



# **Public Relations Committee Meeting**

**September 11, 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/84644491952?pwd=CMTwHb1d84OMCvedEB84C4vjpmBNI7.1>

**Toll-Free Call In**

888 475 4499 US Toll-free

Meeting ID: 846 4449 1952

Passcode: 297220

[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.



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## Public Relations Committee Meeting

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

Join Zoom Meeting

<https://us02web.zoom.us/j/84644491952?pwd=CMTwHb1d84OMCvedEB84C4vjpmbNI7.1>

Toll-Free Call In

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**Thursday, September 11, 2025 – 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 8, 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. Third Quarter (Q3) Event Promotions & Summary: *Xena Mercado*.....7-8
    - b. Fourth Quarter (Q4) Upcoming Events & Projects: *Xena Mercado*.....9-10

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### 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. Third Quarter (Q3) Analytics
  - a. Social Media & Web: *Tony Armadillo*.....11
3. Marketing & Communication: Assessment & Strategic Plan Update: *Shileen Lee*.....12

## 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  
September 11, 2025  
(4 = Quorum)**

\_\_\_\_\_ C. Michelle Unda, Chair

\_\_\_\_\_ Omar Lopez, Vice Chair

\_\_\_\_\_ Hector Bernal

\_\_\_\_\_ Jason Bevan

\_\_\_\_\_ Karl Hattman

\_\_\_\_\_ Susan Temple

\_\_\_\_\_  
Signed

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

## **MINUTES**

### **Workforce Solutions Coastal Bend – Public Relations Committee**

Bayview Tower – Administrative Office – 400 Mann Street, Suite 800

Bayview Large Conference Room

Corpus Christi, Texas 78401

### **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

**Thursday, May 8, 2025 – 3:00 pm**

#### **Committee Members**

##### **Present**

C. Michelle Unda, Chair

Karl Hattman

##### **Other Board Members Present**

Raynaldo De Los Santos, Jr.

Gloria Perez

Marcia Keener

Victor M. Gonzalez, Jr.

##### **Absent**

Omar Lopez, Vice Chair

Hector Bernal

Jason Bevan

Carlos Ramirez

Susan Temple

##### **Others Present**

Ken Treviño, 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

Milanda Ballesteros, Workforce Solutions

Vicki Stonum, Workforce Solutions

Catherine Cole, Workforce Solutions

Imelda Trevino, Workforce Solutions

Stephen Rybak, MDR Advertising

Sherry Robeson, MDR Advertising

Ross Hoyt, MDR Advertising

Kenia Dimas, BakerRipley

April Mejia, C2GPS, LLC

#### **I. Call to Order**

Ms. Unda called the meeting to order at 3:11 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:

- Raynaldo De Los Santos, Jr.
- Gloria Perez
- Marcia Keener
- Victor M. Gonzalez, Jr.

#### **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.

VI. **Discussion and Possible Action on Minutes of the February 13, 2025 Public Relations Committee Meeting**

Ms. Perez moved to approve the minutes of the February 13, 2025 Public Relations Committee Meeting. The motion was seconded by Ms. Keener and passed.

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*

Ms. Mercado presented information on the Second Quarter (Q2) Event Promotions & Summary (included on pages 7-9 of the May 8 agenda packet).

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

- San Patricio EDC Career Expo & Job Fair 2025 – Skills, Trades & Public Service – March 27th

b. *Third Quarter (Q3) Upcoming Events & Projects*

Ms. Mercado provided information on the Third Quarter (Q3) Upcoming Events and Projects (included on page 10 of the May 8 agenda packet).

Ms. Mercado announced to the Public Relations Committee that a new intern from the University of Texas will join the Public Relations Team from June 1st to August 2nd. She detailed the stringent application process and expressed excitement as our organization was one of six chosen to host an intern. This addition comes timely for our summer events, and Ms. Mercado anticipates the fresh energy the intern will bring.

2. *Second Quarter (Q2) Analytics*

a. *Social Media & Web*

Mr. Armadillo presented information on the Social Media and Web Analytics for the Second Quarter (included on page 11 of the May 8 agenda packet).

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

Mr. Treviño provided an update on the Marketing & Communication: Assessment & Strategic Plan (included on page 12 of the May 8 agenda packet).

a. *Report & Presentation*

MDR Advertising Team presented information on the Marketing & Communication: Assessment & Strategic Plan (included on page 13 of the May 8 agenda packet).

Mr. Stephen Rybak, Principal and Chief Creative Officer of MDR Advertising, introduced himself, mentioning his 20-year tenure with the organization. He shared that they are celebrating their 50th Anniversary, highlighting their deep roots in the community. Mr. Rybak then introduced two key team members: Ms. Sherry Robeson, the Senior Director of Marketing & Development, and Mr. Ross Hoyt, the Account Strategist.

Ms. Unda acknowledged the significant improvements made by the staff, particularly in enhancing the website, under the leadership team's support. She emphasized the need to elevate their efforts to the next level and expressed confidence in the new structure's potential to facilitate progress and job satisfaction.

Ms. Mercado expressed appreciation in the detailed work and effective communication within the team. She expressed anticipation for the team's future endeavors.

Ms. Perez agreed with Ms. Unda, expressing her admiration for the team's remarkable achievements over the past few years, despite not being directly involved in the meetings or assessments. She highlighted the team's efforts in transforming the organization's image and branding, extending its reach across an 11 county region. Ms. Perez expressed her confidence in the team's ability to elevate the organization to the next level, stating her pride in their accomplishments.

Mr. Rybak recognized the long-term commitment of board members like Ms. Perez and Mr. Gonzalez. He emphasized that this dedication extends beyond the staff to board and committee members. Mr. Rybak expressed his admiration for the team's work since they began in March.

Ms. Perez expressed her admiration for the team's accomplishments, describing them as amazing. She voiced her confidence in the partnership and its potential to elevate us to the status of the number one team and workforce board.

Mr. Rybak expressed gratitude for the trust placed in them, emphasizing the significance of the work and their commitment to manage it with utmost seriousness.

Mr. De Los Santos commended the approach being taken as timely and appropriate. He expressed appreciation for the leadership provided by the Chair of the Public Relations Committee and the diligent efforts of the Executive team. Reflecting on a recent discussion about the groundwork laid for the organization, Mr. De Los Santos thanked everyone for their part in this phase of the organization's journey, which is helping to elevate it to greater heights.

VIII. **Adjournment**

The meeting adjourned at 4:24 pm.

## INFORMATION ONLY

### VII – 1a. Performance Report BCY2025 – Third Quarter (Q3) Event Promotions & Summary

## BACKGROUND INFORMATION

### 1. Event Promotions & Summary

Activity	Summary
Job Fairs, Hiring Events, and Employer Support	<ul style="list-style-type: none"> <li>- <b>Apr. 10<sup>th</sup> – Whataburger Pop-Up Hiring Event</b> – Facebook (1,510 Views, 1,031 Reached, 10 Interactions)</li> <li>- <b>Apr. 16<sup>th</sup> – Alice ISD Job Fair</b> – Facebook (2,299 Views, 1,364 Reached)</li> <li>- <b>Apr. 30<sup>th</sup> – Wellsential Health</b> – Facebook (1,634 Views, 1,054 Reached, 7 Interactions)</li> <li>- <b>Jun. 5<sup>th</sup> – Youth Summer Job Fair</b> – Facebook Promos (1,277 Views, 906 Reached, 12 Interactions) &amp; (5,045 Views, 2,288 Reached, 19 Interactions); Event Coverage (1,421 Views, 794 Reached, 10 Interactions); LinkedIn (317 Impressions, 64% Eng. Rate)</li> <li>- <b>Jun. 10<sup>th</sup> – Compass Connections Hiring Event</b> – Facebook (2,224 Views, 1,458 Reached, 11 Interactions); LinkedIn (285 Impressions)</li> <li>- <b>Jun. 11<sup>th</sup> – CCISD Hiring Event</b> – Facebook (7,620 Views, 5,135 Reached, 31 Interactions); LinkedIn (600 Impressions)</li> <li>- <b>Jun. 20<sup>th</sup> - Del Mar College Job Fair</b> – Facebook (3,165 Views, 2,019 Reached, 31 Interactions)</li> </ul>
Weekly Promos	- Mobile Unit Promos – Avg. Facebook Views – 1,369; Avg. Reached – 902
Mission Moments & Community Partnership Stories	<ul style="list-style-type: none"> <li>- <b>Apr. 3<sup>rd</sup> – Walgreens and Summer Earn &amp; Learn Honored at the Spirit of the ADA Awards</b> – Facebook (1,291 Views, 776 Reached, 18 Interactions); LinkedIn (253 Impressions, 14% Eng. Rate)</li> <li>- <b>Apr. 4<sup>th</sup> – Team Workforce Volunteers with SkillsUSA</b> – Facebook (2,716 Views, 1,386 Reached, 28 Interactions); LinkedIn (351 Impressions, 27% Eng. Rate)</li> <li>- <b>April 15<sup>th</sup> – Week of the Young Child</b> – Facebook (5,248 Views, 2,167 Reached, 23 Interactions); LinkedIn (395 Impressions, 80% Eng. Rate)</li> <li>- <b>May 30<sup>th</sup> – Team Workforce Volunteers at the Ronald McDonald House</b> – Facebook (1,480 Views, 835 Reached, 23 Interactions); LinkedIn (505 Impressions, 28% Eng. Rate)</li> </ul>
WFSCB Program & Team Highlights	<ul style="list-style-type: none"> <li>- <b>May 22<sup>nd</sup> – Disability Awareness Training for CB Employers</b> – Facebook Promo (3,190 Views, 1,746 Reached, 24 Interactions) &amp; (1,570 Views, 1,021 Reached, 17 Interactions); Event Day Coverage: (1,330 Views, 909 Reached, 14 Interactions); LinkedIn (224 Impressions, 33% Eng. Rate)</li> <li>- <b>Apr. 24<sup>th</sup> – Emerging Professionals Internship Program Open House</b> – Facebook (2,576 Views, 1,299 Reached, 28 Interactions); LinkedIn (316 Impressions, 39% Eng. Rate)</li> <li>- <b>May 2<sup>nd</sup> – Introduced Christina Gonzales, Director of Strategic Planning &amp; Partnerships</b> – Facebook (6,384 Views, 3,913 Reached, 53 Interactions); LinkedIn (665 Impressions, 12% Eng. Rate)</li> <li>- <b>May 12<sup>th</sup> – “We’re Moving!” Announcement</b> - Facebook (11,734 Views, 7,787 Reached, 103 Interactions); LinkedIn (501 Impressions, 10% Eng. Rate)</li> <li>- <b>May 20<sup>th</sup> – Celebrated Ken’s Work Anniversary, 15 Years of Leadership</b> – Facebook (2,175 Views, 1,621 Reached, 65 Interactions); LinkedIn (1,803 Impressions, 40% Eng. Rate)</li> </ul>

Activity	Summary
WFSCB Program & Team Highlights (cont.)	<ul style="list-style-type: none"> <li>- <b>May 30<sup>th</sup> – TWC Commissioner Joe Esparza Visits Kiewit</b> – Facebook (1,362 Views, 782 Reached, 15 Interactions); LinkedIn (514 Impressions, 30% Eng. Rate)</li> <li>- <b>Jun. 3<sup>rd</sup> – SEAL Signing Day</b> - Facebook (2,044 Views, 1,185 Reached, 23 Interactions) Recap Video (494 Views, 389 Reached, 5 Interactions); LinkedIn (507 Impressions, 236 Views) &amp; (472 Impressions, 48% Eng. Rate)</li> <li>- <b>Jun. 5<sup>th</sup> – Firm Night at WFSCB</b> – Facebook (2067 Views, 1,127 Reached, 40 Interactions); LinkedIn (1,199 Impressions, 55% Eng. Rate)</li> <li>- <b>Jun. 11<sup>th</sup> - SEAL Job Readiness Class</b> – Facebook (1,248 Views, 792 Reached, 11 Interactions); LinkedIn (233 Impressions)</li> <li>- <b>Jun. 18<sup>th</sup> – Team Workforce Lightcast Training</b> – Facebook (1,473 Views, 838 Reached, 23 Interactions); LinkedIn (459 Impressions, 26% Eng. Rate)</li> <li>- <b>Jun. 23<sup>rd</sup> – 27<sup>th</sup> – EdEx Week 1</b> – Facebook Day 1 (5,375 Views, 3,566 Reached, 35 Interactions) &amp; (3,661 Views, 2,138 Reached, 23 Interactions); Day 2 (2,991 Views, 1,480 Reached, 28 Interactions); Day 3 (2,335 Views, 1,307 Reached, 16 Interactions); Day 4 (3,366 Views, 2,019 Reached, 29 Interactions); Day 5 (7,102 Views, 3,595 Reached, 37 Interactions); LinkedIn Day 1 (518 Impressions, 41% Eng. Rate) &amp; (429 Impressions, 28% Eng. Rate); Day 2 (356 Impressions, 29% Eng. Rate); Day 3 (919 Impressions, 16% Eng. Rate); Day 4 (424 Impressions, 44% Eng. Rate); Day 5 (287 Impressions, 53% Eng. Rate)</li> <li>- <b>Jun. 26<sup>th</sup> – SNAP E&amp;T Collaboration</b> – Facebook (1,091 Views, 617 Reached, 13 Interactions)</li> </ul>
Youth Activity Social Media Highlights	<ul style="list-style-type: none"> <li>- To support increased awareness of the <b>Youth Opportunities Unlimited (YOU) Program</b> and recognize their strong community involvement, the Deputy Director of Youth Services &amp; Special Programs continues to post stories on social media.</li> <li>- Avg. Facebook Views – 2,423; Avg. Reached – 1,755</li> <li>- <b>Story Highlight - May 20<sup>th</sup> – Congrats to CBC LVN Graduates, YOU! Program Participants</b> – Facebook (7,273 Views, 5,585 Reached, 56 Interactions); LinkedIn (569 Impressions, 27% Eng. Rate)</li> </ul>

**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 – Fourth Quarter (Q4) Upcoming Events & Projects

## BACKGROUND INFORMATION

### 1. Upcoming Events & Projects

Program/Event	Summary & Key Dates
Job Fairs, Hiring Events, and Employer Support	<p><b>Jul. 3<sup>rd</sup> – AI Engineering Explore STEM Summer Camp Promo for TAMU-K</b> – Facebook (3,612 Views, 2,088 Reached, 27 Interactions)</p> <p><b>Jul. 9<sup>th</sup> – Coastal Bend College Kingsville Job Fair</b> – Facebook Promo (2,655 Views, 1,550 Reached, 23 Interactions); Event Day (5,592 Views, 3,434 Reached, 20 Interactions);</p> <p><b>Jul. 11<sup>th</sup> – Governor’s Small Business Summit in Rockport-Fulton</b> – Facebook (765 Views, 434 Reached, 9 Interactions)</p> <p><b>Jul. 31<sup>st</sup> – City of Three Rivers Job Fair</b> - Facebook Promos - May 29<sup>th</sup> (1,011 Views, 654 Reached, 5 Interactions); Jul. 7<sup>th</sup> Promo (776 Views, 470 Reached, 2 Interactions)  <b>Facebook Ad \$200 (56,039 Views, 22,717 Reached, 127 Interactions, 857 Link Clicks)</b>            Event Day Post (4,719 Views, 2,344 Reached, 23 Interactions) Linked (268 Impressions, 116% Eng. Rate)</p> <p><b>Aug. 1<sup>st</sup> – Encore Energy Hiring Event</b> – Facebook (2,525 Views, 1,547 Reached, 18 Interactions); LinkedIn (149 Impressions)</p> <p><b>Aug. 4<sup>th</sup> – Compass Connections Hiring Event</b> – Facebook (10,373 Views, 7,172 Reached, 41 Interactions)</p> <p><b>Aug. 4<sup>th</sup> - Coastal Bend College Alice</b> – Facebook Promo (1,310 Views, 867 Reached, 11 Interactions); Event Day (2,713 Views, 1,434 Reached, 30 Interactions); LinkedIn (215 Impressions, 200% Eng. Rate) &amp; (197 Impressions, 59% Eng. Rate)</p>
Home to Texas Internship Program	<p><b>Jul. 1<sup>st</sup> – July Snapshot</b> – Facebook (774 Views, 483 reached, 2 Interactions)</p> <p><b>Jul. 8<sup>th</sup> – Join Our Newsletter!</b> – Instagram Reel (1,864 Views, 174 Reached, 9 Interactions); Facebook Reel (1,633 Views, 682 Reached, 28 Interactions)</p> <p><b>Jul. 31<sup>st</sup> – WorkInTexas Reel</b> – Facebook (622 Views, 251 Reached, 5 Interactions); Instagram (819 Views, 168 Reached, 6 Interactions)</p> <p><b>Jul. 31<sup>st</sup> – National Intern Day</b> – Facebook (2,370 Views, 1,476 Reached, 27 Interactions); LinkedIn (242 Impressions)</p> <p><b>Aug. 1<sup>st</sup> – Braedon’s Last Day</b> – Facebook (2,075 Views, 1,312 Reached, 28 Interactions); LinkedIn (149 Impressions, 48% Eng. Rate)</p>
Q4 Mission Moments	<p><b>Jul. 1<sup>st</sup> – Team Workforce Participated in the Their Day Foundation Health Fair</b> – Facebook (869 Views, 539 Reached) 8 Interactions)</p> <p><b>Jul. 14<sup>th</sup> – Bowling for Literacy</b> – Facebook (1,891 Views, 1,173 Reached, 19 Interactions); LinkedIn (649 Impressions, 50% Eng. Rate)</p> <p><b>Jul. 29<sup>th</sup> – Back to School Donation Drive with Esperanza de Tejas</b> – Facebook (2,457 Views, 1,450 Reached, 19 Interactions); LinkedIn (479 Impressions)</p>

Program/Event	Summary & Key Dates
Q4 Mission Moments	<b>Aug. 7<sup>th</sup> – Ronald McDonald House Volunteering</b> – (2,329 Views, 1,136 Reached, 36 Interactions) LinkedIn (107.53% Eng. Rate)
WFSCB Program & Team Highlights	<p><b>Jul. 9<sup>th</sup> – DFPS Aging Out Seminar</b> – Facebook (1,078 Views, 605 Reached, 9 Interactions); LinkedIn (167 Impressions)</p> <p><b>Jul. 14<sup>th</sup> – 18<sup>th</sup> – EdEx Week 2</b> – Facebook Day 1 (3,530 Views, 1,907 Reached, 25 Interactions); Day 2 (2,419 Views, 1,202 Reached, 23 Interactions); Day 3 (1,713 Views, 858 Reached, 25 Interactions); Day 4 (3,479 Views, 1,637 Reached, 20 Interactions); Day 5 (2,216 Views, 1,054 Reached, 35 Interactions); LinkedIn Day 1 (369 Impressions, 48% Eng. Rate); Day 2 (362 Impressions, 33% Eng. Rate); Day 3 (188 Impressions, 39% Eng. Rate); Day 4 (170 Impressions, 27% Eng. Rate); Day 5 (197 Impressions)</p> <p><b>Jul. 17<sup>th</sup> – Coastal Pathways Leadership Team Collaboration</b> – Facebook (2,549 Views, 1,666 Reached, 35 Interactions); LinkedIn (673 Impressions, 50% Eng. Rate)</p> <p><b>Jul. 23<sup>rd</sup> – Team Training Retreat with Epoch Performance</b> – Facebook (3,534 Views, 1,835 Reached, 34 Interactions); LinkedIn (381 Impressions, 57% Eng. Rate)</p> <p><b>Jul. 26<sup>th</sup> – WFSCB Celebrates the 35<sup>th</sup> Anniversary of the Americans with Disabilities Act</b> – Facebook (885 Views, 465 Reached, 11 Interactions)</p> <p><b>Jul. 26<sup>th</sup> – 11<sup>th</sup> Annual Child Care Directors Symposium</b> – Facebook (1,769 Views, 892 Reached, 24 Interactions) &amp; (1,648 Views, 887 Reached, 17 Interactions); LinkedIn (128 Impressions, 55% Eng. Rate) &amp; (147 Impressions, 61% Eng. Rate)</p>
<ul style="list-style-type: none"> <li>• Aug. 16<sup>th</sup> - 11<sup>th</sup> Annual Child Care “Back to School” Teacher’s Fair 2025</li> <li>• Aug. 16<sup>th</sup> - TANF Family First Employment Resources &amp; Back to School Support Event</li> <li>• Sept. 17<sup>th</sup> – YOU! Choose Career Expo Sept. 17<sup>th</sup> – YOU! Choose Career Expo</li> </ul>	

## INFORMATION ONLY

### VII – 2a. Third Quarter (Q3) Analytics – Social Media & Web

## BACKGROUND INFORMATION

### Social Media Analytics

- Audience Report 4/1/2025 – 6/30/2025
  - Facebook is still our largest audience. From quarter to quarter, we've Increased our following to 8,317 (+220). We have also seen growth of our Instagram following with a total of 403 followers (+17). We have seen continued growth with following on our LinkedIn Platform, with 3,278 Followers (+119).
- Post Engagement Rate
  - Facebook 8.63%
  - LinkedIn 16.54%
  - Instagram 7.82%
  - Twitter 4.21%
- Brand Awareness Report (Start – End)
  - Facebook
    - 172,538 Page Impressions (+0.4%)
    - 132,969 Post Impressions (-20.5%)
  - LinkedIn
    - 21,956 Page Impressions (+25.8%)
    - 22,222 Post Impressions (+32.3%)
  - Instagram
    - 6,034 Profile Impressions (+108%)
    - 6,355 Post Impressions (+119%)

### Web Analytics (4/1/2025 – 6/30/2025)

Total Users – 21,833 (+23.2 % Y/Y)

New Users – 20,845 (+21.8 %)

Sessions – 31,356 (+19.2 %)

Views – 72,031 (+13.9 %)

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

Jobs Start Here (Hot Jobs) 7,815 Views (+15.8 % Y/Y)

WorkInTexas.com Search Tutorial 6,165 Views (+650 %)

Child Care 5,633 Views (-11% %)

Job Seekers 4,928 Views (-21% %)

Child Care Wait List 2,689 Views (-11.5 %)

Most of our web users are in Corpus Christi (3,758 confirmed) and many of the users listed under Dallas & Austin may actually be local users due to how mobile IP addresses are assigned. Our total Texas users for this period is 14,274.

## **INFORMATION ONLY**

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

## **BACKGROUND INFORMATION**

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

## 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.