



WORKFORCE SOLUTIONS
of the Coastal Bend

ANNUAL
REPORT
2013

Employment • Training • Business Services

MESSAGE FROM THE PRESIDENT/CEO

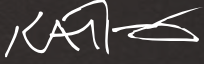


Dear Stakeholders,

At **WORKFORCE SOLUTIONS** of the Coastal Bend, we invest in our regional economic success through access to jobs, training, and employer services. We strive to meet the needs of our employers and job seekers through labor market intelligence. Together, we recognize the value of getting a job, learning a skill and moving towards self-sufficiency and how that translates to the overall success of our regional economy. That positive impact results in a competitive and educated workforce, a growing business community, increased employment and a return on taxpayer investment.

2013 has been an amazing year for Workforce Solutions. The combined and coordinated efforts of our Board of Directors, Board Professionals and dedicated Service Providers have resulted in our ability to effectively and efficiently serve our customers. We will continue to build on the success of 2013 and we are committed to strengthening our community presence in 2014.

I extend my sincere thanks to the Chief Elected Officials, Board members and incredible staff for their leadership and efforts in impacting so many families in the Coastal Bend. Together, we are making the Coastal Bend a great place to work, do business and live.

Respectfully,

 Ken Treviño
 President/CEO



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Coastal Bend Workforce by the Numbers




Workforce Solutions of the Coastal Bend (WFSCB) provides comprehensive human resource services for businesses and residents of the 12-county Coastal Bend region.

WFSCB's network of partners and providers offers a wide range of no-cost and low-cost opportunities for employers and job seekers.


WFSCB offers recruitment services, job search assistance, training, child care support, educational initiatives, labor market intelligence, and much more.

Workforce Solutions of the Coastal Bend is dedicated to leading an integrated, market-driven workforce system that meets the needs of employers and workers, and helps Texans prosper.


EMPLOYER SERVICES

- 


636
New Employers Served

- 


3,633
Employers Served

- 


14,143
Services Provided to Employers

- 

4,465
Job Seekers Hired Through WorkinTexas.com

- 

10,017
Total Regional Job Postings WorkinTexas.com

- 

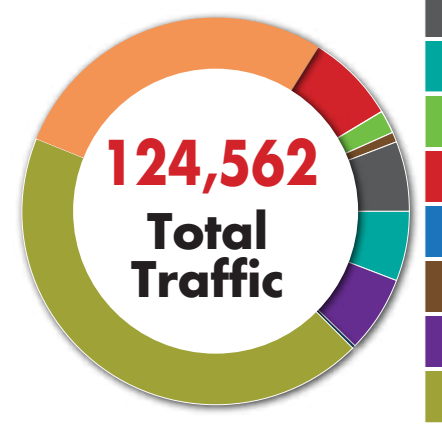
13,510
Total Regional Job Openings WorkinTexas.com

BUSINESS SERVICES UNIT



| CITY | EVENTS |
|----------------|--------|
| Alice | 36 |
| Beeville | 24 |
| Corpus Christi | 255 |
| Kingsville | 34 |
| Refugio | 2 |
| Robstown | 1 |
| Rockport | 3 |
| Sinton | 13 |

CENTER TRAFFIC



| CITY | Traffic | % |
|------------|---------|----|
| Alice | 7,340 | 6 |
| Beeville | 7,900 | 6 |
| Falfurrias | 2,334 | 2 |
| Kingsville | 9,243 | 7 |
| Refugio | 587 | 1 |
| Rockport | 1,051 | 1 |
| Sinton | 7,208 | 6 |
| Staples | 54,140 | 43 |
| Sunrise | 34,759 | 28 |

JOB SEEKERS

38,291 Job Seekers Served

\$247,964.61 Financial Assistance for Training



UNEMPLOYMENT INSURANCE

16,585 Unemployment Insurance Claimants Served

6,437 Back to Work Within 10 Weeks of Filing

YOUTH PARTICIPANTS

652 Career Ready Workforce Certification, Job Shadowing, Paid Internships & Leadership Events

PERSONS WITH DISABILITIES

105 New Participants Registered in WorkinTexas.com

VETERANS

4,140 Received Priority Services

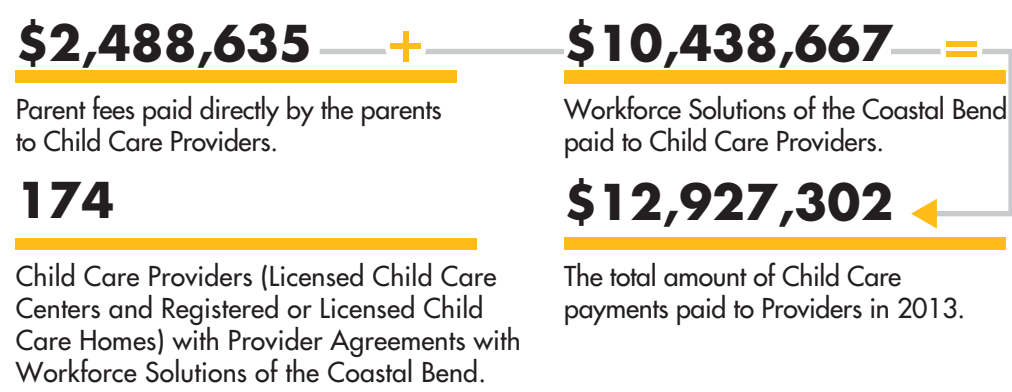
CHILD CARE SERVICES



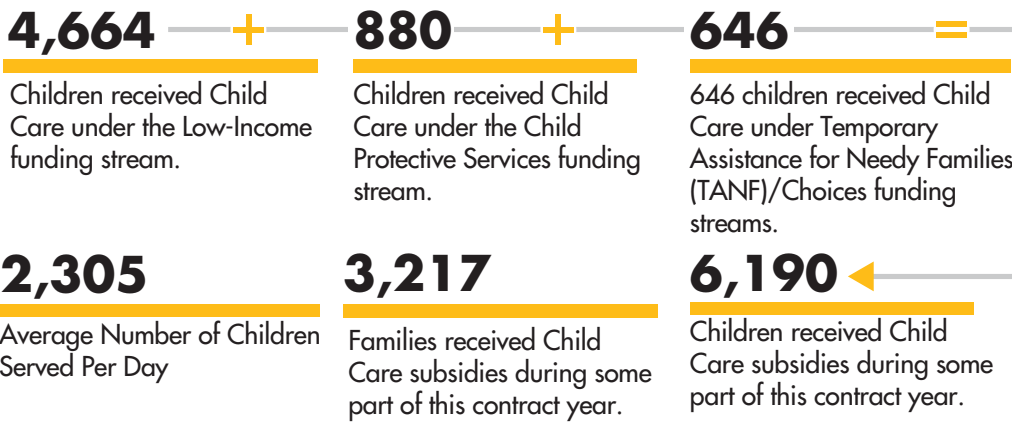
Workforce Solutions of the Coastal Bend receives funding from the Texas Workforce Commission to provide subsidized Child Care Services for low-income families within its 12-county region (Aransas, Bee, Brooks, Duval, Jim Wells, Kenedy, Kleberg, Live Oak, McMullen, Nueces, Refugio, and San Patricio counties). This funding makes it possible for parents to maintain jobs or attend school or participate in training activities which enable them to enhance their quality of life and the lives of their children.



Financial Impact



Customers Served



How does the term “Quality Care” relate to Child Care Services?

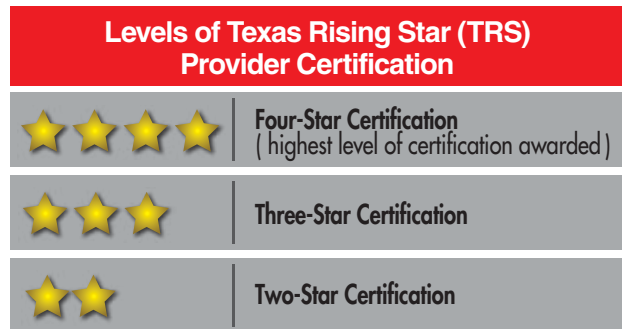
When the term “quality care” is used to describe child care services, it means simply that a child care center or registered or licensed child care home has exceeded the Child Care Licensing (CCL) Division’s minimum standards set by the Texas Department of Family and Protective Services. These providers have and continue to participate in “quality” professional development training activities provided by Workforce Solutions of the Coastal Bend(WFSCB). These training activities focus on the following quality initiatives:

- Early Literacy**
- Children with Special Needs**
- Directors Training**

Levels of Texas Rising Star (TRS) Provider Certification (Licensed Centers)

A Texas Rising Star (TRS) Provider is a child care provider that has an agreement with a Local Workforce Development Board’s child care contractor to serve Texas Workforce Commission (TWC) subsidized children and that “voluntarily” meets requirements that exceed the State’s Minimum CCL Standards.

Child care centers and registered or licensed child care homes that meet the TRS Provider Certification Program requirements are able to improve and enhance the level of care they provide to the children and families they serve. There are 38 child care facilities with a TRS certification within the WFSCB’s 12 county region. There are three levels of TRS Provider Certification that are offered for licensed centers.



CAREER READY WORKFORCE CERTIFICATION

YOU'RE THE BEST!

A Career Ready Workforce Certification (CRWC) is the competitive edge job seekers need to assure an employer that they are motivated and equipped to be a productive employee empowered with 14 "soft skill" competencies employers so desire. Created to meet employer demand, this four-day dynamic training with an innovative curriculum was developed by Workforce Solutions of the Coastal Bend (WFSCB) and accredited by Del Mar College. Participants receive Continuing Education Units (CEUs), a college transcript and alumni membership.

Since its inception in 2011, CRWC has multiplied its impact to the overall success of our regional economy by serving not only employers and job seekers but school districts and workforce partners as well. CRWC is an award-winning program honored by the Texas Workforce Commission and the Texas Association of Partners in Education (TAPE). CRWC facilitator Geno Vargas has a true passion to provide participants with the tools they need to land that next job and a winning attitude with true-life changes due to the confidence gained by the skills learned and the continuous cheer of "I'm the Best!/You're the Best!"



2,387 Continuing Education Units (CEUs) Earned



Investments Over \$35,000 From Private & Public Sectors



1,285 Participants Trained



64 Classes Delivered



"Before having the life changing experience at the Career Ready Workshop, I was most certainly at the lowest point of my life spiritually and emotionally. Geno's positive and encouraging words and actions during the workshop were completely contagious and I couldn't help but smile and begin to see myself and my life from a different and positive perspective. They taught me valuable skills to be able to sharpen my resume and my interviewing skills. I'm so very thankful to Allied Barton for giving me an opportunity to succeed and to become a member of the Allied Barton family. I tell people, I don't just have a job, I have a new career."

**- William Bennett
Senior Officer Allied Barton Security Services**

"Some of the qualities we look for in scouting prospects is customer service, excellent communication skills, drive to succeed and going that extra mile to ensure our clients and customers are satisfied. In working with the CRWC Program, I have hired several individuals. Mr. Bennett was hired as a Security Officer for one of our Petrochemical facilities in Corpus Christi. The quality he brings to our company is his excellent customer service skills and positive attitude. I look forward to continue our strong partnership with the CRWC program. It has been a success for our company in recruiting strong candidates."



**- Cedric Salas
District Recruiter at Allied Barton Security Services**

EMERGING LEADERS INITIATIVE

PROJECT ELI



The **Emerging Leaders Initiative** provides guidance to youth on **In-demand** careers throughout the Coastal Bend and allows participants to experience these careers through on-going, meaningful career exploration and subsidized employment activities. These activities are designed to immerse young emerging leaders into the world of work. Additional services include:

- **Leadership Development**
- **Local Labor Market Information**
- **Mentoring Activities**
- **Support Services**
- **Internships**
- **Participation Incentives**
- **Employment Opportunities**
- **Financial Aid Assistance**

12
High Schools

30
Local Employers

40
Employment Opportunities

263
Workforce Investment Act Youth Participants

2013 EMPLOYERS OF THE YEAR



TPCO America EMPLOYER OF THE YEAR

TPCO America, a \$1,000,000,000+ investment, is a seamless pipe manufacturing plant located on 250 acres in a 1.6 million square foot facility in the Coastal Bend area that is creating between 1,000-1,500 jobs through its regional investment in the next several years. Using an electric arc furnace to convert recycled scrap steel and pig iron, the facility will be fueled by electricity and natural gas and will utilize the best available control technology and cutting-edge processes that reduce emissions, conserve energy, and decrease environmental impacts.

Considering that TPCO America is a joint company venture between a China-based corporation and United States based companies, all human resource functions were newly established for the Coastal Bend region. Workforce Solutions of the Coastal Bend (WFSCB) helped TPCO America identify, develop, and execute a human capital plan for employee recruitment and was instrumental in assisting with its initial job application, job descriptions, employee manual, and many other basic human resource requirements. Additionally, WFSCB provided exceptional event promotion which included corporate branding, media promotion, advertising campaign and social media strategies that were directly responsible for generating strong and positive outcomes.



ZJZ Hospitality, Inc. LOCAL EMPLOYER OF EXCELLENCE

ZJZ is the management company for eight successful hotel properties throughout the Coastal Bend. Properties include Embassy Suites of Corpus Christi, Holiday Inn Express, Staybridge Suites, Comfort Inn, Travelodge, Studio 6, and Best Western. With all properties combined, guests have the opportunity to choose from over 600 hotel rooms in the Coastal Bend.

ZJZ Hospitality utilizes the resources of Workforce Solutions of the Coastal Bend (WFSCB) for its employee recruitment and training needs. Maintaining a workforce of over 300 employees, ZJZ regularly needs to keep its pipeline of potential job candidates filled in order to ensure continuous quality customer service. WFSCB benefits from this relationship because many of the ZJZ job opportunities are matched to the skill sets of WFSCB's job seekers which have resulted in job placements. ZJZ embraces the opportunity to facilitate employment opportunities for the hard to place populations such as Unemployed Insurance Claimants, Temporary Assistance for Needy Families recipients, returning military personnel, and individuals with disabilities.



Coastal Compass Partnership *Bringing the Community Together*

Our region's Chief Elected Officials and the Mayor of Corpus Christi recognize the importance of educational attainment to the welfare of families in the Coastal Bend region. Through ongoing partnerships with the Citizens for Educational Excellence, the Education to Employment Partners (P16 Council), Del Mar College, Texas A&M University-Corpus Christi, Texas A&M University-Kingsville, Coastal Bend College, Craft Training Center, Corpus Christi Adult Literacy Council, and Corpus Christi Independent School District - Workforce Solutions of the Coastal Bend assisted in creating the Coastal Compass Education & Career Resource Center, a "one-stop shop" that assists with financial aid, admissions and job placement.

Coastal Compass Receives the Texas Association of Partners in Education (TAPE) Gold Award in Community Partnership Career Education

Located within La Palmera Mall, Coastal Compass serves as an information hub for those seeking to continue their education at any level, from Adult Basic Education to Industry Certifications to Doctoral Degree programs. Intake specialists assess the needs of each individual and connect them with the partnering agency that can best serve them.

Informative weekly workshops, computerized job banks, and a dedicated team of professionals from each of the partnering agencies make the Coastal Compass the place to "Discover Their Direction" leading Coastal Bend residents to the resources they need to pursue higher education, job placement and life-changing skills.

Jobs Today. Jobs Tomorrow.

The Coastal Compass opened its doors at a ribbon-cutting ceremony in May 2013 to a standing room only crowd. To date, more than 950 people have utilized services at the center by immediately receiving information on education and employment opportunities available throughout the region. The Coastal Compass addresses the need for education and career exploration services to assist current and potential students in making career choices that will prepare them for a productive future in the workforce.

Eagle Ford Shale Job Postings



633

Eagle Ford Shale Job Openings



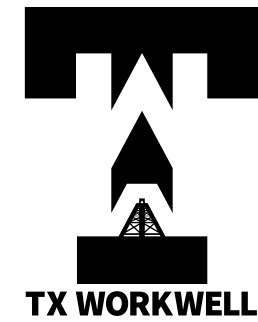
739



The Eagle Ford Shale now ranks as the largest single oil and gas development in the world based on capital expenditures. Workforce Solutions of the Coastal Bend (WFSCB) is witnessing the impacts of the Eagle Ford Shale Play in the increased number of job postings and openings that are received from employers in the direct and indirect service sectors.

To meet the needs of the Eagle Ford Shale, the Texas Workforce Commission (TWC) organized the Eagle Ford Shale (EFS) Consortium which is comprised of five workforce boards including Alamo, Coastal Bend, Golden Crescent, Middle Rio Grande and South Texas. The Consortium aims to bring business and job seekers together by offering an array of no-cost employment services to help businesses recruit qualified workers who meet businesses' hiring needs.

TWC awarded the EFS Consortium a grant totaling \$486,159 with each participating board receiving \$85,000 for local area special projects and an additional \$61,159 for regional collaboration including an online oil and gas portal and regional business services training. WFSCB's investment extends to three major deliverables including High School CDL Training, an EMSI Labor Market Information Tool, and Social Media Interns.



The Eagle Ford Shale (EFS) Consortium and its partners are working closely and communicating regularly in order to seek solutions, partnerships and collaborations that meet the needs of industry, communities and workers. A good example of this is the TX WorkWell, CDL Training for High School Seniors, and an EMSI Labor Market Information Tool – all spearheaded by Workforce Solutions of the Coastal Bend (WFSCB).



CDL Training for High School Seniors

WFSCB in partnership with Calallen Independent School District (ISD) and Del Mar College is providing Commercial Drivers License (CDL) training for eight high school seniors. Calallen ISD provides the students and the training facility, Del Mar College provides the instructor and simulator, and WFSCB provides the funding for training. Three seniors will complete this Fall and six are signed up for the Spring.



EFS Social Media Interns

The Internet has greatly increased the speed at which job seekers can find jobs through classified websites, powerful job search sites and social media websites. WFSCB hired four social media interns from Texas A&M Corpus Christi to create social media profiles specific to "Hot Oil & Gas Jobs" in the EFS region. The EFS Interns launched TX WorkWell - a Texas-sized pool of oil and gas jobs, news, and training, on Facebook, Twitter and LinkedIn. They will be working with the Business Services Unit to market Oil & Gas jobs in high demand throughout the EFS Consortium region.



EMSI Labor Market Information Tool

WFSCB has purchased the EMSI Analyst from Economic Modeling Specialists International for each of the Workforce Boards in the EFS region. This tool enables each Board to pull customized labor market information by area, industry, and helps them better understand important connections between people, economies, and work.



At Workforce Solutions of the Coastal Bend (WFSCB), we invest in our regional economic success through access to jobs, training, and employer services.

The Board of Directors represent the public throughout the 12-county region and are selected by the 12-county Chief Elected Officials and the Mayor of the City of Corpus Christi. 51% of the Board membership represents private industry; the remaining membership includes representation from adult basic and continuing education partners, economic development, and other local non-profit agencies. This comprehensive group of community leaders ensures WFSCB continues to serve the needs of both employers and job seekers throughout the Coastal Bend region.

Chief Elected Officials

Aransas County
Judge C. H. "Burt" Mills, Jr.

Duval County
Judge Abel Aragon

Nueces County
Judge Loyd Neal

Bee County
Judge David Silva

Kleberg County
Judge Juan M. Escobar

San Patricio County
Judge Terry Simpson

Brooks County
Judge Raul M. Ramirez

Kenedy County
Judge Louis E. Turcotte, III

Refugio County
Judge Rene Mascorro

City Of Corpus Christi
Mayor Nelda Martinez

Live Oak County
Judge Jim Huff

Jim Wells County
Chair - Judge L. Arnoldo Saenz

McMullen County
Judge James E. Teal

Elected Officers

Chair - Victor M. Gonzalez, Jr., City of Corpus Christi

Vice Chair - Edward Sample, City of Corpus Christi

Secretary - Gloria Perez, City of Corpus Christi

Treasurer - Joe Guzman, City of Corpus Christi

Parliamentarian - James Bounds, Aransas County



Board Of Directors

Mary Z. Afuso, City of Corpus Christi

Rosie Collin, Nueces County

Jason Alaniz, City of Corpus Christi

Julia T. Garcia, Bee County

Octavio Xavier Alvarez, Kleberg County

Sara P. Garza, TWC/City of Corpus Christi

Joe Arredondo III, Kleberg County

Randy Giesler, Live Oak County

Annie Broadwater, Brooks County

Mary V. Gleason, City of Corpus Christi

Mike Carranco, Nueces County

Marcia Keener, San Patricio County

Warren Ketteman, Jim Wells County

Mary LaFrancois, City of Corpus Christi

John W. Owen, City of Corpus Christi

Emily Martinez, City of Corpus Christi

Gloria Ramos, Jim Wells County

Joe A. Martinez, City of Corpus Christi

Lillian Riojas, City of Corpus Christi

Joan McKaughan, San Patricio County

Velma Soliz-Garcia, San Patricio County

Dick Messbarger, Kleberg County

Catrina Wilson, City of Corpus Christi

Joe B. Montez, Bee County

Liza Wisner, City of Corpus Christi



WORKFORCE SOLUTIONS of the Coastal Bend

Employment • Training • Business Services



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Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.

Relay Texas: 1.800.735.2989 (TDD) and 1.800.735.2988 or 7-1-1 (Voice).

Connect with us today!

