



WORKFORCE SOLUTIONS
C O A S T A L B E N D

Public Relations Committee Meeting

February 12, 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/81244118817?pwd=vhekjZ1ELqdPuLxpIdl2zPxUNnb6UO.1>

Toll-Free Call 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.



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/6023106124?pwd=LGkM5d67Dtb6LmUIVkd2iPYqMpA2DX.1&omn=81994001447>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 602 310 6124

Passcode: 205402

Thursday February 12, 2026 – 3:00 pm

AGENDA

Page

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

II. TOMA Rules: Sarahi Vasquez

III. Roll Call: *Sarahi Vasquez*..... 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 September 11, 2025 Public Relations Committee Meeting** 4-5

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2026**.....6

VIII. **Information Only:**

1. Performance Report BCY2026 (Q1 Oct.-Dec.) (Q2 Jan.-Mar.) (Q3 Apr.-Jun.) (Q4 Jul.-Sept.)

 a. First Quarter (Q1) Event Promotions & Summary: *Christina Gonzalez*..... 7-8

 b. Second Quarter (Q2) Upcoming Events & Projects: *Christina Gonzalez*9

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2. Social Media & Web Analytics: <i>Christina Gonzalez</i>	10
3. Marketing & Communication Update: <i>Christina Gonzalez</i>	11

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.

- a. The presiding member (Chair or designee) must be in-person at the meeting location, 400 Mann Street, Suite 800, Corpus Christi, Texas.
- b. Board members must be visible on camera in order to count toward the quorum and in order to vote.
- c. 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
February 12, 2026
(4 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Jason Bevan, Vice Chair

_____ Christina Esquivel

_____ David Irizarry

_____ Karl Hattman

_____ Omar Lopez

_____ 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/84644491952?pwd=CMTwHb1d84OMCvedEB84C4vjpmNI7.1>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 846 4449 1952

Passcode: 297220

September 11, 2025 – 3:00 pm

Committee Members

Present

C. Michelle Unda, Chair
Omar Lopez
Hector Bernal
Jason Bevan
Karl Hattman

Other Board Members Present

Raynaldo De Los Santos
Gloria Perez

Absent

Susan Temple

Others Present

Alba Silvas, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Xena Mercado, Workforce Solutions
Vicki Stonum, Workforce Solutions
Tony Armadillo, Workforce Solutions
Ernest Everett, Workforce Solutions
Ricardo Munoz, Workforce Solutions
Celina Leal, Workforce Solutions
Catherine Cole, Workforce Solutions
Imelda Munoz, Workforce Solutions

I. Call to Order

C. Michelle Unda called the meeting to order at 3:05pm.

II. TOMA Rules

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

III. Roll Call

The roll call was called, and a quorum was present. Jesse Gatewood was in attendance.

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 C. Michelle 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 the May 8, 2025 Public Relations Committee Meeting

Chair Unda moved to approve the minutes of the May 8, 2025 Public Relations Committee meeting. Raynaldo motioned to approve the minutes, The motion was seconded by Jason Bevan and passed.

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

Ms. Mercado presented information on Third Quarter (Q3), which included social media analytics information on WFSCB Program, Community Partnership Stories, and Job Fairs, which can be found on pages (included in pages 7-8 in the September 11 2025 packet).

b. Fourth Quarter (Q4) Upcoming Events & Projects

Ms. Mercado presented information such as interactions, impressions, and reach for Fourth Quarter Events & Projects such as the Home to Texas Internship Program, Job Fairs and Q4 Mission Moments (included in pages 9-10 in the September 11 2025 packet).

2. Third Quarter (Q3) Analytics

a. Social Media & Web

Tony Armadillo presented information on Quarter 3 Analytics in social media and Web development, such as updates on reach, target city breakdown, and AI overview and its impact on future impressions on social media platforms and websites. (included in page 11 in the September 11 2025 packet).

3. Marketing & Communication: Assessment & Strategic Plan Update

Mrs. Lee presented information assessments and strategic planning updates regarding marketing and communication through an IT Plan (included in page 12 in the September 11 2025 packet).

VIII. Adjournment

The meeting was adjourned at 4:10pm.

INFORMATION ONLY

VII – Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2026.

BACKGROUND INFORMATION

Public Relations Committee Charter

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

RECOMMENDATION

The Public Relations Committee consider the proposed committee charter, initiatives and board strategic goals for BCY 2026; and take any appropriate action on the information presented.

INFORMATION ONLY

VIII – 1. Performance Report BCY2026 Performance Report BCY2026- First Quarter (Q1) Event Promotions & Summary

BACKGROUND INFORMATION

1a. Q1: Event Promotions & Summary (Quarter 1: October, November & December 2025)

October 2025

Date	Post	Facebook			Linked In	
		Views	Engagement	Impressions	Engagement Rate	Impressions
10/1	Workforce on Wheels Mobile Unit Weekly Location Announcement	2533	63	1893	6.08%	148
10/13	Workforce on Wheels Mobile Unit Weekly Location Announcement	1117	15	861	6.31%	111
10/20	Workforce on Wheels Mobile Unit Weekly Location Announcement	2370	54	1700	1.69%	296
10/27	Workforce on Wheels Mobile Unit Weekly Location Announcement	825	4	590	2.29%	175
10/1	National Disability Employment Awareness Month (#NDEAM)	697	8	533	0.93%	107
10/2	Border Patrol Hiring Events in Workforce Centers on 10/21–10/24 (Event Promotion)	1816	49	1292	3.17%	221
10/3	YOU! Inspire Symposium on 10/7 (Event Promotion)	1079	27	801	2.53%	79
10/3	Corpus Christi Regional Economic Development Corporation's Manufacturing Day	786	15	578	NA	NA
10/3	Corpus Christi Regional Economic Development Corporation's Manufacturing Day 2nd	4788	624	3247	49.47%	562
10/3	Corpus Christi Regional Economic Development Corporation's Manufacturing Day	542	15	516	<Instagram	516
10/6	Workforce on Wheels Mobile Unit Weekly Location Announcement	1265	16	905	5.96%	151
10/7	Support for Banquete HS CCMR Tailgate Networking Event	2465	180	1482	NA	NA
10/7	RFQ Announcement	896	12	623	4.46%	112
10/7	Youth Program Services Outreach	600	7	399	33.17%	407
10/7	YOU! Inspire Symposium	3193	492	1859	NA	NA
10/10	Mission Moment: Breast Cancer Awareness Month Activities	988	86	900	13.40%	291
10/10	Parents Night / Community Resource Fair for Schallert Elementary (Alice, TX)	1392	25	1056	NA	NA
10/15	Recognize White Cane Day: Celebrating Independence and Accessibility in Texas	975	3	761	5.26%	171
10/16	Mission Moment: Staff Volunteer at Food Bank of Corpus Christi	1241	76	836	10.00%	260
10/16	Happy Boss's Day	2294	215	1487	12.27%	701
10/17	Mission Moment: Breast Cancer Awareness Month Activities (Beeville)	4712	655	3083	NA	NA
10/17	Hire Red, White & You Career Fair (Event Promotion)	10137	303	11538	6.39%	313
10/20	Youth Seasonal Job Fair on 10/22 at Elevate 361 (Event Promotion)	1104	16	803	2.45%	163
10/20	Equip Enterprises Hiring Event in Three Rivers on 10/23 (Event Promotion)	1074	8	724	2.60%	231
10/23	Youth Seasonal Job Fair at Elevate 361	2621	173	1774	8.17%	257
10/28	Taft CTE and P-TECH Advisory Board Meeting (Partner Engagement Highlight)	2278	88	1539	5.62%	249
10/30	YOU! Participants attend Lunch & Learn at the USS Lexington Museum (Skill Development Worksite)	1221	83	757	7.56%	397
10/30	YOU! Participants attend Lunch & Learn at the USS Lexington Museum (Skill Development Worksite)	628	21	600	<Instagram	NA
10/31	Mission Moment: Breast Cancer Awareness Month Activities	790	40	696	NA	NA

November 2025

Date	Post	Facebook			LinkedIn	
		Views	Engagement	Impressions	Engagement Rate	Impressions
11/3	Workforce on Wheels Mobile Unit Weekly Location Announcement	2630	35	1851	2.28%	263
11/10	Workforce on Wheels Mobile Unit Weekly Location Announcement	2728	31	1931	2.30%	217
11/17	Workforce on Wheels Mobile Unit Weekly Location Announcement	5304	63	4086	3.08%	227
11/21	Workforce on Wheels Mobile Unit Weekly Location Announcement	751	12	530	2.53%	198
11/11	WFSCB Honors Veterans	1315	129	822	4.93%	284
11/12	Hire Red, White & You Career Fair Event	5283	672	3307	NA	NA
11/12	Hire Red, White & You Career Fair Event (Partner Appreciation)	3753	573	2306	31.12%	1009
11/12	Coastal Bend Blood Center Partner Engagement Highlight	744	15	400	NA	NA
11/14	Child Care Centers Staff Retention Bonuses Check Presentation	6275	942	3561	50.00%	626
11/25	Beeville Center Early Closure & Available Online	614	3	431	1.98%	202
11/25	Mission Moment: \$500 Donation Presentation to Breast Friends	1639	61	1151	11.55%	476
11/26	Career Centers Closure on Nov. 27 & 28	677	14	472	2.60%	192

December 2025

Date	Post	Facebook			LinkedIn	
		Views	Engagement	Impressions	Engagement Rate	Impressions
12/8	Workforce on Wheels Mobile Unit Weekly Location Announcement	1116	21	822	5.94%	286
12/15	Workforce on Wheels Mobile Unit Weekly Location Announcement	1640	17	1168	1.12%	178
12/19	Workforce on Wheels Mobile Unit Weekly Location Announcement	796	10	554	4.50%	222
12/11	Mission Center Closure – Services Available at On-site Workforce on Wheels Mobile Unit	692	8	505	3.96%	227
12/15	Board of Directors Annual Board Meeting	3114	426	1833	64.93%	1249
12/17	Maritime Career Expo & Job Fair (Event Promotion)	2466	207	1776	NA	NA
12/17	Maritime Career Expo & Job Fair (Partner Highlight)	1245	124	772	13.61%	779
12/20	Partner Acknowledgement (The Rise School of CC) Child Care Staff Retention Bonuses	2736	NA	NA	NA	NA
12/24	Career Center Closures for Holidays	804	10	569	5.13%	273

INFORMATION ONLY

VIII – 1b. Performance Report BCY2026 Performance Report BCY2026- First Quarter (Q1) Event Promotions & Summary

BACKGROUND INFORMATION

1b. Second Quarter (Q2) Upcoming Events & Projects

January 2026

Date	Post	Facebook			Linked In	
		Views	Engagement	Impressions	Engagement Rate	Impressions
1/1	New Year Greeting	863	12	611	4.00%	7
1/1	New Year Greeting	64	23	1	<Instagram	NA
1/5	Workforce on Wheels Mobile Unit Location Announcement	1064	11	744	4.50%	289
1/15	Maritime Career Expo & Job Fair – Story	97	2	87	NA	NA
1/15	Maritime Career Expo & Job Fair – Reel	1518	51	1225	NA	NA
1/15	Texas VFW Foundation Military Veteran & Career Expo	2056	39	1455	3.81%	15
1/16	New Digital Communications Manager Announcement	51780	2593	37090	11.10%	256
1/22	Maritime Career Expo & Job Fair – Event Recap	2687	326	1688	34.34%	34
1/23	Goodwill Annual Meeting Event (Partner Engagement)	3802	326	2407	32.88%	170
1/23	Coastal Compass' Career Connection Job Fair (Partner Event Promotion)	968	44	605	NA	NA
1/24	Goodwill Annual Meeting Event – Story	171	1	149	NA	NA
1/25	Delay Start	3293	58	2422	3.03%	5
1/26	Workforce on Wheels Mobile Unit Location Announcement	61	18	699	4.50%	222
1/26	Delay Start	928	18	682	4.46%	10
1/28	Coastal Compass' Career Connection Job Fair – Story	68	0	67	NA	NA
1/28	Goodwill & CBC Partnership (Partner Engagement)	2373	240	240	NA	NA

February & March 2026

Date	Events
2/2	Workforce on Wheels Mobile Unit Location Announcement
2/26	San Patricio County EDC Career Expo & Job Fair
3/1	Workforce on Wheels Mobile Unit Location Announcement
3/18	HIRES Job Fair

INFORMATION ONLY

VIII – 2. Social Media & Web Analytics

BACKGROUND INFORMATION

Social Media Analytics (Q1: October – December 2025)

- Audience Report
 - Facebook is still our largest audience. From quarter to quarter, we've Increased our following to 8,900 (+583). We have also seen growth of our Instagram following with a total of 451 followers (+48). We have seen continued growth following on our LinkedIn Platform, with 3,548 Followers (+35).
- Post Engagement Rate
 - Facebook 9.13% (+.5)
 - LinkedIn 28.8% (+12.26)
 - Instagram 8.83% (+1.01)
 - Twitter 4.21% (0) (There has been no movement on Twitter. Suggest focusing on the 3 popular pages to focus on community impact)
- Brand Awareness Report
 - Facebook
 - 186,401 Page Impressions (+13,863)
 - 119,231 Post Impressions (-13,738)
 - LinkedIn
 - 19,170 Page Impressions (-2,786)
 - 18,119 Post Impressions (-4,103)
 - Instagram
 - 6,043 Profile Impressions (+9)
 - 5,550 Post Impressions (-805)

Web Analytics

Total Users	20,000
New Users	19,000
Sessions	16,660
Views	52,000

The top pages users are visiting, apart from the home page, are

Hot Jobs	12,000 Views
Job Seeker Services	4,300 Views
WorkInTexas.com	2,700 Views
Career Centers	1,800 Views

INFORMATION ONLY

VIII – 3. Marketing & Communication Update

BACKGROUND INFORMATION

Advancing Organizational Visibility and Mission Alignment

The Public Relations (PR) function advances the mission of Workforce Solutions Coastal Bend by strengthening organizational visibility and ensuring alignment with community needs. Through strategic communication, data-informed storytelling, and strong partnerships, PR serves as the organization’s unified voice across all platforms.

Strengthening Capacity Through Strategic Innovation

As the department transitions, priority is being placed on innovative approaches that increase efficiency and capacity. A comprehensive evaluation of public relations, marketing, and communications activities is underway to streamline workflows, implement scalable systems, and proactively address communication needs across the organization.

Enhancing Collaboration and Regional Partnerships

PR will continue to work closely with leadership and program teams to ensure communications are strategic, timely, and aligned with organizational priorities. Emphasis will remain on producing high-quality content that elevates the Workforce Solutions Coastal Bend brand and strengthens relationships with key partners, including employers, school districts, training providers, higher education institutions, community-based organizations, and media outlets.

Alignment With Board Strategic Goals

All PR activities are deliberately aligned with the Board’s Strategic Goals. By deploying a coordinated multi-channel communication strategy, PR ensures consistent brand representation, cohesive messaging, and high-quality engagement. These efforts directly advance WFSCB’s strategic priorities by enhancing visibility, deepening stakeholder engagement, and reinforcing our mission throughout the Coastal Bend region.

From Strategy to Success, Follow our Journey & Stay Connected



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.