WORKFORCE SOLUTIONS
COASTAL BEND

Public Relations Committee Meeting

October 8, 2026
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/6023106124?pwd=LGkM5d67Dtb6LmUIVkD2iPYqMpA2DX.1&omn=88568879143

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

Meeting ID: 602 310 6124
Passcode: 205402

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.

WORKFORCE SOLUTIONS
COASTAL BEND

Public Relations Committee Meeting

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

Join Zoom Meeting
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Thursday, October 8, 2026 – 3:00 pm

AGENDA

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

II. TOMA Rules: *Celina Leal*

III. Roll Call: *Celina Leal*.....*5*

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 7, 2026 Public Relations Committee Meeting** 6-7

VII. **Information Only:**
1. Marketing & Communication Updates: *Kristen Bily*.....8
2. Performance Report BCY2026 Third Quarter (Q3 Apr.-Jun.)
   a. Event Promotions & Summary: *Kristen Bily*.....9
   b. Analytics: *Kristen Bily*.....11
   c. Hiring Events Impact Summary: *Christina Gonzalez*.....12
   d. Partnership Engagement & Community Engagement Summary: *Christina Gonzalez*.....13

3. Fourth Quarter (Q4 Jul.-Sept.) Upcoming Events & Projects: *Kristen Bily*.....15

VIII. **Success Stories**

1. Kara Trevino – SEAL Program: *Kristen Bily*.....16
2. Quentin Lampkin - WIOA Out-of-School Youth Program: *Kristen Bily*.....17

IX. **Adjournment**

Note: Except for expressly authorized closed sessions, meetings, discussions, and deliberations of the Board or Committees will be open to the public. Voting in all cases will be open to the public. Board members are advised that using personal communication devices to discuss Committee and Board business during the meeting may be a violation of the Texas Open Meetings Act. Such communications also may be subject to the Texas Public Information Act.

Closed Session Notice. PUBLIC NOTICE is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code. In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our **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.

Public Relations Committee
Roll Call Roster
October 8, 2026
(4 = Quorum)

_____ C. Michelle Unda, Chair

_____ Jason Bevan, Vice-Chair

_____ Omar Lopez

_____ Christina Esquivel

_____ Susan Temple

_____ Karl Hattman

_____ David Irizarry

_____

Signed

_____

Printed Name

MINUTES

Workforce Solutions Coastal Bend – 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 7, 2026 – 3:00pm

Committee Members Present
C. Michelle Unda, Chair
Christina Esquivel
Jason Bevan
Susan Temple
Karl Hattman

Other Board Members Present

Absent
Omar Lopez
David Irizarry

Others Present
Ken Treviño, Workforce Solutions
Alba Silvas, Workforce Solutions
Shileen Lee, Workforce Solutions
Imelda Trevino, Workforce Solutions
Christina Gonzalez, Workforce Solutions
Valerie Ann De La Cruz, Workforce Solutions
Sarahi Vasquez, Workforce Solutions
Celina Leal, Workforce Solutions
Luis Rodriguez, Workforce Solutions
Robert Gonzales, Workforce Solutions
Ernest Everett, Workforce Solutions
Tracy McAfee, Workforce Solutions
Kristen Bily, Workforce Solutions
Vicki Stonum, Workforce Solutions
Milanda Ballesteros, Workforce Solutions
Harvey Pina, Workforce Solutions
April Mejia, Workforce Solutions
Janine Simser, C2GPS
Monica Cisneros, C2GPS
Geri Escobar, C2GPS
Robert Reyna, C2GPS
Kenia Dimas, BakerRipley

I. Call to Order
Chair Unda called the meeting to order at 3:07pm.

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

III. Roll Call
The roll call was called, and a quorum was present.

IV. Announcement on Disclosure of Conflicts of Interest

Attention was called to the Disclosure of Conflicts of Interest and disclosures were requested by the Chair Unda, at this time. None were made.

V. Public Comments

Due to the new TOMA Rules, there is a laptop at meeting location 400 Mann Street; Suite 800 and is noted on Zoom call that it is Public as per TOMA Rules. The laptop is available and open to the public.

VI. Discussion and Possible Action on Minutes of February 12, 2026, Public Relations Committee Meeting

Chair Unda stated a main motion to approve the minutes of February 12, 2026, Public Relations Committee meeting. Mr. Bevan moved to approve the February 12, 2026 minutes; the motion was seconded by Mrs. Esquivel and approved.

VII. Information Only:

1. *Marketing and Communication*

Mrs. Gonzalez reported on Marketing and Communication Updates outlined in Background Information included in page 6-7 of the May 7, 2026 packet

2. *Performance Report BCY2026 Second Quarter (Q2 Jan.-Mar.)*

a. Event Promotions and Summary

Ms. Bily reported Event Promotions and a Summary from Performance Report BCY2026 Second Quarter (Q2 Jan.- Mar) outlined in Background Information included in page 9 of the May 7, 2026 packet.

b. Analytics

Mr. Bily reported on Analytics from the Performance Report from BCY2026 Second Quarter outlined in Background Information included on page 10 of the May 7, 2026 packet.

c. Hiring Events Impact Summary

Mrs. Gonzalez reported information from the Hiring Events Impact Summary from Performance Report BCY2026 Second Quarter outlined on page 11 of the May 7, 2026 packet.

3. *Third Quarter (Q3 Apr.-Jun) Upcoming Events & Projects*

Ms. Bily reported on Upcoming Events & Projects in the Third Quarter outlined on page 12 of the May 7, 2026 packet.

VIII. Adjournment

The meeting was adjourned at 4:09pm.

INFORMATION ONLY

VII –1. Marketing & Communication Updates

BACKGROUND INFORMATION

Strengthening Brand Consistency and Marketing Standards
To ensure Workforce Solutions Coastal Bend maintains a consistent and recognizable presence throughout the region, Communications is conducting a comprehensive update of the organization's Marketing Guidelines. The revised guidelines will establish clear standards for branding, marketing procedures, messaging, and the development of materials used by Board staff, Career Centers, and service providers throughout the Coastal Bend. In conjunction with this effort, Communications has developed an updated Brand Style Guide that provides staff and partners with a centralized reference for current logos, colors, typography, and other visual brand standards. Providing these resources across the workforce system will help ensure materials representing WFSCB remain current, cohesive, and aligned with organizational standards.

Impact: Strengthened brand consistency and recognition across the Coastal Bend, clearer guidance for staff and partners, and improved quality and accuracy of materials representing Workforce Solutions Coastal Bend.

Elevating the Customer Experience Through Feedback and Recognition
To better understand the experiences and needs of the customers we serve, WFSCB recently updated its Career Center customer service surveys and developed a new survey specifically for Child Care Services customers. Expanding these feedback opportunities provides the organization with valuable insight into customer experiences and identifies areas where services, communication, and processes can continue to improve. To further connect customer feedback with employee recognition, PR also launched Workforce Wins, a new initiative highlighting team members who receive positive customer reviews. Each month, two employees will be recognized through WFSCB's social media platforms and internally through the Team Workforce in Motion staff newsletter. This initiative transforms customer feedback into an opportunity to celebrate service excellence while reinforcing the importance of a positive customer experience throughout the organization.
Impact: Increased opportunities to listen and respond to customers, greater visibility into service experiences, and meaningful recognition of employees who demonstrate exceptional customer service.

Expanding Access to Labor Market Information
Communications recently redesigned the Labor Market Information (LMI) Report to make regional workforce data more visually engaging, accessible, and easier for the public to understand. The refreshed format places greater emphasis on presenting key workforce trends and economic information through clear visuals and concise content, helping employers, job seekers, community partners, and other audiences better understand what the data means for the Coastal Bend. The redesign also strengthens the role of labor market information as a communications resource by presenting complex data in a format that can be more easily shared and understood across digital platforms and community outreach efforts.
Impact: Improved public accessibility to regional workforce information, stronger communication of labor market trends, and increased opportunities to position WFSCB as a trusted resource for workforce and economic information throughout the Coastal Bend.

From Strategy to Success, Follow our Journey & Stay Connected

Facebook Instagram Linked In You Tube

INFORMATION ONLY

VII – 2a. Performance Report BCY2026 Performance Report BCY2026 (Q3 April, May, June)
Event Promotions & Summary

BACKGROUND INFORMATION

Event Promotions & Summary

Date	Post	Category	Post Impressions	Reach	Engagement
1-Apr	Texas Conference for Employers	Partner Engagement	709	551	11
1-Apr	Texas Conference for Employers -Instagram	Partner Engagement	53	31	14
1-Apr	Closure Notice	Operations	837	682	8
2-Apr	Robstown Young Futures Feature	Partner Engagement	891	2,022	122
2-Apr	Robstown Young Futures Feature - Instagram	Partner Engagement	112	51	15
3-Apr	Focus on your Future Event at TAMUK	Partner Engagement	1,541	1,646	271
3-Apr	Focus on your Future Event at TAMUK - Instagram	Partner Engagement	72	30	14
6-Apr	Texas Conference for Employers Reminder	Partner Engagement	1,208	776	19
7-Apr	City of Three Rivers Job Fair	Hiring Event	1,637	996	40
9-Apr	City of Three Rivers Job Fair	Hiring Event	20	20	10
20-Apr	City of Three Rivers Job Fair	Hiring Event	2,141	1,420	37
20-Apr	City of Three Rivers Job Fair -Instagram	Hiring Event	38	22	2
23-Apr	City of Three Rivers Job Fair -Day of Event	Hiring Event	36	26	1
24-Apr	Texas Workforce Commissioner Visit to Corpus Christi	Mission Moment	4,200	2,728	79
24-Apr	Texas Workforce Commissioner Visit to Corpus Christi - Instagram	Mission Moment	273	235	12
27-Apr	Texas Conference for Employers Reminder	Partner Engagement	821	527	18
27-Apr	Texas Conference for Employers Reminder - Instagram	Partner Engagement	54	25	5
27-Apr	National Apprenticeship Week	Mission Moment	908	624	5
29-Apr	Apprenticeship Week Highlight	Mission Moment	897	565	31
1-May	Week of the Young Child Highlight	Partner Engagement	4,743	2,390	555
1-May	Week of the Young Child Highlight - Instagram	Partner Engagement	85	32	3
4-May	Texas Conference for Employers Reminder	Partner Engagement	705	415	8
6-May	Educators and Employers Roundtable	Partner Engagement	25	25	10
9-May	WFSCB Team Building Day for board	Mission Moment	4,587	2,611	522
11-May	Disability Awareness Training	Partner Engagement	3,425	2,455	58
11-May	Hiring event for PKK	Hiring Event	2,478	1,700	47
12-May	SEAL Signing Day Promotion	Mission Moment	2,159	1,440	59
12-May	LCC recognizes Ken Trevino as Keynote Speaker	Partner Engagement	1,366	769	131
13-May	Salute to the Military event recap	Partner Engagement	1,231	741	122
14-May	May Coffee Talk partnered with WFSCB	Partner Engagement	1,088	638	62
14-May	Promotion announcement of Luis Rodriguez	Partner Engagement	5,078	3,351	279
14-May	Industry and Education Roundtable Event	Mission Moments	1,004	783	29
14-May	Industry and Education Roundtable Event - Instagram	Mission Moments	167	147	6
15-May	Hiring event for PKK reminder	Hiring Event	757	489	5
18-May	Disability Awareness Training reminder	Hiring Event	3,619	2,402	68
18-May	Bee Area Partnership Hiring Event	Hiring Event	10,103	7,208	400
19-May	American Heart Association Go Red Luncheon	Mission Moments	765	456	30
20-May	Closure Notice for Memorial Day	Operations	548	363	7
20-May	G&H Towing Maritime Studies Program	Partner Engagement	1,290	837	57
21-May	TWC Share for Childcare	Partner Engagement	406	278	4
22-May	SEAL Signing Day Reminder	Mission Moment	2,531	1,688	70

22-May	LCC Event Recap	Partner Engagement	5,753	2,942	107,327
27-May	Weather Update	Operations	2,717	1,758	57
28-May	Texas Conference for Employers Event Reminder	Partner Engagement	750	506	4
29-May	Three Rivers Chamber of Commerce Event Luncheon	Partner Engagement	819	538	20
1-Jun	Whataburger Hiring Event Announcement	Hiring Event	48,499	30,110	1,273
1-Jun	Cajun Industries Hiring Event	Hiring Event	35,750	22,232	1,010
3-Jun	Day of event - Whataburger Hiring Event	Hiring Event	4,006	2,742	53
3-Jun	SEAL Event Recap	Mission Moments	3,628	2,007	396
3-Jun	Workforce on Wheels Update for June	Operations	1,340	695	66
8-Jun	Cajun Industries Hiring Event reminder	Hiring Event	1,604	939	42
15-Jun	Juneteenth recognition Day post	Operations	986	595	13
17-Jun	Local Law Enforcement Hiring Event	Hiring Event	2,813	1,758	50
24-Jun	Insight Externship announcement	Mission moments	14,929	6,838	1,831
29-Jun	Insight Externship onsite visit to Tesla	Mission Moments	4,324	2,285	409
29-Jun	4th of July closure announcement	Operations	752	439	9

INFORMATION ONLY

VII – 2b. Performance Report BCY2026 Performance Report BCY2026 (Q3 Apr.-Jun.)
Social Media & Web Analytics

BACKGROUND INFORMATION

Social Media Analytics

Audience Report

Social Media	Followers	Difference
Facebook	9,515	493
Linked In	4,073	412
Instagram	528	64

Brand Awareness Report

Social Media	Page Impressions	Difference	Post Impressions	Difference
Facebook	287,186	40.7	206,614	89.6
Linked In	20,756	68.9	18,119	6,352
Instagram	7,106	58.5	112,927	1,800

Website Media Analytics

Total Users	28,000
New Users	25,000
Sessions	32,000
Views	48,000

Top Web Pages Users Visited (Apart from the Home Page)

Web Page	Views
Hot Jobs	30,000
WorkInTexas.com	32,000
Job Seekers Services	26,000
Child Care Services	3,200

INFORMATION ONLY

VII – 2c. Performance Report BCY2026 Performance Report BCY2026 (Q3 April, May, June 2026)

Hiring Events Impact Summary

Hiring Events Job Seeker County & Event Awareness Analysis

BACKGROUND INFORMATION

Job Fairs & Hiring Events Impact Summary

Name	Date	Location	Total Employers & Partners	Job Seekers	Onsite Interviews	Future Interview Scheduled @ Event	On the Spot Job Offer Extended
Three Rivers Job Fair	4/23/2026	Gurwitz Community Center	21	35	32	4	10
PKK Southern Cuisine Hiring Event	5/18/2026	PKK Southern Cuisine	1	14	14	0	1
Windham ISD Hiring Event	5/20/2026	Bay Area Partnership	1	5	5	0	0
Whataburger Hiring Event	6/3/2026	WFSCB- Mission	1	52	7	43	0
Cajun Hiring Event	6/10/2026	WFSCB-Rockport Job Connection Center	1	30	21	9	2
		Totals	**25**	**136**	**79**	**56**	**13**

Job Fair: Job Seeker Resident County & Event Awareness Analysis

Three Rivers Job Fair
(Partner Event: Three Rivers Economic Development Corporation (EDC) and Santos McBain Management & Planning)

Job Seeker Residence County

Aransas	Bee	Brooks	Duval	Jim Wells	Kenedy	Kleberg	Live Oak	Nueces	Refugio	San Patricio	Other
0	5	0	0	0	0	0	17	7	0	4	2

Job Seeker Awareness Source

WFSCB	WIT	Facebook	Linked In	Instagram	Email	Other	Unknown
10	5	1	1	1	0	9	0

INFORMATION ONLY

VII. 2d. (Q3) Partnership Engagement & Community Engagement Summary BCY2026 (Q3 April, May, June 2026)

BACKGROUND INFORMATION

April 2026

Texas Intern Network Event | Texas A&M University-Kingsville (04/02)
Partnered with Texas A&M University-Kingsville to support student career readiness through mock interviews, networking, and career advising.

Doing Business with Giants Workshop Series (04/01 & 04/15)
Partnered with Texas A&M University-Corpus Christi and Cheniere Energy to support regional small business development and supplier readiness.

VRS Mock Interviews (04/08)
Collaborated with Vocational Rehabilitation Services (VRS) to provide mock interview practice and employer-perspective feedback.

McConnell Unit Career/College Day (04/15)
Partnered with the Windham School District to deliver workforce and re-entry information to approximately 240 incarcerated individuals.

CCREDC Senior Executive Breakfast (04/16)
Engaged with regional business and economic leaders to gain insights on economic trends, infrastructure development, and workforce needs

Refugio Chamber Annual Awards Banquet (04/18)
Supported the Refugio Chamber of Commerce Annual Awards Banquet, strengthening relationships with business and community leaders.

Employment & Readiness Committee Meeting (04/29)
Collaborated with veteran-serving organizations and workforce partners to address employment, housing, training, and support service needs for veterans and military families.

May 2026

Veterans Resource Fair | VFW Post 6290 (05/02)
Partnered with veteran-serving organizations to connect veterans and their families with workforce resources and support services.

WFSCB Child Care Provider Meeting (05/06)
Presented workforce solutions to local childcare providers, including recruitment assistance, labor market information, and work-based learning opportunities.

Industry & Education Summit (05/06)
Convened educators, employers, and workforce partners to discuss talent pipeline development and workforce needs.

Women in Business Luncheon / Blue Rose Networking Event (05/07)
Connected with local entrepreneurs and business leaders to promote workforce services and small business resources.

CCREDC Senior Executive Breakfast (05/12)
Engaged regional leaders in discussions on workforce trends, economic development, and business expansion.

Coastal Compass Coffee Talk (05/13)
Connected with employers, community organizations, and economic development partners to discuss workforce and economic trends.

Woodsboro Graduation Ceremony Scholarship Presentation (05/12)
Recognized student achievement by presenting a scholarship supporting continued education and workforce readiness.

Garza East & West Workforce Orientation Visits (05/14-05/15)
Partnered with the Windham School District to provide workforce orientation and re-entry guidance to approximately

180 residents.

Goodwill Partnership Meeting (05/19)

Met with Goodwill leadership to discuss workforce needs, inclusive hiring strategies, and partnership opportunities.

Veterans Employment & Resource Committee Meeting (05/27)

Collaborated with veteran-focused organizations to address employment and support service needs for veterans and military families.

Three Rivers Chamber Soup, Sandwiches & Success Workshop (05/28)

Provided workforce service information to local employers, including recruitment assistance, training programs, and employer incentives.

Doing Business with Giants Awards Ceremony (05/27)

Joined regional partners in recognizing businesses that completed supplier development and business growth training.

Networking Luncheon | Visit Corpus Christi (05/28)

Connected with regional leaders to discuss tourism trends and economic impacts on the local workforce.

Knight Office "Up Your Network" Event (05/28)

Engaged with business leaders, elected officials, and industry professionals on cybersecurity and business resilience.

Texas Conference for Employers (05/29)

Participated in the Texas Workforce Commission's employer conference to share workforce programs, employment resources, and business services.

Goodwill SEAL Program Meeting (05/29)

Collaborated with Goodwill to coordinate Summer Earn & Learn program implementation and participant placement strategies.

June 2026

Summer Earn & Learn (SEAL) Signing Day (06/02)

Supported participating students and employers as they prepared for summer work experiences through the SEAL program.

SEAL Disability Awareness Training (06/04)

Partnered with Vocational Rehabilitation Services to provide disability awareness training for participating employers.

Goodwill Industries of South Texas Partnership Meeting (06/05)

Met with Goodwill Industries of South Texas to strengthen participant placement coordination and employer engagement efforts.

G&H Towing Open House (06/06)

Engaged with industry leaders and employees to learn about workforce needs and career opportunities within the maritime sector.

CCREDC Investors Breakfast (06/09)

Participated in discussions on regional economic growth, industry investments, and future development projects.

Refugio Chamber SBDC Brunch & Learn (06/13)

Partnered with the Refugio Chamber, Texas A&M-Victoria SBDC, and LIFTFund to support entrepreneurship and small business development.

Coastal Bend Industry Committee Meeting (06/17)

Engaged with regional industry representatives to discuss workforce initiatives and future collaboration opportunities.

Veterans Employment & Resource Committee Meeting (06/18)

Collaborated with veteran-serving organizations to address employment and support needs for veterans and military families.

UCCCC Economic & Employment Committee Meeting (06/18)

Participated with business and community leaders to discuss economic priorities and workforce development initiatives.

INFORMATION ONLY

VII - 3. Fourth Quarter Events & Projects (Q4 July, August, September 2026)

BACKGROUND INFORMATION

Date	Event & Project Name
Tuesday, July 21, 2026	EWS Texas Hiring Event
Wednesday, July 22, 2026	Kleberg County Sheriff's Office Hiring Event
Saturday, July 25, 2026	Back-to-School Teacher's Fair
Tuesday, July 28, 2026	Secure your Future Recruiting Expo
Friday, August 14, 2026	EPES Hiring Event
Tuesday, September 15, 2026	YOU Choose Career Expo
Wednesday, September 16, 2026	Tex Best Travel Centers Hiring Event

INFORMATION ONLY

VIII. (Q3) Success Stories BCY2026 (Q3 April, May, June 2026)

BACKGROUND INFORMATION

1. **Kara Trevino – SEAL Program**
Karah joined the United Corpus Christi Chamber of Commerce team through the Summer Earn & Learn (SEAL) Program.

A student at Texas A&M University-Corpus Christi, Karah is currently pursuing a bachelor's degree in graphic design with a minor in Marketing and Photography, with an anticipated graduation in 2027.

Karah has produced social media reels and video content for Lemonade Day Coastal Bend and the United Corpus Christi Chamber of Commerce. Her design skills and storytelling have helped strengthen their digital presence.

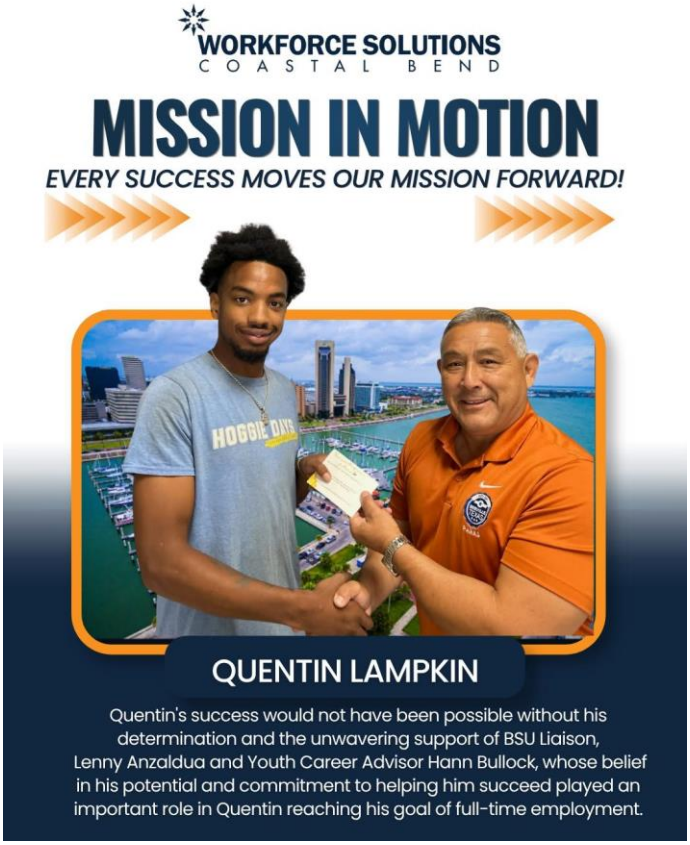


2. **Quentin Lampkin - WIOA Out-of-School Youth Program**

When Quentin Lampkin enrolled in the WIOA Out-of-School Youth Program, he was looking for an opportunity to begin his career journey. With guidance from Youth Career Advisor Hanna Bullock, Quentin participated in a summer work experience with the City of Beeville's Grounds Department.

Quentin quickly earned a reputation for being dependable, hardworking, and committed to success. His dedication impressed his supervisors, and when a full-time position became available, he was encouraged to apply. On July 1, 2026, Quentin officially began full-time employment with the City of Beeville.

Quentin's achievement is a testament to what can happen when determination meets opportunity. His success was made possible through his own perseverance, the support of Youth Career Advisor Hanna Bullock and BSU Liaison Lenny Anzaldua, and the strong partnership between Workforce Solutions Coastal Bend and the City of Beeville.



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.

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.