



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

Public Relations Committee Meeting

May 7, 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=89476433421>

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

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Thursday May 7, 2026 – 3:00 pm

AGENDA

I. Call to Order: C. Michelle Unda, Chair	<i>Page</i>
II. TOMA Rules: Sarahi Vasquez	
III. Roll Call: <i>Sarahi Vasquez</i>	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 February 12, 2026 Public Relations Committee Meeting	6-7
VII. Information Only:	
1. Marketing & Communication Updates: <i>Christina Gonzalez</i>	8
2. Performance Report BCY2026 Second Quarter (Q2 Jan.-Mar.)	
a. Event Promotions & Summary: <i>Kristen Bily</i>	9
b. Analytics: <i>Kristen Bily</i>	10
c. Hiring Events Impact Summary: <i>Christina Gonzalez</i>	11
3. Third Quarter (Q3 Apr.-Jun.) Upcoming Events & Projects: <i>Kristen Bily</i>	12

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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)

VIII. Adjournment

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

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

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our **Bayview Tower – Administrative Office, Bayview Large Conference Room** and on **ZOOM**. With this format, comes some changes to what is required of board members and the public.

- The presiding member (Chair or designee) must be in-person at the meeting location, 400 Mann Street, Suite 800, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

This hybrid meeting format will allow us to meet TOMA rules, while still ensuring the safety of those who must attend.

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Public Relations Committee
Roll Call Roster
May 7, 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

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

Bayview Large Conference Room

Corpus Christi, Texas 78401

Join Zoom Meeting

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February 17, 2026 – 3:00 pm

Committee Members Present

C. Michelle Unda, Chair

Jason Bevan, Vice Chair

Omar Lopez

Christina Esquivel

Karl Hattman

Other Board Members Present

Raynaldo De Los Santos

Gloria Perez

Absent

David Irizarry

Susan Temple

Others Present

Ken Trevino, Workforce Solutions

Alba Silvas, Workforce Solutions

Shileen Lee, Workforce Solutions

Christina Gonzalez, Workforce Solutions

Allyson Riojas, Workforce Solutions

Kristen Bily, Workforce Solutions

Vicki Stonum, Workforce Solutions

Celina Leal, Workforce Solutions

Tracy McAfee, Workforce Solutions

Ernest Everett, Workforce Solutions

Harvey Pina, Workforce Solutions

Sarahi Vasquez, Workforce Solutions

Catherine Cole, Workforce Solutions

Imelda Trevino, Workforce Solutions

I. Call to Order

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

II. TOMA Rules

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

III. Roll Call

The roll call was called by Ms. Vasquez, and a quorum was present. Immediate Past Chair Raynaldo De Los Santos and Chair Gloria Perez were in attendance. Chair Unda called for introductions of new employees and were introduced as the following: Sarahi Vasquez, (Governance and Executive Support Specialist), Kristen Bily (Digital Communications Manager), and Tracy McAfee (Technical Support Analyst).

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.

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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 September 11, 2025 Public Relations Committee Meeting

Chair Unda opened the floor to approve the minutes of the September 11, 2025 Public Relations Committee meeting. Mr. Bevan motioned to approve the minutes, The motion was seconded by Omar Lopez and passed.

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

Ms. Unda presented the review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2026. Mr. Trevino stated that it was important to note that these goals are ratified in regard to the Charter every time in every plan to ensure they are aligning with strategic board goals.

VIII. Information Only:

1. Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-Mar.) (Q3 Apr.-Jun.) (Q4 Jul.-Sept.)

a. First Quarter (Q1) Event Promotions & Summary

Ms. Gonzalez presented information on First Quarter (Q1). Ms. Gonzalez went over Views, Engagement, Impressions, for both Facebook and LinkedIn, per event that was held, and per post used to promote each event. Christina explained how this quarter they were able to highlight Child Care Providers, as they expressed in the past that they want more promotion of their services but also to be highlighted in these events. (included in pages 7-8 in the February 12 2026 packet).

b. Second Quarter (Q2) Upcoming Events & Projects

Ms. Gonzalez presented information such as interactions, impressions, and reach for Second Quarter Events & Projects such as the Texas VFW Foundation Military Veteran & Career Expo, Goodwill Annual Meeting Event, and the Coastal Compass Career Connection Job Fair. Ms. Gonzalez also emphasized the importance of the Workforce on Wheels Mobile Unit Announcement and it's critical part of February and March. Ms. Gonzalez recognized the Beeville School District CME Month with CCISD, with their assistance in helping students gain credentials through their programs. Mr. Bevan asked Ms. Gonzalez what the trends are in these jobs fairs, where Ms. Gonzalez described a success story from Hiring Red White and You in which a member of the staff assisting with a Tesla sit visit for Workforce was hired as a result of his attendance to the event. Ms. Michelle Unda stated social media increases exposure to the events and job fairs. Mr. Trevino added that they do a recap of analysis of their job fairs from year to year to ensure there is a positive trend in attendance. (included in pages 9 in the February 12 2026 packet).

2. Social Media & Web Analytics

Ms. Gonzalez presented information on Social Media Analytics (Q1: October- December 2025) and provided information on strategic platform usage and utilization. Mr. Lopez inquired about the social media development of X, where Ms. Gonzalez explained that there is very limited interaction on the platform. Mr. Trevino stated that he would like to discuss with Ms. Unda and Ms. Bily following the meeting to do a deeper dive into it's alignment with our demographic audience. Mr. Hattman asked about the style of posting for the events, in which Ms. Gonzalez stated that they have a multi-use of styles from Hootsuite, which also helps in appropriate scheduling of posting. Ms. Gonzalez discussed the increase on Instagram and LinkedIn interactions (included in page 11 in the February 12 2026 packet).

3. Marketing & Communication Update

Mrs. Gonzalez presented information assessments and strategic planning updates regarding marketing and communication through a (included in page 11 in the February 12 2026 packet).

IX. Adjournment

The meeting was adjourned at 4:00pm.

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VII –1. Marketing & Communication Update

BACKGROUND INFORMATION

Advancing Organizational Visibility and Mission Alignment

To strengthen Workforce Solutions Coastal Bend’s visibility and reinforce alignment with Board strategic priorities, Public Relations (PR) has focused on refining how we tell our story. Messaging frameworks are being developed to more clearly connect Board goals to programs, partnerships, and measurable community impact. Communications now place greater emphasis on outcomes, translating workforce initiatives, events, and data into narratives that resonate with job seekers, employers, partners, and the broader public. This approach ensures messaging consistently positions WFSCB as a regional workforce system leader making an impact in our communities, not solely a program administrator.

Impact: External communications are more consistent, intentional, and aligned across platforms, resulting in clearer public understanding of WFSCB’s mission, programs, and regional value.

Strengthening Capacity Through Strategic Innovation

To move from reactive communications toward a sustainable, forward-looking model, PR has prioritized building internal capacity and efficiency. A structured review of marketing, communications, and PR workflows is continuing to identify gaps, eliminate redundancies, and introduce scalable practices. Standard operating procedures, protocols, and guidelines are being developed and enhance for crisis communications, media engagement, program and event campaigns, and executive messaging. Additionally, tools and templates are being standardized to protect brand integrity and speed production. The implementation of a Communications Project Request Form has already improved the clarity, timeline, and coordination for a project from the initiation through completion.

Impact: Clearer internal processes, improved turnaround times, and increased capacity to respond quickly and effectively to organizational and community communication needs.

Enhancing Collaboration and Regional Partnerships

Recognizing that effective communication depends on alignment across the organization, PR established regular cross departmental convenings with leadership and program teams. These efforts ensure communication planning is strategic, coordinated, and aligned with organizational priorities rather than transactional. Content and outreach intentionally highlight partnerships with employers, industry associations, school districts, higher education institutions, training providers, and community-based organizations. Media outreach emphasizes regional solutions, such as hiring events and workforce programs, while partner communications have expanded through the *Opportunities Now* newsletter, sharing grant opportunities, conferences, and free resources.

Impact: Stronger partner relationships, increased message alignment, and broader amplification of workforce initiatives throughout the Coastal Bend.

Alignment With Board Strategic Goals

All marketing, communications and public relationships efforts remain deliberately aligned with the Board’s Strategic Goals. Through a coordinated multichannel approach, PR ensures consistent branding, cohesive messaging, and targeted outreach tailored to employers, job seekers, educators, partners, and media. These efforts support system visibility, stakeholder trust, employer engagement, workforce access, and transparency.

Impact: Communications increasingly serve as a strategic tool that advances policy priorities, strengthens stakeholder confidence, and supports measurable regional workforce outcomes.

From Strategy to Success, Follow our Journey & Stay Connected



INFORMATION ONLY

VII – 2a. Performance Report BCY2026 Performance Report BCY2026 (Q2 Jan.-March 2026) Event Promotions & Summary

BACKGROUND INFORMATION

Event Promotions & Summary

Date	Post	Views	Engagement	Impressions	Engagement Rate	Impressions
1-Jan	Happy New Year Post	958	567	26	2.12%	202
5-Jan	Workforce on Wheels Mobile Unit Weekly Location	1,171	719	1833	1.53%	700
15-Jan	Maritime Expo	1,698	11	1,162	NA	1,162
15-Jan	VFW Foundation Career Expo	2,234	15	1,394	2.58%	1,338
16-Jan	Welcome Post for Kristen Bily	52,041	376	34,941	6.99%	34,943
22-Jan	Maritime Career Expo Recap Post	3,320	57	1,639	18.66%	1,742
23-Jan	Coastal Compass Hiring Event	1,171	9	671	6.38%	658
23-Jan	Goodwill Industries Recap Post	4,993	49	2,817	12.05%	2,863
25-Jan	Service Update: Delayed Start due to weather	3,681	15	2,444	2.26%	2,477
26-Jan	Service Update: Delayed Start due to weather	1,373	7	846	1.86%	860
26-Jan	Workforce on Wheels Mobile Unit Weekly Location	103	3	84	NA	47
28-Jan	Coastal Bend College Event Recap	5,605	55	3,736	10.25%	3,678
29-Jan	Day of event for Coastal Compass Hiring Event	1,247	10	795	3.52%	795
29-Jan	Sparkle Squad - Mission Moment	1,748	21	931	15.81%	898
29-Jan	Methodist Day School Opening	9,893	41	3,613	31.98%	3,684
30-Jan	Workforce on Wheels Mobile Unit Weekly Location	5,892	28	3,862	1.94%	3,776
5-Feb	San Patricio Career Expo & Job Fair -FB Event	NA	5	NA	NA	NA
5-Feb	Mathis CCMR Expo	1,681	8	996	13.99%	979
6-Feb	Welcome Post for Sarahi Vasquez	3,339	32	2,079	7.59%	2,030
6-Feb	Celebrating National CTE Month	1,311	19	743	6.91%	738
9-Feb	San Patricio Career Expo & Job Fair	558	1	1	2.78%	324
9-Feb	Infant Toddler Specialist Network Roadshow	2,182	16	1,110	26.60%	1,124
11-Feb	WFSCB PATHS Expansion	252	4	176	3.38%	207
12-Feb	President's Day Observance Post	553	4	347	2.05%	341
13-Feb	P-16 Council Meeting	1,506	23	826	12.09%	819
13-Feb	Hornet Aviation Event	2,124	34	1357	9.99%	1,331
17-Feb	Workforce on Wheels Mobile Unit Weekly Location	651	6	392	2.57%	391
19-Feb	This one is for the Gals Event	8,560	56	4,918	24.47%	4,913
23-Feb	Workforce on Wheels Mobile Unit Weekly Location	3,769	24	2,604	1.61%	2,542
24-Feb	San Patricio Skills, Trade and public service career fair	1,876	24	1,140	2.85%	1,122
25-Feb	Del Mar College Continuing Education Partnership Post	1,463	25	740	14.19%	726
26-Feb	San Patricio Career Expo & job Fair Day of Event	2,261	13	1,288	3.15%	1,238
27-Feb	AC Jones Career Fair	2,581	18	1,571	16.23%	1,528
2-Mar	Elevate Youth Job Fair	2,410	24	1,178	5.84%	1,182
2-Mar	HIRES Job Fair	7,263	66	4,297	2.51%	4,135
3-Mar	Townhall Closure Notice	4,762	42	2,736	3.26%	2,612
7-Mar	Townhall Event Recap	2,729	25	1,691	12.41%	1,732
9-Mar	Elevate Youth Job Fair	795	5	490	2.25%	490
10-Mar	HIRES Job Fair	1,269	5	773	4.50%	776
11-Mar	Skills Event for Volunteers	715	4	404	3.57%	391
16-Mar	HIRES Job Fair	4,343	29	2,634	5.06%	2,511
19-Mar	HIRES Event Recap Post	1,986	26	1,436	0.54%	1,476
19-Mar	Texas Intern Network Event	4,100	17	2,732	1.72%	2,504
23-Mar	Three Rivers Job Fair	992	8	569	3.19%	565
30-Mar	Three Rivers Job Fair	1,666	23	1,242	3.55%	1,212
31-Mar	Child Care Provider Frog Street Curriculum Training	2,874	26	1,668	32.56%	1,641

INFORMATION ONLY

VII – 2b. Performance Report BCY2026 Performance Report BCY2026 (Q2 Jan.-March 2026) Social Media & Web Analytics

BACKGROUND INFORMATION

Social Media Analytics

Audience Report

Social Media	Followers	Difference
Facebook	9,022	122
Linked In	3,661	113
Instagram	464	13
Twitter	858	0

Post Engagement Rate

Social Media	Engagement Rate	Difference
Facebook	8.13%	-0.3
Linked In	10.57%	-0.2
Instagram	8.84%	1.01
Twitter	0.00%	0

Brand Awareness Report

Social Media	Page Impressions	Difference	Post Impressions	Difference
Facebook	302,538	87.7	196,823	89.6
Linked In	22,006	14.70	18,119	-4,103
Instagram	3,203	-0.40	112,927	1,800

Website Media Analytics

Total Users	30,000
New Users	29,000
Sessions	40,000
Views	52,000

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

Web Page	Views
Hot Jobs	30,000
WorkInTexas.com	29,000
Job Seekers Services	24,454
Child Care Services	2,900

INFORMATION ONLY

VII – 2c. Performance Report BCY2026 Performance Report BCY2026 (Q2 Jan.-March) Hiring Events Impact Summary

BACKGROUND INFORMATION

Hiring Events Impact Summary

Name	Date	Time	Location	Total Employers & Partners	Job Seekers	Onsite Interviews	Future Interview Scheduled @ Event	On the Spot Job Offer Extended
Veteran's Job Fair	Thurs., January 15	10am-2pm	Omni Hotel	32	96	0	0	0
Maritime Career Expo & Job Fair	Wed., January 21	2-5pm	Soloman Ortiz Center	32	142	5	1	0
Coastal Compass Job Fair	Thurs., January 29	8:30-11:30am	Coastal Bend Wellness Center	26	286	0	0	0
San Patricio County Career Expo & Job Fair	Thurs., February 26	8:30-4:30pm	San Pat Civic Center	36	123	26	55	6
H.I.R.E.S. Job Fair	Wed., March 18	9am-1pm	Coastal Bend Food Bank	25	183	21	63	88
Totals				151	830	52	119	94

Hiring Events Job Seeker County & Event Awareness Analysis

Maritime Career Expo & Job Fair (142 Job Seekers)

Note: Majority of Job Seekers reported more than 1 source on their registration form.

Job Seeker Awareness Source

WFSCB	WIT	Facebook	Linked In	Instagram	Email	Other	Unknown	Google	News
138	120	53	4	5	60	56	29	9	6

Event Awareness Media Coverage

- KRIS TV 1/16: [Coastal Bend Maritime Community hosting 3rd Annual Career Expo and Job Fair Jan. 21](#)
- KRIS TV 1/21: [Local students Explore Maritime Career Opportunities at Coastal Bend Expo](#)

San Patricio County EDC Career Expo & Job Fair (123 Job Seekers)

Note: To gather additional information to conduct an analysis, we added a "County of Residence" field on the Job Seeker Registration form.

Job Seeker County Residence

Aransas	Bee	Brooks	Duval	Jim Wells	Kenedy	Kleberg	Live Oak	Nueces	Refugio	San Patricio	Other	Unknown
10	11	0	1	1	0	1	0	34	0	47	1	17

Job Seeker Awareness Source

WFSCB	WIT	Facebook	Linked In	Instagram	Email	Other	Unknown
56	10	38	0	0	1	1	17

H.I.R.E.S. Job Fair (183 Job Seekers)

Job Seeker County Residence

Aransas	Bee	Brooks	Duval	Jim Wells	Kenedy	Kleberg	Live Oak	Nueces	Refugio	San Patricio	Other	Unknown
3	2	1	1	3	0	3	0	132	0	21	1	16

Job Seeker Awareness Source

WFSCB	WIT	Facebook	Linked In	Instagram	Email	Other	Unknown
23	29	25	2	2	17	15	70

Event Awareness Media Coverage

- KRIS TV 3/17: [Workforce Solutions Coastal Bend Set to Host Inclusive Job Fair](#)
- KIII TV 3/18: [Inclusive Job Fair in Corpus Christi to Connect Employers with Job Seekers](#)
- KRIS TV 3/18: [Corpus Christi Job Fair Focuses on Workers with Disabilities](#)

INFORMATION ONLY

VII - 3. Third Quarter Events & Projects (Q3 April-June 2026)

BACKGROUND INFORMATION

Third Quarter (Q3) Events & Projects

Date	Event & Project Name
Thursday, April 2, 2026	TAMUK Texas Internship Network Conference
Thursday, April 23, 2026	Three Rivers Job Fair
Thursday, April 23, 2026	TWC Commissioner Brent Connett Visit
Wednesday, May 6, 2026	Industry & Education Summit
Tuesday, June 2, 2026	SEAL Signing Day
June - July 2026	Educator Insight Externship
Saturday, July 25, 2026	Child Care Back to School Conference
Tuesday, September 15, 2026	You Choose Career Expo
November 2026	Hiring, Red, White & You!

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.