



**WORKFORCE SOLUTIONS**  
of the Coastal Bend

# Public Relations Committee Meeting

**November 10, 2021**  
**3:00 pm**

**Bayview Tower**  
**400 Mann Street, Suite 800**  
**Conference Room #1**  
**Corpus Christi, TX**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/82797788380?pwd=YnBBZ0E0dzF3YlFhYkFwKzVlMEFvQT09>

**Toll-Free Call In**

888 475 4499 US Toll-free

Meeting ID: 827 9778 8380

Passcode: 919725

[www.workforcesolutionscb.org](http://www.workforcesolutionscb.org)

## Strategic Goals

- Establish and Strengthen Partnerships
- Effectively/Efficiently Target Rural Area Services
- Increase Workforce Awareness
- Expand Innovative Services to Business
- Explore New Revenue Opportunities
- Improve Internal Efficiencies
- Refine Board Culture

## Mission Statement

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

## Value Statement

**A**ccountability – We address our customers and co-workers in a positive manner that elevates their spirit and creates a professional, supportive workplace for staff, job seekers, and employers.

**T**eamwork – We combine our individual talents for the benefit of the mission and common goals leveraging our unique abilities and contributions.

**T**rust – We consistently deliver on our commitments to our customers and co-workers to establish strong, sustainable relationships.

**I**ntegrity – We are honest, supportive, candid in addressing difficult issues, and willing to share success to demonstrate respect and consideration for our customers and co-workers.

**T**enacity – We resist giving up when the going gets tough and support our customers and co-workers in seeing that issues are resolved and the job gets done.

**U**nderstanding – We are serious and passionate about delivering our services with compassion and empathy.

**D**ignity – We interact with customers and co-workers professionally regardless of their backgrounds, experience, and circumstances to reflect our commitment as public servants.

**E**nthusiasm – We recognize the importance and value of our work and know that every day we have the opportunity to help build the economic success of our regional economy.

## Disclosure and Declaration of a Conflict of Interest

Conflicts of Interest and the appearance of Conflicts of Interest shall be reported according to Board Administrative Policies #1.0.101.00 - Standards of Conduct and Conflict of Interest; and #1.0.105.00 - Reporting Conflict of Interest, Fraud, and Abuse, which were adopted by the Board of Directors on April 26, 2007.

*Conflict of Interest* – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee is in a decision-making position and has a direct or indirect interest, particularly a financial interest, that influences the individual's ability to perform job duties and fulfill responsibilities.

*Appearance of a Conflict of Interest* – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee's action appears to be:

- influenced by considerations of one or more of the following: gain to the person, entity, or organization for which the person has an employment interest, substantial financial interest, or other interest, whether direct or indirect (other than those consistent with the terms of the contract), or;
- motivated by design to gain improper influence over the Commission, the Agency, the Board, or the Board's Chief Elected Officials.

## Code of Ethics

The Workforce Solutions Code of Ethics is a guide for dealing with ethical matters in the workplace and in our relationship with our clients and members of the community.

- We believe in respect for the individual.
- We believe all persons are entitled to be treated with respect, compassion and dignity.
- We believe in openness and honesty in dealing with the general public, the people we serve, and our peers.
- We believe in striving for excellence.
- We believe in conducting ourselves in a way that will avoid even the appearance of favoritism, undue influence or impropriety, so as to preserve public confidence in our efforts.



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**Public Relations Committee Meeting**  
**Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1**  
**Corpus Christi, Texas**

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**November 10, 2021 – 3:00 pm**

**AGENDA**

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	<i>Page</i>
I. Call to Order: <i>Jesse Gatewood, Chair</i>	
II. Roll Call.....	3
III. Announcement on Disclosure of Conflicts of Interest <i>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.</i>	
IV. Public Comments	
V. Discussion and Possible Action on Minutes of the September 8, 2021 Public Relations Committee Meeting.....	4-6
VI. Discussion and Possible Action on Awareness/Outreach Plan: <i>Xena Mercado/Rufino Martinez</i> .....	7
• Completed Projects, Events, and Marketing Campaigns	
○ YOU! Choose Digital Career Expo	
○ Innovation Video for TWC	
○ National Disability Employment Awareness Month	
○ Lunch and Learn	
○ Breast Cancer Awareness Fundraiser	
○ Hiring Red, White, and YOU!	
○ Kiewit Unveiled	
• Current, New, and Upcoming Projects and Strategies	
○ Procurement webpage updates	
• Social Media Insights	

A proud partner of the  American Job Center network

**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)

- VII. Information Only: *Rufino Martinez*.....8-14
- Jobs and Employment Report
  - Employer and Partner Data Requests

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.

**Public Relations Committee  
Roll Call Roster  
November 10, 2021**

\_\_\_\_\_ Jesse Gatewood, Chair

\_\_\_\_\_ Carlos Ramirez, Vice Chair

\_\_\_\_\_ Michelle Unda

\_\_\_\_\_ Tracy Florence

\_\_\_\_\_ Arnoldo Cantu

\_\_\_\_\_ Omar Lopez

\_\_\_\_\_ Ofelia Hunter

\_\_\_\_\_ Rosie Collin

\_\_\_\_\_ Liza Wisner

\_\_\_\_\_  
Signed

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

**MINUTES**  
**Workforce Solutions of the Coastal Bend – Public Relations Committee**  
**Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1**  
**Corpus Christi, Texas**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/88024833883?pwd=NVBmZ0dYV0ZTdldVdHRhckd0STZxdz09>

**Toll-Free Call In**

**888 475 4499 US Toll-free**

**Meeting ID: 880 2483 3883**

**Passcode: 367991**

**September 8, 2021 – 3:00 pm**

**Committee Members**

**Present**

Jesse Gatewood, Chair  
Carlos Ramirez, Vice Chair  
C. Michelle Unda  
Tracy Florence  
Arnoldo Cantu  
Omar Lopez  
Ofelia Hunter

**Absent**

Rosie Collin  
Liza Wisner

**Others Present**

Ken Trevino, Workforce Solutions  
Amy Villarreal, Workforce Solutions  
Janet Neely, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Rufino Martinez, Workforce Solutions  
Artug Altug, Workforce Solutions  
Alba Silvas, Workforce Solutions  
Imelda Trevino, Workforce Solutions  
Celina Leal, Workforce Solutions  
Norma Ochoa, Workforce Solutions  
Luis Rodriguez, Workforce Solutions  
Denise Woodson, Workforce Solutions  
Christina Miller, Workforce Solutions  
Valerie De La Cruz, Workforce Solutions  
Hope Rangel, C2GPS, LLC

**Other Board Members Present**

Gloria Perez

- I. **Call to Order**  
Mr. Gatewood called the meeting to order at 3:00 pm.
- II. **Roll Call**  
The roll was called and a quorum was present.
- III. **Disclosure of Conflicts of Interest**  
Attention was called to the Disclosure and Declaration of Conflict of Interest guidelines and disclosures were requested at this time. None were made.
- IV. **Public Comments**  
Mr. Gatewood noted that due to the new TOMA rules we do have a laptop setup here at 400 Mann Street, Suite 800 and it is listed on the zoom call as Public. The laptop is available and open to the public, this is a slight adjustment from what we've been doing in the past and it is effective as of September 1, 2021.
- V. **Discussion and Possible Action on Minutes of the May 5, 2021 Committee Meeting**  
Ms. Florence moved to approve the minutes of the May 5, 2021 Public Relations Committee meeting. The motion was seconded by Mr. Cantu and passed.

VI. **Discussion and Possible Action on Awareness/Outreach Plan**

1. *Completed Projects, Events, and Marketing Campaigns*

- Restaurant & Food Industry Job Fair
- Women Empowered (WE) Summit
- UpskillCoastalbend.org
- Other

Ms. Mercado provided information on Completed Projects, Events, and Marketing Campaigns (included on page 7 of the September 8 agenda packet).

Ms. Mercado provided information on the Digital Business Solutions Helping Offices Manage Electronically (HOME) Grant June 2021. The goal of this initiative is to assist employers in the transition from in-person to telework positions to enable them to provide remote and contactless operations. This will allow their employees to contribute to the employer's mission while also supporting their families and our state's economy.

Ms. Mercado included Workforce Solutions of the Coastal Bend held the Restaurant & Food Industry Job Fair (In Person) on Wednesday, July 7<sup>th</sup> at the Omni Corpus Christi Hotel.

- The Texas Workforce Commission is leading a statewide initiative to assist the Leisure and Hospitality industry in boosting employment, offering FREE training to job seekers wanting to get their TABC License and Food Handlers Permits.
- Training was available on-site
- Board Staff worked closely with the Business Services Team and C2 to host this job fair with local businesses in mind.
  - 38 Employers in Attendance
  - 300 Job Openings
  - 63 Job Seekers Attended
  - 25 Job Seekers Hired
  - 20 Completed Training on-site

Ms. Mercado provided information on the Virtual Women Empowered Summit, which was held on Tuesday, July 20, 2021 on Zoom as well as being live casted on Facebook. Ms. Mercado recognized that it was a great presentation and the speakers as being inspirational. Valuable information was shared for entrepreneurs from all walks of life, they got information for starting businesses, running their businesses and financing their businesses.

Ms. Mercado mentioned a special greetings from Nueces County Judge Barbara Canales.

Ms. Gloria Perez, Board Chair of the Board of Directors Workforce Solutions of the Coastal Bend was also in attendance and shared some inspirational words.

Ms. Mercado stated the following were in attendance:

- Motivational Influencer Ms. Ruth R. Hughes, Partner with Kelly Hart – Austin Office
- WE Talk Business – Lorena Parada-Valdes, Talent Development Coordinator for the Port of Corpus Christi
- Breakout & Networking with Rebecca Esparza, Business Development Director with SCORE
- WE Talk Money – Monica Stuber, Branch Manager for the U.S. Small Business Administration's (SBA) Lower Rio Grande Valley Corpus Christi Branch Office
- WE Wellness – Dr. Adriana Dyurich, PhD in Counselor Education and Supervision
- WE Talk Big Brand – Alyssa Barrera Mason, Executive Director Corpus Christi Downtown Management District

- WE Talk Education – Jessica Davila-Burnett, JDB Public Relations and Executive Coaching Principal and CaPP Certified Executive Coach

2. *Current, New, and Upcoming Projects and Strategies*

- YOU! Choose Digital Career Expo & On24
- New Communications Strategies and Workflow Implementation

Ms. Mercado provided information on Current, New, and Upcoming Projects and Strategies.

3. *Social Media Content Mapping, Strategy & Benchmarks*

Ms. Mercado provided information on Social Media Content Mapping, Strategy and Benchmarks.

Ms. Mercado introduced new Board staff Mr. Artug Altug, Design and Digital Media Specialist. Mr. Altug thanked Ms. Mercado for having him on the team and welcoming him. Mr. Altug expressed how excited and happy he is to be part of the team. Mr. Altug mentioned he also excited for the production studio and looking forward to creating great things.

Ms. Mercado thanked Mr. Altug and expressed her gratitude for having him on the team.

VII. **Information Only:**

1. *Jobs and Employment Report*

Mr. Martinez presented the July 2021 Jobs and Employment Report (included on pages 8-14 of the September 8 agenda packet).

2. *Employer and Partner Data Requests*

Mr. Martinez provided information on the Employer and Partner Data Requests for the months of November 2020 - August 2021 (included on pages 8-11 of the September 8 agenda packet).

Mr. Gatewood thanked Ms. Mercado and Mr. Martinez for their excellent reports.

Mr. Gatewood welcomed new Board staff Mr. Altug and stated it was great to have him on board and we're expecting great things from our new team.

Mr. Gatewood thanked everyone for attending the Public Relations Committee meeting.

VIII. **Adjournment**

The meeting adjourned at 3:40 pm.



## **DISCUSSION AND POSSIBLE ACTION**

### VI. Discussion and Possible Action on Awareness/Outreach Plan

## **BACKGROUND INFORMATION**

The Public Relations Committee continues to meet to review ideas and expand discussion on how to increase the awareness and outreach efforts of services that Workforce Solutions offers to both employers and job seekers.

- Completed Projects, Events, and Marketing Campaigns
  - YOU! Choose Digital Career Expo
  - Innovation Video for TWC
  - National Disability Employment Awareness Month
  - Lunch and Learn
  - Breast Cancer Awareness Fundraiser
  - Hiring Red, White, and YOU!
  - Kiewit Unveiled
- Current, New, and Upcoming Projects and Strategies
  - Procurement webpage updates
- Social Media Insights

## **RECOMMENDATION**

The Public Relations Committee discuss and take appropriate action on the information presented to broaden the awareness of services provided by Workforce Solutions of the Coastal Bend. Discussions under this section may result in additional actions or recommendations to staff.

## INFORMATION ONLY

### VII. Jobs & Employment Report

## BACKGROUND INFORMATION

### Jobs and Employment Report

The September unemployment rate for the Corpus Christi Metropolitan Statistical Area (MSA) decreased to 6.4% with Nueces County at 6.1%. All eleven Coastal Bend counties experienced monthly and annual decreases. The unemployment rate for the Coastal Bend region decreased to 6.6% with over 1,500 more people employed in September.

Over the year, the Leisure and Hospitality Super Sector industry has grown by 10.3% in the Corpus Christi MSA with 24,700 workers in this industry. There is still room for growth with 1,200 job openings currently available in this sector. Occupations range from Hotel Management to Restaurant Hosts and Chefs.

### Employer and Partner Data Requests

#### January 2021

- Economic Overview – Coastal Bend
- Coastal Bend Industry Snapshot – Health Care
- Nueces County Economic Impact Overview
- Nueces County Economic Impact Report – UI Weekly Claims
- Coastal Bend Occupation Snapshot 1
- Coastal Bend Occupation Snapshot 2
- Coastal Bend Occupation Snapshot 3
- Nueces County Economic Impact Report – UI Weekly Claims Update
- Coastal Bend Staffing Pattern
- Coastal Bend Industry Snapshot

#### February 2021

- Coastal Bend Industry Snapshot
- Coastal Bend Staffing Patterns Report
- Unemployment Claims Report
- Coastal Bend Industry Snapshot – Leisure and Hospitality
- Nueces County Claimant Report
- Top Posted Occupations Report A
- Top Posted Occupations Report B
- Occupational Report Table
- Occupational Report Location A

- Occupational Report Location B
- Occupational Report Location C
- Coastal Bend Economic Overview
- Industry Growth Table
- Top Industries Report
- Economic Overview Kleberg County
- Economic Overview Coastal Bend WDA
- San Patricio Employment
- San Patricio Employment by Industry

#### March 2020

- Industry Snapshot
- Industry Occupation Report
- All Industry Workers
- Economic Overview Coastal Bend
- Economic Overview Corpus Christi
- Economic Overview Bexar County
- Economic Overview Kendall County
- Job Posting Analytics March 2019
- Job Posting Analytics March 2020
- Unemployment Weekly Claims
- Industry Occupations Report - San Patricio
- Occupational Table Coastal Bend
- Occupation Snapshot Coastal Bend
- Industry Report #1
- Industry Report #2
- Industry Report #3
- Industry Report #4
- Industry Report #5
- Industry Report #6
- Industry Report #7
- Industry Report #8
- Economic Overview Coastal Bend
- Economic Overview Nueces County
- Occupation Snapshot Report
- Industry Snapshot
- Occupation Staffing Patterns
- Monthly Labor Market Information
- Coastal Bend Unemployment by Industry

#### April 2021

- Economic Overview – Coastal Bend WDA

- Industry Snapshot
- Occupation Overview
- Workforce Availability Report
- Occupational data – Upskill Coastal Bend
- Occupational Snapshot

#### May 2021

- Career Center Traffic report
- Occupations by Ethnicity
- Occupational Report - Post Secondary
- Occupational Report - Municipality
- Employer Report by County

#### June 2021

- Occupational Report
- Occupation Overview – Health Care
- Industry Projections
- Occupation Analysis – Municipality

#### July

- Industry Snapshot – A
- Industry Snapshot – B
- Industry Snapshot – C
- Industry Snapshot – D

#### August

- Growing Industries – Region A
- Growing Industries – Region B
- Growing Industries – Region C
- Growing Industries – Region D
- Declining Industries – Region A
- Declining Industries – Region B
- Declining Industries – Region C
- Declining Industries – Region D
- Top Companies Posting/Openings

#### September

- Industry Overview – Manufacturing
- Industry Overview – Manufacturing v2
- Industry Overview – Parts Manufacturing

- Occupational Overview – Parts Manufacturing
- All Businesses – Bee County
- Occupational Analysis Bee County
- Occupational Overview Bee County

October

- Wage Analysis - City of Falfurrias
- Industry Snapshot Maritime
- Occupational Table – Maritime
- Wage Survey
- Staffing Pattern - Law Offices
- Industry Snapshot – Law Offices
- Manufacturing Wage Analysis – 3 county region

## **BACKGROUND**

Local labor market information for September 2021 is included on the following pages.

# Coastal Bend Workforce Area

(Not Seasonally Adjusted Unemployment Rates by WDA, MSA, & County)

Area	Area Type	Latest Monthly Data September 2021						Previous Monthly Data August 2021				Year Ago September 2020			
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	161,354,000	153,680,000	7,674,000	4.8	-0.4	-3.0	161,537,000	153,154,000	8,384,000	5.2	160,078,000	147,543,000	12,535,000	7.8
Texas	State	14,166,005	13,369,025	796,980	5.6	-0.3	-2.3	14,128,367	13,292,505	835,862	5.9	13,978,180	12,872,257	1,105,923	7.9
Corpus Christi	MSA	204,324	191,345	12,979	6.4	-0.4	-3.4	203,725	189,845	13,880	6.8	203,040	183,111	19,929	9.8
Coastal Bend	WDA	255,907	238,932	16,975	6.6	-0.5	-3.5	255,541	237,354	18,187	7.1	256,792	230,979	25,813	10.1
Aransas	County	9,298	8,686	612	6.6	-0.4	-2.2	9,287	8,634	653	7.0	9,052	8,251	801	8.8
Bee	County	9,010	8,290	720	8.0	-0.5	-3.2	9,098	8,324	774	8.5	9,914	8,801	1,113	11.2
Brooks	County	2,323	2,112	211	9.1	-0.2	-2.7	2,333	2,115	218	9.3	2,509	2,213	296	11.8
Duval	County	5,095	4,712	383	7.5	-0.7	-6.7	5,147	4,726	421	8.2	4,861	4,173	688	14.2
Jim Wells	County	14,806	13,452	1,354	9.1	-0.8	-6.2	14,879	13,401	1,478	9.9	15,877	13,446	2,431	15.3
Kenedy	County	157	146	11	7.0	-0.5	0.9	159	147	12	7.5	165	155	10	6.1
Kleberg	County	12,519	11,674	845	6.7	-0.5	-2.3	12,496	11,593	903	7.2	13,334	12,129	1,205	9.0
Live Oak	County	4,736	4,447	289	6.1	-0.5	-2.8	4,774	4,461	313	6.6	5,067	4,618	449	8.9
Nueces	County	165,518	155,427	10,091	6.1	-0.4	-3.3	164,974	154,196	10,778	6.5	163,780	148,366	15,414	9.4
Refugio	County	2,937	2,754	183	6.2	-0.2	-3.0	2,930	2,742	188	6.4	3,066	2,785	281	9.2
San Patricio	County	29,508	27,232	2,276	7.7	-0.6	-3.0	29,464	27,015	2,449	8.3	29,167	26,042	3,125	10.7

(M+-) Change in unemployment rate from last month (Increase) (Decrease)

(Y+-) Change in unemployment rate from last year (Increase) (Decrease)

- Earnings for all occupations Coastal Bend, expressed as hourly rate (TWC):

<b>Coastal Bend</b>	<b>All Occupations-</b>	<b>Average \$18.35/hr.</b>	<b>Entry level \$8.58/hr.</b>	<b>Experienced workers \$23.24/hr.</b>	<b>Top 10% \$33.56/hr.</b>
<b>Texas</b>	<b>All Occupations-</b>	<b>Average \$20.97/hr.</b>	<b>Entry level \$8.88/hr.</b>	<b>Experienced workers \$ 27.02/hr.</b>	<b>Top 10% \$39.64/hr.</b>

- Educational Attainment for population 25 years of age and older - Corpus Christi (Census American Fact Finder/American Community Survey):

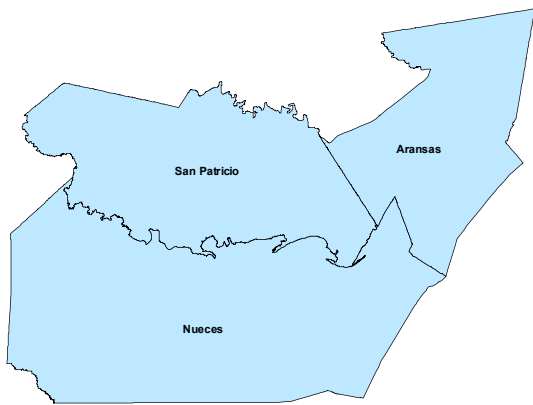
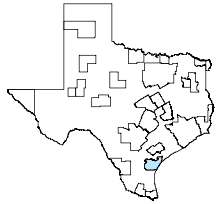
<b>Less than 9<sup>th</sup> grade</b>	<b>8.7%</b>	<b>12<sup>th</sup> grade &amp; GED</b>	<b>27.7%</b>	<b>Associates degree</b>	<b>7.0%</b>	<b>Graduate or Professional degrees</b>	<b>8.4%</b>
<b>9<sup>th</sup> thru 11<sup>th</sup> grade</b>	<b>9.3%</b>	<b>Some College</b>	<b>25.1%</b>	<b>Bachelors degree</b>	<b>13.8%</b>		

- Median earnings Corpus Christi by education for persons 25 years of age & up (Census AFF/ACS): **\$27,211** (\$36,380 male/ \$22,328 female)

<b>Less than High School</b>	<b>\$15,437</b>	<b>Some College or Associates</b>	<b>\$28,739</b>	<b>Graduate or Professional</b>	<b>\$56,681</b>
<b>High School &amp; GED</b>	<b>\$26,818</b>	<b>Bachelor's</b>	<b>\$44,078</b>		

## Corpus Christi MSA

September 2021



### MSA Labor Force Statistics

	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	204,324	203,421	201,999	2,325
Employed	191,345	189,576	182,659	8,686
Unemployed	12,979	13,845	19,340	-6,361
Unemployment Rate	6.4%	6.8%	9.6%	-3.2%

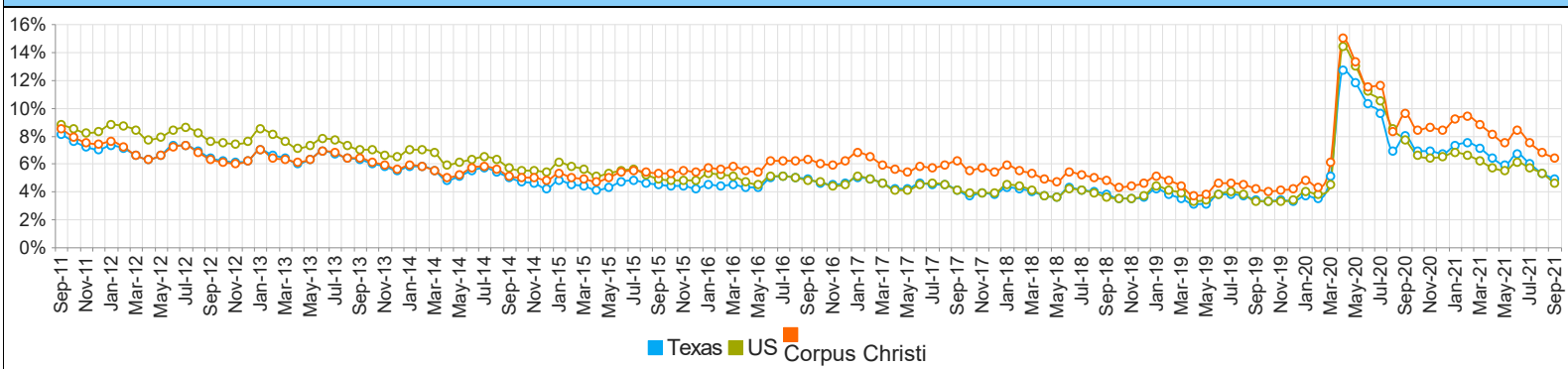
### Texas Labor Force Statistics

	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	14,254,432	14,191,262	13,993,842	260,590
Employed	13,549,183	13,432,920	12,877,405	671,778
Unemployed	705,249	758,342	1,116,437	-411,188
Unemployment Rate	4.9%	5.3%	8.0%	-3.1%

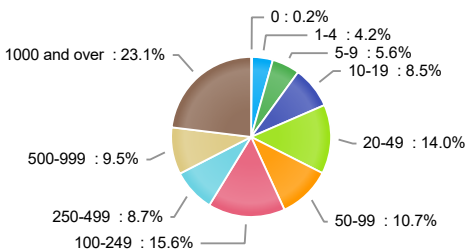
### US Labor Force Statistics

	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	161,392,000	161,788,000	160,073,000	1,319,000
Employed	154,026,000	153,232,000	147,796,000	6,230,000
Unemployed	7,366,000	8,556,000	12,277,000	-4,911,000
Unemployment Rate	4.6%	5.3%	7.7%	-3.1%

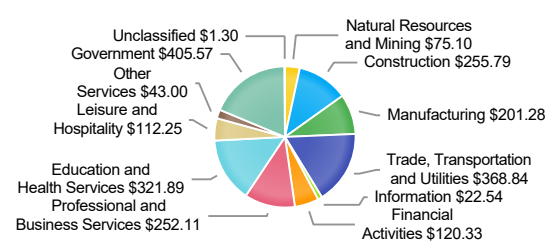
### Historical Unemployment Rates



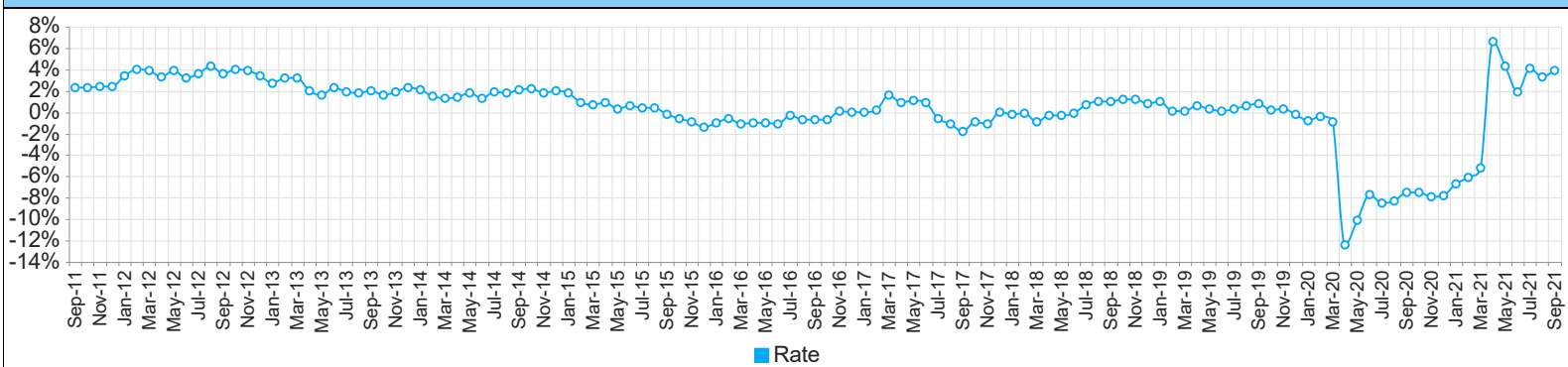
### Employment by Size Class (1st Quarter 2021)



### Wages by Industry (in millions) (1st Quarter 2021)



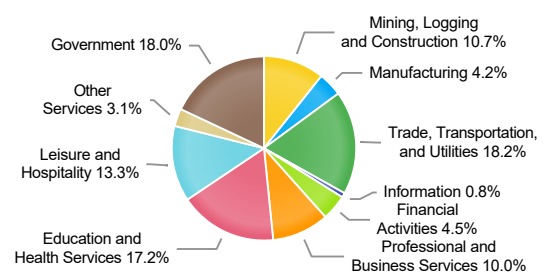
### Annual Growth Rate Total Non-agricultural employment



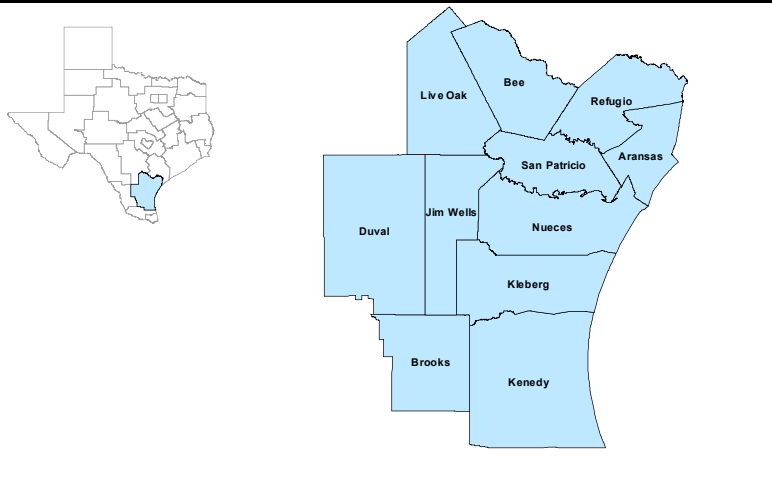
### Employment by Industry (September 2021)

Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	185,200	0.8%	3.9%
Mining, Logging and Construction	19,800	2.1%	3.1%
Manufacturing	7,800	0.0%	0.0%
Trade, Transportation, and Utilities	33,700	1.2%	5.0%
Information	1,400	0.0%	0.0%
Financial Activities	8,300	-1.2%	2.5%
Professional and Business Services	18,600	3.3%	7.5%
Education and Health Services	31,800	0.0%	2.6%
Leisure and Hospitality	24,700	-0.4%	10.3%
Other Services	5,800	-1.7%	5.5%
Government	33,300	0.9%	-0.6%

### Employment by Industry (September 2021)



## Coastal Bend Workforce Development Area September 2021



WDA Labor Force Statistics				
	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	255,907	255,241	256,792	-885
Employed	238,932	237,088	230,979	7,953
Unemployed	16,975	18,153	25,813	-8,838
Unemployment Rate	6.6%	7.1%	10.1%	-3.5%

Texas Labor Force Statistics				
	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	14,254,432	14,191,262	13,993,842	260,590
Employed	13,549,183	13,432,920	12,877,405	671,778
Unemployed	705,249	758,342	1,116,437	-411,188
Unemployment Rate	4.9%	5.3%	8.0%	-3.1%

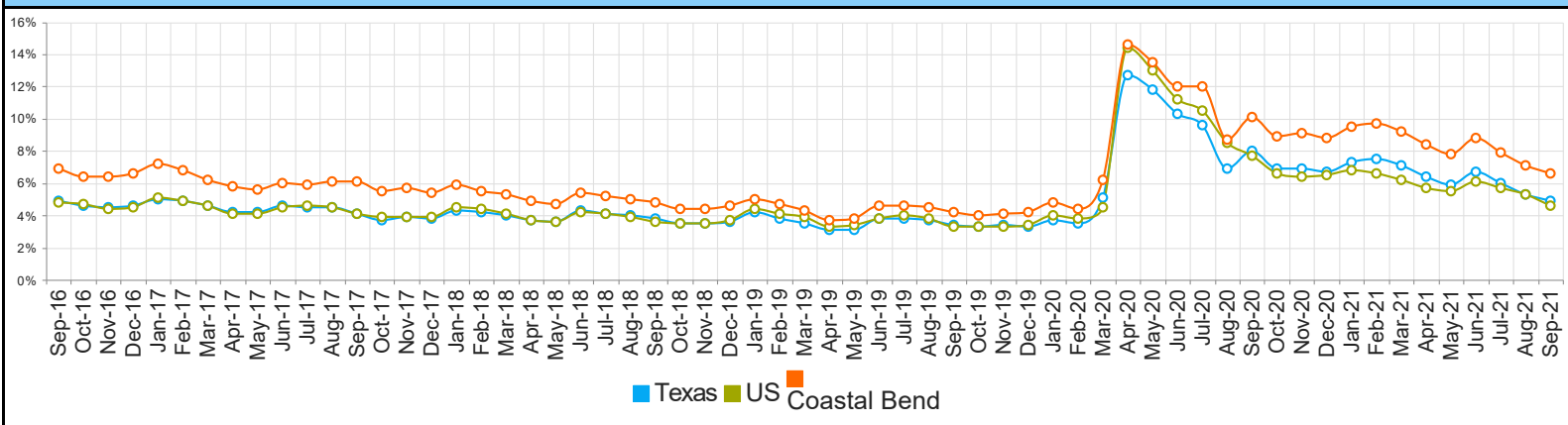
  

US Labor Force Statistics				
	Sep-21	Aug-21	Sep-20	Yearly Change
Civilian Labor Force	161,392,000	161,788,000	160,073,000	1,319,000
Employed	154,026,000	153,232,000	147,796,000	6,230,000
Unemployed	7,366,000	8,556,000	12,277,000	-4,911,000
Unemployment Rate	4.6%	5.3%	7.7%	-3.1%

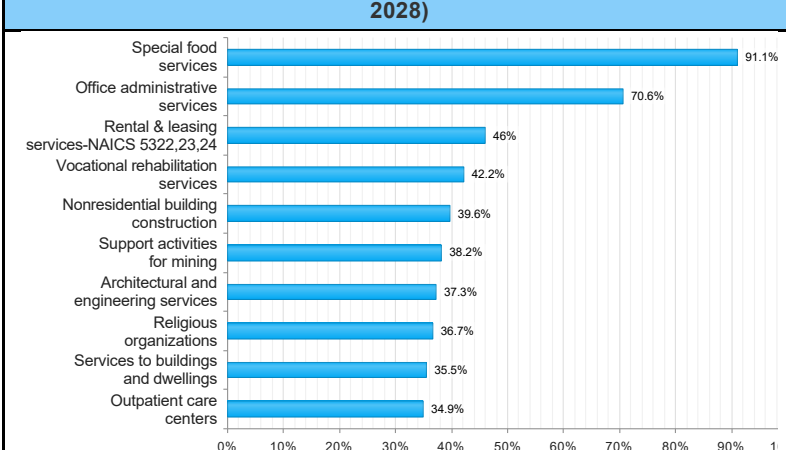
  

Continued Claims for the Week of the 12th				
	Sep-21	Aug-21	Sep-20	Yearly Change
WDA	2,345	2,976	15,274	-12,929
Texas	92,894	123,285	634,196	-541,302

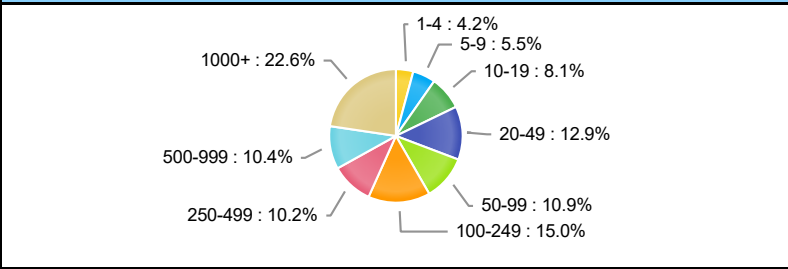
## Historical Unemployment Rates



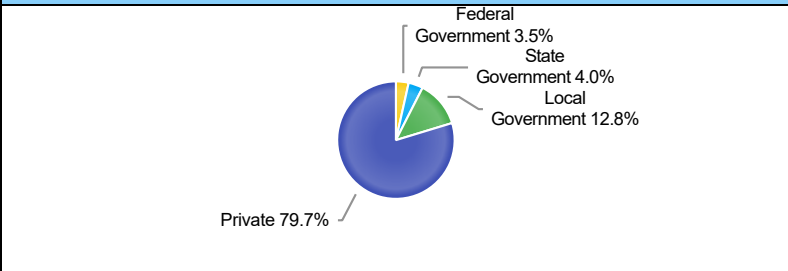
## Projected Top Ten Fastest Growing Industries in WDA (% Growth 2018-2028)



## Employment by Size Class (1st Quarter 2021)



## Employment by Ownership (1st Quarter 2021)



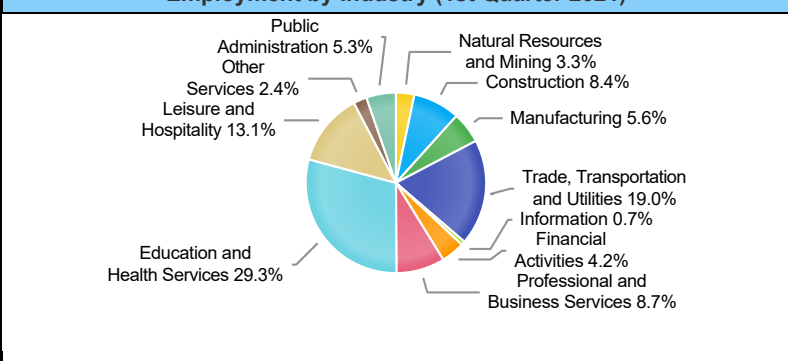
## Average Weekly Wage (1st Quarter 2021)

	Q1 2021	Q4 2020	Q1 2020	Quarterly Change	Yearly Change
WDA	\$942	\$1,009	\$934	-\$67	\$8
Texas	\$1,261	\$1,294	\$1,231	-\$33	\$30
US	\$1,289	\$1,339	\$1,221	-\$50	\$68

## Employment by Industry (1st Quarter 2021, Percent Change)

Industry	Employment	% of Total	% Quarterly Change	% Yearly Change
Natural Resources and Mining	7,139	3.3%	-2.1%	-27.3%
Construction	18,440	8.4%	-0.8%	-13.5%
Manufacturing	12,282	5.6%	0.4%	-4.6%
Trade, Transportation and Utilities	41,600	19.0%	-1.5%	-2.7%
Information	1,630	0.7%	0.2%	-13.6%
Financial Activities	9,324	4.2%	0.0%	-4.3%
Professional and Business Services	19,131	8.7%	-1.2%	-6.2%
Education and Health Services	64,387	29.3%	-0.4%	-5.7%
Leisure and Hospitality	28,660	13.1%	0.3%	-7.2%
Other Services	5,365	2.4%	-2.0%	-8.8%
Public Administration	11,550	5.3%	-3.0%	-4.7%

## Employment by Industry (1st Quarter 2021)





## Glossary of Terms

Program Title	Program Characteristics
<b>Child Care</b>	Helps employers retain qualified workers with families by providing subsidized child care to low-income parents, children of teen parents, and children with disabilities.
<b>Non-Custodial Parent (NCP) Choices</b>	Targets low-income, unemployed, or underemployed NCPs who are behind on child support payments and whose children are current or former recipients of public assistance. Involves working in tandem with the Office of the Attorney General (OAG) and the local court system to help NCPs with substantial barriers to employment and career advancement, become economically self-sufficient while also making consistent child support payments.
<b>Supplemental Nutrition Assistance Program Employment and Training (SNAP E&amp;T)</b>	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).
<b>Temporary Assistance for Needy Families (TANF)/Choices</b>	The goal of Choices services is to end the dependence of needy parents on public assistance by promoting job preparation, employment, and job retention with a “Work First” service delivery design. TANF recipients are referred by the Texas Health and Human Services Commission (HHSC).
<b>Trade Act Services</b>	Provides employers with skilled workers. Moves trade-affected workers into new jobs as quickly and effectively as possible.
<b>The Workforce Information System of Texas (TWIST)</b>	TWIST is a centralized point of reporting intake, case management, and service delivery 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 (ES), Unemployment Insurance (UI), SNAP E&T, Temporary Assistance to Needy Families (TANF), SSI (Supplemental Security Income), and the Texas Department of Criminal Justice (TDCJ).
<b>Veterans Employment Services</b>	Employers have quick access to the talents and expertise of veterans and eligible persons, e.g., spouses of deceased/disabled/MIA veterans, to fill job openings.
<b>Wagner-Peyser Employment Services (ES), Agricultural Services and Migrant and Seasonal Farm Worker Services</b>	Acts as liaison between employers and job seekers to ensure employers have access to qualified workers. Provides job matching and recruitment services to employers and job seekers.
<b>Workforce Innovation and Opportunity Act (WIOA)</b>	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.