY

VII – 4. Upcoming Events and Ongoing Projects

BACKGROUND INFORMATION

Ongoing Projects:

- YOU Choose Career Expo
- Hiring Red, White and YOU 2023
- 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

September

- Events & Initiatives
 - o YOU Choose Career Expo – Sept. 21, 2023
 - o Kick off Breast Cancer Awareness Fundraising Campaigns
- Social Media & Email
 - o Labor Day – Sept. 4, 2023
 - o Workforce Insider – Sept. 15, 2023
 - o Promote Hiring Events and Job Fairs – November 2, 2023

October

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

November

- Events
 - o Hiring Red, White, and YOU! 2023
 - o Hiring Events and Job Fairs - TBD
- Social Media & Email
 - o 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

VII – 5. Web, Email, PR, and Social Media Analytics

BACKGROUND INFORMATION

Web Analytics (Apr. 1st – June 31st)

Total Users – 17,518

New Users – 16,668

Sessions – 25,545

The top pages users are visiting, with an exception of the home page, are the Child Care Page (6,953 Views) Job Seekers Page (5,065 Views), Child Care Waitlist Page (3,174 Views), and the Jobs Start Here Page (2,633 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 6 emails, which were sent out to a distribution list of 5,817 recipients. On average, 1,814 recipients open the email with an average click rate of 3.5%.

Social Media Analytics

- Audience Report
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 6,400 (+216). We have also seen growth on our LinkedIn Platform, with 2,460 Followers (+24). We have seen significant growth with following on Instagram following with a total of 351 followers (+33) and Twitter (+3).
- Page Engagement
 - Facebook – 5.429% Engagement Rate
 - LinkedIn – 10.85% Engagement Rate
 - Instagram – 328 Engagements
 - Twitter – 111 Engagements
- Brand Awareness Report (Feb. 9th – April 18th)
 - Facebook
 - 236,256 Page Impressions
 - 165,683 Post Impressions
 - LinkedIn
 - 24,851 Page Impressions
 - 23,667 Post Impressions
 - Instagram
 - 6,316 Profile Impressions
 - 5,376 Post 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.
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.

WFSCB Glossary of Terms

Program Title	Acronym	Program Description
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 Education Agency	TEA	The branch of government in Texas responsible for public education. TEA is responsible for the oversight of public primary and secondary education in the state of Texas.
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.