



# Public Relations Committee Meeting

**May 4, 2022**  
**3:00 pm**

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

**Join Zoom Meeting**

<https://us02web.zoom.us/j/85133334979?pwd=VGt5cm5oaExOcFIBT1JXS3hXTEtjQT09>

**Toll-Free Call In**

888 475 4499 US Toll-free

Meeting ID: 851 3333 4979

Passcode: 865986

[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.



**Public Relations Committee Meeting**

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Corpus Christi, Texas

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**Wednesday, May 4, 2022 – 3:00 pm**

**AGENDA**

Page

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

II. TOMA Rules: *Janet Neely*

III. Roll Call: *Janet Neely*.....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 8, 2021 Public Relations Committee Meeting**.....4-6

VII. **Discussion and Possible Action on Minutes of the February 9, 2022 Public Relations Committee Meeting**.....7-9

VIII. **Discussion and Possible Action on Awareness/Outreach Plan:**.....10  
 a. Communications Department Updates and Completed Projects: *Xena Mercado*

(cont. page 2)

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)

- b. Current Projects and Program Outreach: *Xena Mercado*
- c. Social Media Updates and Insights: *Rufino Martinez*

IX. **Information Only:**.....11-16

- a. Jobs and Employment Report: *Rufino Martinez*
- b. Employer and Partner Data Requests: *Rufino Martinez*

X. **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 administrative offices 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 St. Ste. 800, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

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

**Public Relations Committee  
Roll Call Roster  
May 4, 2022  
(5 = Quorum)**

\_\_\_\_\_ C. Michelle Unda, Chair

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

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

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

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

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

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

\_\_\_\_\_ Eric Evans

\_\_\_\_\_  
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*
    - o 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.



**MINUTES**  
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**Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1**  
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**Toll-Free Call In**

888 475 4499 US Toll-free

**Meeting ID:** 824 3246 4388

**Passcode:** 133256

**February 9, 2022 – 2:00 pm**

**Committee Members**

**Present**

C. Michelle Unda, Chair  
Carlos Ramirez, Vice Chair  
Tracy Florence  
Omar Lopez  
Rosie Collin

**Absent**

Arnoldo Cantu  
Ofelia Hunter

**Others Present**

Ken Trevino, Workforce Solutions  
Amy Villarreal, Workforce Solutions  
Shileen Lee, Workforce Solutions  
Janet Neely, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Rufino Martinez, Workforce Solutions  
Artug Altug, Workforce Solutions  
Rosina Salas, Workforce Solutions  
Alba Silvas, Workforce Solutions  
Catherine Cole, Workforce Solutions  
Allyson Riojas, Workforce Solutions  
Imelda Trevino, Workforce Solutions  
Norma Ochoa, Workforce Solutions  
Luis Rodriguez, Workforce Solutions  
Samantha Smolik, Workforce Solutions  
Esther Velazquez, Workforce Solutions  
Valerie Ann De La Cruz, Workforce Solutions  
Aaron Smith, C2GPS, LLC  
Kenia Dimas, BakerRipley

**Other Board Members Present**

Gloria Perez

**I. Call to Order**

Ms. Unda called the meeting to order at 2:01 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. Trevino 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.

**V. Discussion and Possible Action on Minutes of the November 10, 2021 Public Relations Committee Meeting**

Mr. Ramirez moved to approve the minutes of the November 10, 2021 Public Relations Committee meeting. The motion was seconded by Ms. Florence and passed.

VI. **Public Relations Committee Charter**

Ms. Mercado provided information on the Public Relations Committee Charter (included on page 5 of the February 9 agenda packet).

PUBLIC RELATIONS

Responsible for the expansion of an awareness/outreach plan to broaden public recognition of programs /services. Oversight of development of the Quarterly Performance Report and Annual Report to use as tools to report to the public the accomplishments of workforce programs/services.

No action taken.

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

a. *Communications Department Updates and Completed Projects*

Ms. Mercado presented information on Communications Department updates and completed projects.

- 2021 Annual Report Update
- Helping Offices Manage Electronically (HOME) Grant
  - Digital Business Solutions Update
  - 16 Awarded, 8 Pending Award – \$58,500 Total Award Value
- Texas VFW Foundation
  - Career & Resource Fair
- UpskillCoastalBend.org
  - API Integration is Complete!
  - Region-Wide Initiative in partnership with E2E and Del Mar College
  - This platform serves multiple audiences, sharing Labor Market Information and Career Exploration.
- Improving the way we communicate
  - NEW Templates for Committees

Mr. Trevino thanked Ms. Mercado, the team members and all the people who contributed from program services that assisted in getting the 2021 Annual Report completed by the end of the year. Mr. Trevino expressed his gratitude and appreciation for the team and the service providers on their accomplishments throughout the year.

Mr. Lopez echoed Mr. Trevino and mentioned the 2021 Annual Report looks professional, focuses on what we do and what is important. Mr. Lopez congratulated everyone on a job well done.

Ms. Mercado mentioned as Mr. Trevino stated it was a team effort, our Marketing department Mr. Martinez, Mr. Altug and the rest of the team Workforce have all done so much to put the whole project together. Ms. Mercado included they are now starting to put the 2022 Annual Report together compiling information, gathering content and stories.

Ms. Mercado shared an interview from Chris Sana in Marketing who received the Helping Offices Manage Electronically (HOME) Grant.

Ms. Unda recognized the video as a great sound bite.

b. *A look ahead for 2022, New Campaigns and Existing Campaign Updates*

Ms. Mercado presented information on a look ahead for 2022, new Campaigns and existing Campaign updates.

- Evolving Our Brand – Logo Transitions
- Business Services Toolkit – Development in Progress
- Educator Externship – Summer 2022
- Summer Earn and Learn (SEAL) – Summer 2022
- YOU! Choose Career Expo – September 21, 2022

- Career & Technical – Employer Expo – February 23, 2022
  - Special Guest: Texas Workforce Commission, Commissioner Representing Labor, Julian Alvarez III
- San Patricio Economic Development Corporation – Professional Skills & Trades Job Fair – February 24, 2022
- Continuing to Add to our Growing Production Studio – NEW in 2022!!
- 2022 Video Production – Schedule Overview
- Education Outreach Presentation – Virtual Reality Goggles!
- Service Industry Recovery (SIR) – Program, Promotional Efforts, Campaign
- Metrix Learning – SkillUp America Integration

Ms. Ochoa thanked Ms. Mercado and the Public Relations team for all their hard work.

c. *Social Media Updates and Insights*

Mr. Martinez provided information on Social Media updates and Insights.

VIII. **Information Only:**

a. *Jobs and Employment Report*

Mr. Martinez presented the December 2021 Jobs and Employment Report (included on pages 7-14 of the February 9 agenda packet).

b. *Employer and Partner Data Requests*

Mr. Martinez provided information on Employer and Partner Data Requests (included on pages 7-11 of the February 9 agenda packet).

Ms. Perez congratulated Ms. Mercado and the Public Relations team on the amazing videos added to the website and mentioned the team has taken us to a different level. Ms. Perez recognized the Public Relations team for doing an excellent job on the 2021 Annual Report.

Ms. Unda echoed Ms. Perez statement on recognizing the Public Relations team.

Ms. Unda thanked everyone for attending the Public Relations meeting.

IX. **Adjournment**

The meeting adjourned at 3:06 pm.

## **DISCUSSION AND POSSIBLE ACTION**

VIII – a, b & c. 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.

- a. Communications Department Updates and Completed Projects
- b. Current Projects and Program Outreach
- c. Social Media Updates and 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

IX – a & b. Jobs and Employment Report & Employer and Partner Data Requests

## BACKGROUND INFORMATION

### Jobs and Employment Report

The Corpus Christi Metropolitan Statistical Area (MSA) added nearly 2,000 jobs over the month as the unemployment rate fell from 6.3% in February 2022 to 5.3% in March of 2022. The unemployment rate for the Coastal Bend region fell from 6.5% to 5.4% over the month.

The *Leisure and Hospitality Industry Super Sector* continues to lead all industry sectors in job growth, adding 700 jobs over the month for the Corpus Christi MSA. Approximately 5,200 jobs have been added over the year across all industry sectors.

Job opportunities are at record high numbers with over 10,000 job openings now available in WorkInTexas.com. Employers have listed Customer Service Skills along with Interpersonal Skills as the top job skills needed for employment.

### Employer and Partner Data Requests – 68 over the last 12 months

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 2021

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

- Industry Snapshot – D

#### August 2021

- 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 2021

- 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 2021

- 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

#### November 2021

- Economic Overview – San Patricio
- Wage Analysis – Janitorial Services

#### December 2021

- Highest Ranking Occupations – Kleberg County
- Highest Ranking Occupations – Jim Wells
- Highest Ranking Occupations – Duval County
- Highest Ranking Occupations – 3 County region

- Highest Ranking Occupations – Coastal Bend region
- Staffing Patterns – Industry X
- Industry Snapshot – X

#### January 2022

- Economic Overview – Coastal Bend region
- Economic questionnaire responses
- Industry Overview – Industry X
- Staffing Pattern Availability
- Industry Overview Manufacturing – County X
- Occupation Analysis – Nursing
- Industry Overview – Bee County
- Industry Overview – Live Oak County
- Industry Overview – Karnes County
- Industry Overview – San Patricio County
- Industry Overview – Jim Wells County

#### February 2022

- San Patricio Economic Overview
- 12 County Judges report
- Wage Analysis – Manufacturing
- Occupational Overview – Accounting
- Special State of the Workforce Report
- Labor Market Information – Kingsville

#### March 2022

- Wage Analysis – Telecomm/IT
- Work In Texas – Jobs Report / Nueces County
- Industry Overview – Oil and Gas Extraction
- Credentialed Training report
- Updated State of the Workforce

#### April 2022

- Post COVID analysis by gender/occupation /industry

## **BACKGROUND**

Local Labor Market information for March 2022 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 March 2022						Previous Monthly Data February 2022				Year Ago March 2021			
		Labor Force	Employment	Unemployment	Rate	M+-	Y+-	Labor Force	Employment	Unemployment	Rate	Labor Force	Employment	Unemployment	Rate
United States	Nation	164,409,000	158,458,000	5,952,000	3.6	-0.2	-2.4	163,991,000	157,722,000	6,270,000	3.8	160,631,000	150,940,000	9,691,000	6.0
Texas	State	14,414,591	13,779,772	634,819	4.4	-0.3	-2.0	14,373,632	13,698,584	675,048	4.7	14,137,958	13,233,703	904,225	6.4
Corpus Christi	MSA	204,497	193,591	10,906	5.3	-1.0	-2.6	204,562	191,637	12,925	6.3	204,036	187,897	16,139	7.9
Coastal Bend	WDA	259,108	245,036	14,072	5.4	-1.1	-2.8	258,936	242,232	16,704	6.5	259,257	237,952	21,305	8.2
Aransas	County	9,374	8,878	496	5.3	-1.1	-2.8	9,336	8,734	602	6.4	9,372	8,614	758	8.1
Bee	County	9,205	8,627	578	6.3	-1.3	-3.1	9,134	8,444	690	7.6	9,615	8,707	908	9.4
Brooks	County	2,530	2,368	162	6.4	-1.5	-3.9	2,551	2,350	201	7.9	2,502	2,244	258	10.3
Duval	County	5,541	5,240	301	5.4	-1.1	-3.9	5,553	5,194	359	6.5	5,452	4,943	509	9.3
Jim Wells	County	15,598	14,518	1,080	6.9	-1.3	-4.5	15,606	14,329	1,277	8.2	15,838	14,027	1,811	11.4
Kenedy	County	211	202	9	4.3	-1.2	-1.1	201	190	11	5.5	185	175	10	5.4
Kleberg	County	13,499	12,840	659	4.9	-1.0	-2.9	13,362	12,572	790	5.9	13,508	12,450	1,058	7.8
Live Oak	County	4,923	4,694	229	4.7	-0.8	-2.7	4,883	4,612	271	5.5	5,048	4,675	373	7.4
Nueces	County	165,319	156,971	8,348	5.0	-1.0	-2.6	165,388	155,460	9,928	6.0	164,960	152,365	12,595	7.6
Refugio	County	3,104	2,956	148	4.8	-1.0	-3.0	3,084	2,904	180	5.8	3,073	2,834	239	7.8
San Patricio	County	29,804	27,742	2,062	6.9	-1.1	-2.5	29,838	27,443	2,395	8.0	29,704	26,918	2,786	9.4

(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>Bachelor's 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>		

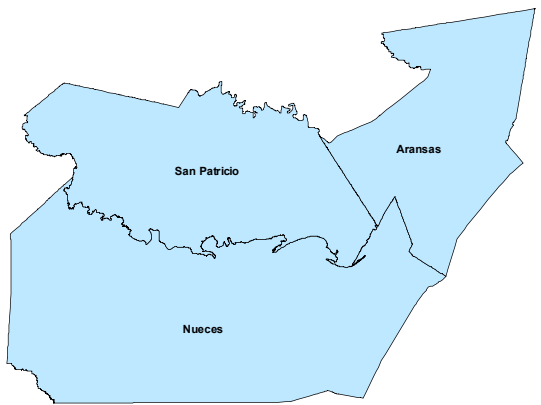
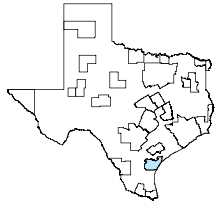
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Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.  
Deaf, hard-of-hearing or speech impaired customers may contact **Relay Texas: 1-800-735-2989 (TDD) and 1-800-735-2988 or 7-1-1 (Voice)**



## Corpus Christi MSA

March 2022



MSA Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	204,497	204,562	204,036	461
Employed	193,591	191,637	187,897	5,694
Unemployed	10,906	12,925	16,139	-5,233
Unemployment Rate	5.3%	6.3%	7.9%	-2.6%

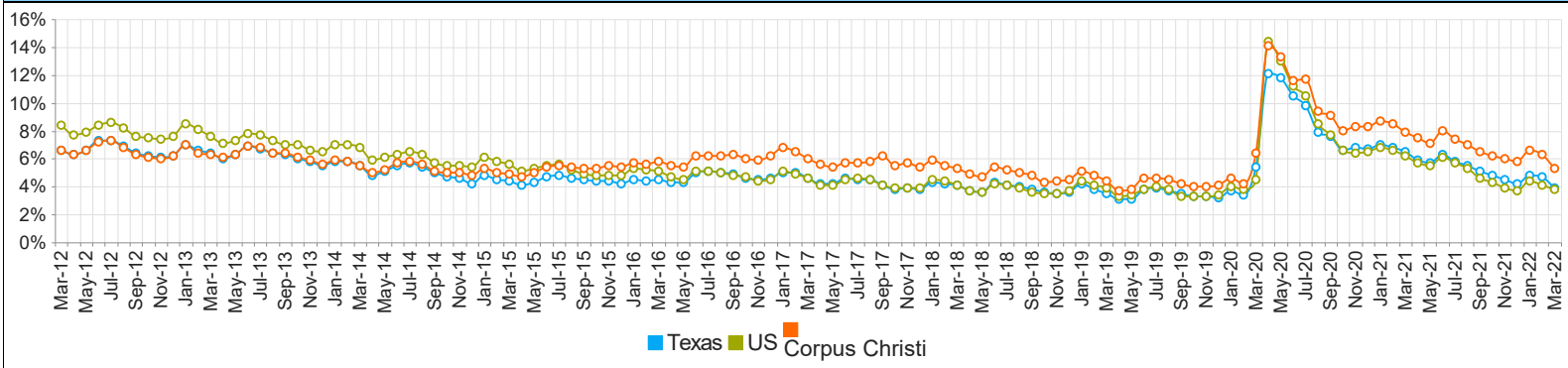
  

Texas Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	14,536,934	14,539,759	14,143,869	393,065
Employed	13,973,965	13,854,598	13,228,565	745,400
Unemployed	562,969	685,161	915,304	-352,335
Unemployment Rate	3.9%	4.7%	6.5%	-2.6%

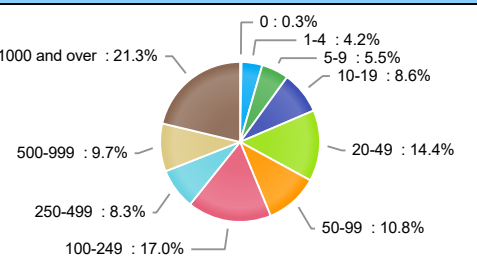
  

US Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	164,274,000	163,725,000	160,397,000	3,877,000
Employed	158,106,000	156,942,000	150,493,000	7,613,000
Unemployed	6,168,000	6,782,000	9,905,000	-3,737,000
Unemployment Rate	3.8%	4.1%	6.2%	-2.4%

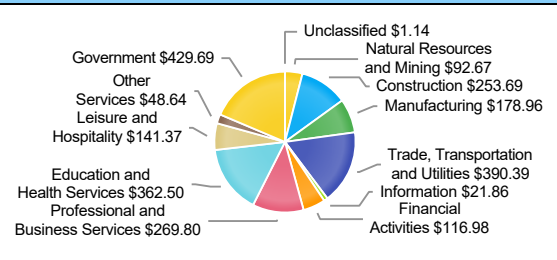
### Historical Unemployment Rates



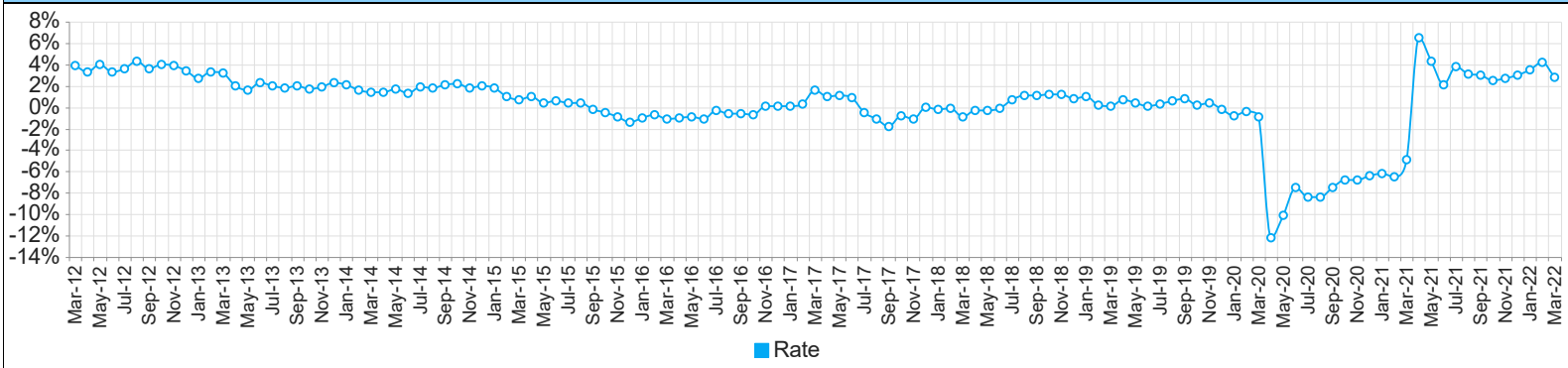
### Employment by Size Class (3rd Quarter 2021)



### Wages by Industry (in millions) (3rd Quarter 2021)



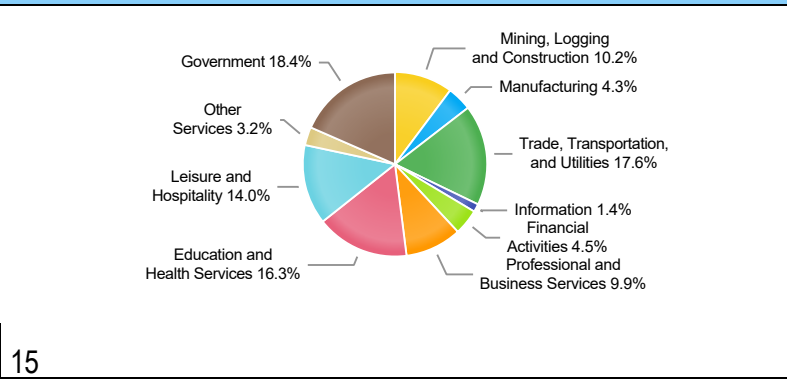
### Annual Growth Rate Total Non-agricultural employment



### Employment by Industry (March 2022)

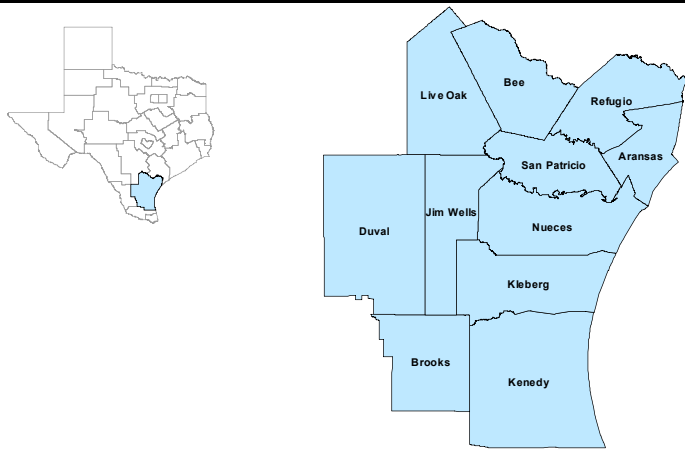
Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	188,700	0.5%	2.8%
Mining, Logging and Construction	19,300	-1.5%	-3.0%
Manufacturing	8,100	0.0%	1.2%
Trade, Transportation, and Utilities	33,300	0.3%	2.1%
Information	2,700	0.0%	8.0%
Financial Activities	8,500	1.2%	3.7%
Professional and Business Services	18,700	1.6%	2.7%
Education and Health Services	30,700	-0.6%	1.0%
Leisure and Hospitality	26,500	2.7%	10.4%
Other Services	6,100	0.0%	7.0%
Government	34,800	0.6%	2.4%

### Employment by Industry (March 2022)



## Coastal Bend Workforce Development Area

March 2022



WDA Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	259,108	258,936	259,257	-149
Employed	245,036	242,232	237,952	7,084
Unemployed	14,072	16,704	21,305	-7,233
Unemployment Rate	5.4%	6.5%	8.2%	-2.8%

Texas Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	14,536,934	14,539,759	14,143,869	393,065
Employed	13,973,965	13,854,598	13,228,565	745,400
Unemployed	562,969	685,161	915,304	-352,335
Unemployment Rate	3.9%	4.7%	6.5%	-2.6%

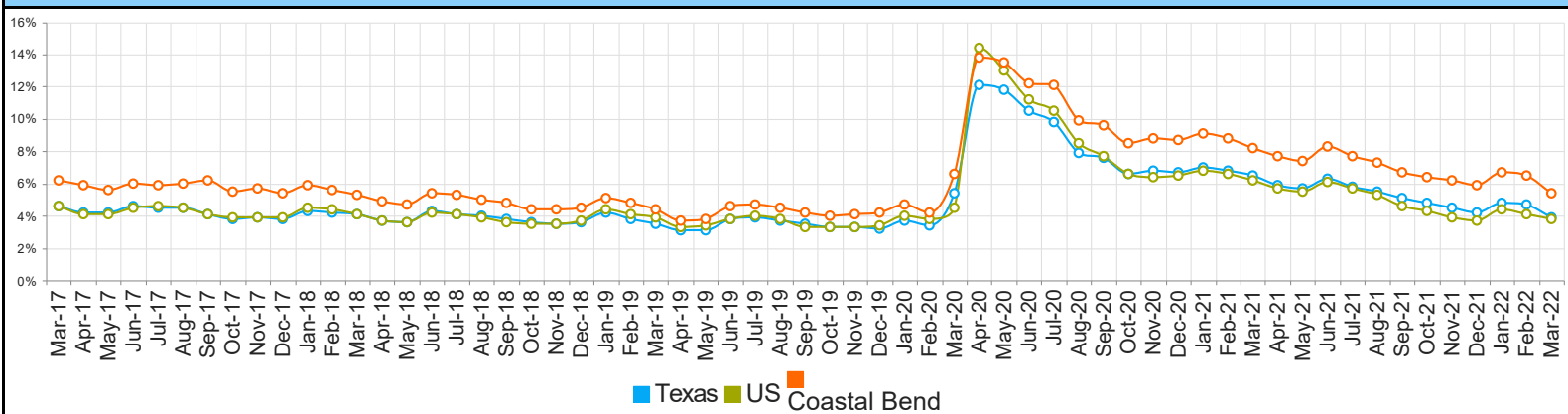
  

US Labor Force Statistics				
	Mar-22	Feb-22	Mar-21	Yearly Change
Civilian Labor Force	164,274,000	163,725,000	160,397,000	3,877,000
Employed	158,106,000	156,942,000	150,493,000	7,613,000
Unemployed	6,168,000	6,782,000	9,905,000	-3,737,000
Unemployment Rate	3.8%	4.1%	6.2%	-2.4%

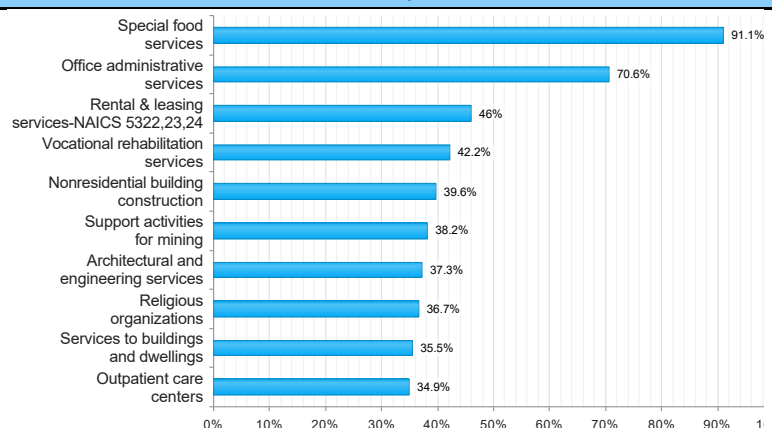
  

Continued Claims for the Week of the 12th				
	Mar-22	Feb-22	Mar-21	Yearly Change
WDA	2,129	2,115	4,887	-2,758
Texas	73,246	77,497	214,987	-141,741

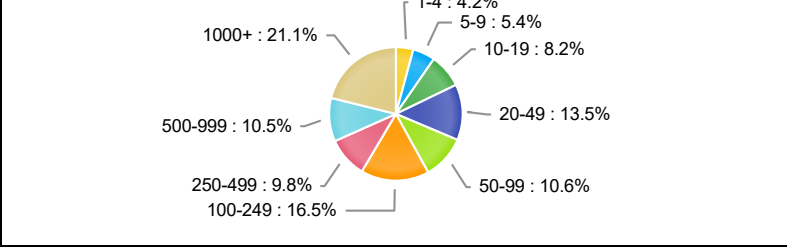
## Historical Unemployment Rates



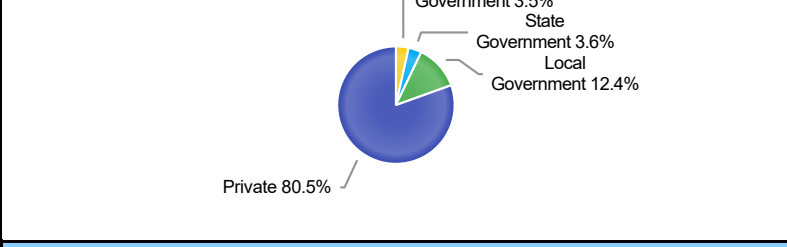
## Projected Top Ten Fastest Growing Industries in WDA (% Growth 2018-2028)



## Employment by Size Class (3rd Quarter 2021)



## Employment by Ownership (3rd Quarter 2021)



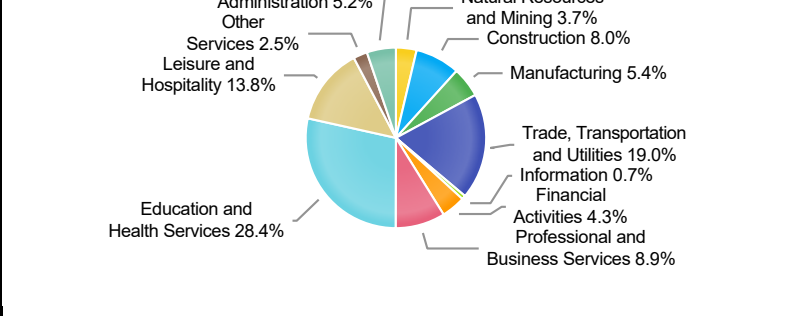
### Average Weekly Wage (3rd Quarter 2021)

	Q3 2021	Q2 2021	Q3 2020	Quarterly Change	Yearly Change
WDA	\$971	\$944	\$918	\$27	\$53
Texas	\$1,228	\$1,210	\$1,149	\$18	\$79
US	\$1,251	\$1,240	\$1,172	\$11	\$79

## Employment by Industry (3rd Quarter 2021, Percent Change)

Industry	Employment	% of Total	% Quarterly Change	% Yearly Change
Natural Resources and Mining	8,212	3.7%	7.8%	13.1%
Construction	17,902	8.0%	-1.7%	-3.5%
Manufacturing	12,207	5.4%	-0.4%	2.2%
Trade, Transportation and Utilities	42,677	19.0%	0.7%	3.3%
Information	1,659	0.7%	0.7%	2.3%
Financial Activities	9,535	4.3%	0.7%	1.8%
Professional and Business Services	19,999	8.9%	-0.5%	5.9%
Education and Health Services	63,620	28.4%	-1.3%	1.1%
Leisure and Hospitality	31,013	13.8%	0.9%	13.0%
Other Services	5,670	2.5%	2.2%	4.9%
Public Administration	11,550	5.2%	0.1%	-5.3%

## Employment by Industry (3rd 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.