



Public Relations Committee Meeting

May 8, 2025
3:00 pm

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

Join Zoom Meeting

<https://us02web.zoom.us/j/83305804496?pwd=VStTpzZetFVjMcXWoAervBE2MP2UtV.1>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 833 0580 4496

Passcode: 307614

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 – Administrative Office – 400 Mann Street, Suite 800
Bayview Large Conference Room
Corpus Christi, Texas 78401

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Thursday, May 8, 2025 – 3:00 pm

AGENDA

- 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 13, 2025 Public Relations Committee Meeting**.....4-6
- VII. **Information Only:**
 - 1. Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-Mar.) (Q3 Apr.-Jun.) (Q4 Jul.-Sept.)
 - a. Second Quarter (Q2) Event Promotions & Summary: *Xena Mercado*.....7-9
 - b. Third Quarter (Q3) Upcoming Events & Projects: *Xena Mercado*.....10

(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)

2. Second Quarter (Q2) Analytics
 - a. Social Media & Web: *Tony Armadillo*.....11
3. Marketing & Communication: Assessment & Strategic Plan Update: *Ken Treviño*.....12
 - a. Report & Presentation: *MDR Advertising Team*.....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 our **Bayview Tower – Administrative Office, Bayview Large Conference 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, 400 Mann Street, Suite 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 8, 2025
(4 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Omar Lopez, Vice Chair

_____ Hector Bernal

_____ Jason Bevan

_____ Karl Hattman

_____ Carlos Ramirez

_____ Susan Temple

Signed

Printed Name

MINUTES
Workforce Solutions Coastal Bend – Public Relations Committee
Mission Career Center – 4981 Ayers Street – Mission Training Room
Corpus Christi, Texas

Join Zoom Meeting
<https://us02web.zoom.us/j/89803135157?pwd=any6g9GHoSHmOa3TrbR3l9VpxyL6DZ.1>

Toll-Free Call In
888 475 4499 US Toll-free

Meeting ID: 898 0313 5157
Passcode: 498988

February 13, 2025 – 3:00 pm

Committee Members

Present

Hector Bernal
Jason Bevan

Other Board Members Present

Leonard Rivera
Raynaldo De Los Santos, Jr.
Gloria Perez
Victor M. Gonzalez, Jr.
Sandra Bowen

Absent

C. Michelle Unda, Chair
Omar Lopez, Vice Chair
Karl Hattman
Carlos Ramirez
Susan Temple

Others Present

Ken Trevino, Workforce Solutions
Alba Silvas, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Xena Mercado, Workforce Solutions
Tony Armadillo, Workforce Solutions
Zachary James, Workforce Solutions
Esther Velazquez, Workforce Solutions
Vicki Stonum, Workforce Solutions
Milanda Ballesteros, Workforce Solutions
Ricardo Munoz, Workforce Solutions
Celina Leal, Workforce Solutions
Dorothy Guerrero, Workforce Solutions
Monica Cisneros, C2GPS, LLC

I. Call to Order

Dr. Rivera called the meeting to order at 3:02 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 with the following in attendance:

- Dr. Leonard Rivera
- Raynaldo De Los Santos, Jr.
- Gloria Perez
- Victor M. Gonzalez, Jr.
- Sandra Bowen

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 4981 Ayers Street 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 September 12, 2024 Public Relations Committee Meeting**

Mr. Gonzalez moved to approve the minutes of the September 12, 2024 Public Relations Committee Meeting. The motion was seconded by Mr. Bevan and passed.

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2025**

Dr. Rivera provided information on the Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY 2025 (included on page 6 of the February 13 agenda packet).

PUBLIC RELATIONS

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.

Strategic Board Goals

Established in 2010, the strategic board goals were set to work towards increasing educational and employment opportunities for the people of the Coastal Bend region, including youth and those with barriers to employment.

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

No action taken.

VIII. **Information Only:**

1. *Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-March) (Q3 April-June) (Q4 July-Sept.)*

- a. First Quarter (Q1) Event Promotions & Summary

Ms. Mercado presented information on the First Quarter (Q1) Event Promotions & Summary (included on pages 7-11 of the February 13 agenda packet).

Mr. Gonzalez recognized Ms. Mercado and the Public Relations team on their excellent work.

Ms. Mercado shared the following videos at the Public Relations Committee Meeting:

- Maritime Expo & Career Fair 2024
- Labor Market Coverage with 3News
- 13th Annual Hiring Red, White, and YOU! – Ad Video
- 13th Annual Hiring Red, White, and YOU!

Youth Team Social Media

Ms. Cisneros provided information on the Financial Literacy Workshop for youth customers in partnership with Prosperity Bank.

- b. Second Quarter (Q2) Upcoming Events & Projects

Ms. Mercado provided information on the Second Quarter (Q2) Upcoming Events and Projects (included on pages 12-13 of the February 13 agenda packet).

Ms. Mercado shared the following video at the Public Relations Committee Meeting:

- 3New Partnership – WFSCB Commercial

2. *First Quarter (Q1) Analytics*

a. Social Media & Web

Mr. Armadillo presented information on the Social Media and Web Analytics for the First Quarter (included on page 14 of the February 13 agenda packet).

3. *Marketing & Communication: Assessment & Strategic Plan Update*

Ms. Lee provided an update on the Marketing & Communication: Assessment & Strategic Plan (included on page 15 of the February 13 agenda packet).

IX. **Adjournment**

The meeting adjourned at 4:10 pm.

INFORMATION ONLY

VII – 1a. Performance Report BCY2025 – Second Quarter (Q2) Event Promotions & Summary

BACKGROUND INFORMATION

1. Event Promotions & Summary (Q2 Jan.- Mar.)

Activity	Summary
Promotional Efforts for Job Fairs and Hiring Events in support of the Business Solutions Team throughout Q2.	<ul style="list-style-type: none"> - Jan. 6th USA DeBusk Job Fair – Facebook Promo (24,041 Views, 12,330 Reaches, 83% Non-Followers) - Jan. 7th Texas VFS Foundation Military & Veteran Career Expo – Facebook Promo (5,624 Views, 3,197 Reaches, 80% Non-Followers) / LinkedIn Promo (499 Impressions) Event Coverage on Facebook (1,366 Views, 736 Reaches, 81% Followers) / Event Coverage on LinkedIn (733 Impressions) - Jan. 15th Whataburger Field Hiring Event – Facebook Promo (10,853 Views, 6,293 Reaches, 42 Interactions, 78% Non-Followers) - Feb. 19th Omni CC Hotel Hiring Event – Facebook Promo (4,522 Views, 2,803 Reaches, 67% Non-Followers) / LinkedIn Promo (407 Impressions) - Feb. 20th Healthcare Hiring Event – Facebook Promo (11,663 Views, 5,915 Reaches, 83% Non-Followers) / LinkedIn Promo (312 Impressions, 23.08% Eng. Rate) Event Coverage on Facebook (4,653 Views, 2,406 Reaches, 40 Interactions, 67% Non-Followers) / Event Coverage on LinkedIn (343 Impressions, 63.85% Eng. Rate) - Mar. 27th – EnCore Energy – Facebook Promo (2,055 Views, 1,189 Reached) / LinkedIn (148 Impressions)
Q2 Weekly/Monthly Mobile Unit Promos	Weekly Posts throughout Q2 – Facebook Avg. (1,683 Views, 1,108 Reaches)
Mission Moments & Community Partnership Stories	<ul style="list-style-type: none"> - Jan. 14th – WFSCB attended the <i>Rockport/Fulton Chamber of Commerce hosts the Driving Aransas County Forward: Workforce Strategies Luncheon, with guest speaker Chairman Bryan Daniels.</i> - Facebook (1,333 Views, 779 Reached, 79% Followers) / LinkedIn (723 Impressions, 15.31% Eng. Rate) - Feb. 13th – This One's For The Gals - Mission Moment – Facebook (3,225 Views, 1,723 Reached, 48 Interactions, 78% Followers) / LinkedIn (498 Impressions, 58.43% Eng. Rate) - Feb. 14th - Child Care Staff Retention Bonus Recognition – Facebook (6,142 Views, 2,332 Reached, 38 Interactions) LinkedIn (592 Impressions, 32.43% Eng. Rate) - Mar. 3rd – WFSCB welcomed Transfr to the Coastal Bend to career exploration software for Coastal Bend students. Facebook (1,721 Views, 1,121 Reached, 85% Non-Followers) / LinkedIn (416 Impressions, 11.54% Eng. Rate) - Mar. 26th – WFSCB celebrates with RSIZ as they were named one of the 2024 YASS Prize Finalists. Facebook (1,387 Views, 832 Reached, 81% Followers) / LinkedIn (500 Impressions, 23.8% Eng. Rate) - Mar. 26th – WFSCB Leadership supports TMISD at the Groundbreaking Event for their new Natatorium and CTE Center. Facebook (1,431 Views, 864 Reached, 79% Followers) LinkedIn (538 Impressions, 22.68% Eng. Rate)

Activity	Summary
Mission Moments & Community Partnership Stories	- Mar. 27th – WFSCB Showcases Mobile Unit at Touch-a-Truck – Facebook (1,230 Views, 675 Reached, 69% Followers) / LinkedIn (172 Impressions, 28.49% Eng. Rate)
WFSCB General Business Support	- Jan. 24th – Local Workforce Development Board Plan – Facebook (729 Views, 468 Reached, 65% Followers) / LinkedIn (297 Impressions, 13.47% Eng. Rate) - 3 Promos, Supporting WFSCB General Business – Facebook Avg. (1,321 Views, 772 Reached) / LinkedIn Avg. (121 Impressions) - Jan. 27 th – RFP: General Contractor Opportunity Call for Vendors - Feb. 18 th – RFP: Management of Direct Child Care System Services - Mar. 3 rd – RFQ: Independent Fiscal Monitoring Services - Mar. 27th – Ticket to Work – Facebook Promo (709 Views, 433 Reached, 45% Non-Followers, 55% Followers) / LinkedIn Promo (525 Impressions, 23.05% Eng. Rate)
Youth Activity Social Media Highlights	- To support increased awareness of the Youth Opportunities Unlimited (YOU) Program and recognize their strong community involvement, the Deputy Director of Youth Services & Special Programs continues to post stories on social media. - During Q2 - 5 Stories Published – Facebook Avg. (1,367 Views, 804 Reaches) - Mar. 21st - Mission Moment Highlight – YOU! Participants at Elevate 361 – Food Pantry Giveaway. Facebook (2,352 Views, 1,402 Reaches, 20 interactions (40% from non-followers) / LinkedIn (259 Impressions, 32.05% Eng. Rate)
Event Highlight – San Pat. County EDC Skills, Trades, & Public Service Career Expo & Job Fair – Mar. 27th	- Created a Facebook Event – Facebook (12,786 Views, 6,456 Reached, 36 Interactions, 92 Clicks, 14% Followers & 86% Non-Followers) - Facebook Promo Ad (\$200 - 9 Days) – 54,906 Views, 23,904 Reached, 152 Interactions, 620 Clicks, 10% Followers & 90% Non-Followers, \$0.35 Cost-Per-Click - Event Coverage – 3 Posts Published - Post 1 – Facebook (40,990 Views, 18,571 Reached, 56 Interactions, 51 Link Clicks, 10% Followers & 90 % Non-Followers) / LinkedIn (190 Impressions, 226 Clicks, 118.% CTR, 126.32% Eng. Rate) - Post 2 – Facebook (1,265 Views, 676 Reached, 29% Non-Followers, 71% Followers) LinkedIn (393 Impressions, 172 Clicks, 43.77% CTR, 50.89 Eng. Rate) - Post 3 – Facebook (2,478 Views, 1,299 Reached, 19% Non-Followers & 81%Followers) LinkedIn (255 Impressions, 219 Clicks, 85.88% CTR, 92.16% Eng. Rate)
KiiiTV 6 Month Contract Report	- General Ad Campaign Run from Jan. 14 – Mar. 23 - Streaming TV - 65,151 Impressions, 535 Hrs. Watched, 332 Web Responses - Broadcast TV - 59,398 Impressions, 88 Web Responses - Targeted Digital – 260.35K Impressions, 230 Clicks, 0.09% CTR

2. Q2 Earned Media Highlights

- Feb. 13th – KiiiTV – [“Coastal Bend construction faces labor shortages amid statewide immigration raids”](#) – Brian Burns
- Mar. 19th – KiiiTV – [“Coastal Bend sees slight increase in unemployment, but job opportunities remain strong”](#) – Bill Churchwell
- Mar. 27th – KiiiTV – [“Job Fair Success in San Patricio County”](#) - Mike Gillespie
- Mar. 28th – Beeville – Bee Picayune - [“Summer Earn & Learn Program offers paid internships and work readiness training for area students”](#) – by Barbara Martin

3. Email Marketing Activities & Format Update

Jan. 2025 marked the final release of our previous *Workforce Insider* format. In March, we launched a new two-part format:

- “*Workforce Insider – By the Numbers*” (Labor Market Analysis)
- “*Workforce Insider – Opportunities NOW!*” (Programs & Events).

The first release of the new LMI format achieved a **40.4% Open Rate—up from 37.5% in January**—and sparked a media inquiry from KIII regarding the Coastal Bend Regional Employment Outlook.

Aligning with Strategic Goals: Leveraging a multi-channel approach to maintain consistency in Brand, Message, and Quality, these activities directly support WFSCB’s Strategic Board Goals: Primarily Goal 3: Increasing Workforce Awareness—while also advancing Goal 1. Establishing and Strengthening Partnerships, Goal 2. Effectively and Efficiently Targeting the Rural Area, Goal 3. Expanding Innovative Services to Business, and Goal 6. Improving Internal Efficiencies.

INFORMATION ONLY

VII – 1b. Performance Report BCY2025 – Third Quarter (Q3) Upcoming Events & Projects

BACKGROUND INFORMATION

1. Upcoming Events & Project (Q3 Apr.-Jun.)

Program/Event	Summary & Key Dates
NAWB Forum Apr. 3 rd	WFSCB Speaks at the NAWB Forum on Bridging the Gaps with PATHS for Texas – Alba Silvas, COO led a powerful session, showcasing the WFSCB approach to creating sustainable training solutions. Facebook (1,145 Views, 756 Reached, 26 Interactions) / LinkedIn (191 Impressions, 15.18% Eng. Rate)
SkillsUSA Apr. 4 th	WFSCB Volunteers at SkillsUSA - Mission Moment - Facebook (2,080 Views, 1,138 Reached, 28 Interactions) / LinkedIn (272 Impressions, 32.35% Eng. Rate)
Summer Earn & Learn 2025	Key Dates: <ul style="list-style-type: none"> - May 22nd: Disability Awareness Training for Coastal Bend Employers - June 3rd: SEAL Signing Day
Educator Externship 2025	Key Dates: <ul style="list-style-type: none"> - Week 1: June 23rd – 27th - Week 2: July 14th – 18th
11 th Annual Child Care “Back to School” Teacher’s Fair 2025 - July 2025	
11 th Annual Child Care Directors Symposium - August 2025	

INFORMATION ONLY

VII – 2a. Second Quarter (Q2) Analytics – Social Media & Web

BACKGROUND INFORMATION

Social Media Analytics

- Audience Report 1/1/2025- 3/31/2025
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 8,104 (+258). We have also seen growth of our Instagram following with a total of 386 followers (+1). We have seen continued growth with following on our LinkedIn Platform, with 3,159 Followers (+84).
- Post Engagement Rate
 - Facebook 8.88%
 - LinkedIn 17.82%
 - Instagram 10.9%
 - Twitter 3.75%
- Brand Awareness Report (January 1 – March 30th)
 - Facebook
 - 171,818 Page Impressions
 - 156,990 Post Impressions
 - LinkedIn
 - 17,447 Page Impressions
 - 15,746 Post Impressions
 - Instagram
 - 2,370 Profile Impressions
 - 1,628 Post Impressions

Web Analytics (1/1/2025- 3/31/2025)

Total Users – 22,081 (+38.6% Y/Y)

New Users – 21,067 (+37.0%)

Sessions – 32,949 (+43.5%)

Views – 62,563 (+30.9%)

The top pages users are visiting, with an exception of the home page, are

Jobs Start Here (Hot Jobs) 7,126 Views (+108.7% Y/Y)

Child Care 6,900 Views (+10.9%)

Child Care Waitlist 6,117 Views (+98.2%)

WorkInTexas-Com 5,810 Views (+756.9%)

Job Seekers 5,575 Views (+12.9%)

Most of our web users are in Corpus Christi (3,549 confirmed) and many of the users listed under Dallas & Austin may actually local users due to how mobile IP addresses are assigned. We are also seeing double-digit gains of users in our rural areas year over year.

INFORMATION ONLY

VII – 3. Marketing & Communication: Assessment & Strategic Plan Update

BACKGROUND INFORMATION

President/CEO will present information regarding Marketing & Communication: Assessment & Strategic Plan Update (MCASP) and its connection to a four-pronged approach implementation for WFSCB strategic planning.

INFORMATION ONLY

VII – 3a. Marketing & Communication: Assessment & Strategic Plan Update – Report & Presentation

BACKGROUND INFORMATION

MDR Advertising will present on the Marketing & Communication: Assessment & Strategic Plan.

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.