



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

Public Relations Committee Meeting

February 13, 2025
3:00 pm

Mission Career Center
4981 Ayers Street
Mission Training Room
Corpus Christi, TX

Join Zoom Meeting

<https://us02web.zoom.us/j/89803135157?pwd=any6g9GHoSHmOa3TrbR3i9VpxyL6DZ.1>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 898 0313 5157

Passcode: 498988

www.workforcesolutionscb.org

Strategic Goals

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

Mission Statement

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

Value Statement

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

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

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

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

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

Understanding – We are serious and passionate about delivering our services with compassion and empathy.

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

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

Disclosure and Declaration of a Conflict of Interest

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

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

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

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

Code of Ethics

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

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



Public Relations Committee Meeting

Mission Career Center – 4981 Ayers St. – Mission Training Room
Corpus Christi, Texas 78415

Join Zoom Meeting

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Thursday, February 13, 2025 – 3:00 pm

AGENDA

Page

I. Call to Order: *Omar Lopez, Vice 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 12, 2024 Public Relations Committee Meeting**.....4-5

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY 2025**.....6

VIII. **Information Only:**

1. Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-March) (Q3 April-June) (Q4 July-Sept.)

a. First Quarter (Q1) Event Promotions & Summary: *Xena Mercado*.....7-11

b. Second Quarter (Q2) Upcoming Events & Projects: *Xena Mercado*.....12-13

(cont. page 2)

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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)

2. First Quarter (Q1) Analytics
 a. Social Media & Web: *Tony Armadillo*.....14

3. Marketing & Communication: Assessment & Strategic Plan Update: *Shileen Lee*.....15

IX. Adjournment

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

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

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

- The presiding member (Chair or designee) must be in-person at the meeting location, 4981 Ayers Street, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

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

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**Public Relations Committee
Roll Call Roster
February 13, 2025
(4 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Omar Lopez, Vice Chair

_____ Hector Bernal

_____ Jason Bevan

_____ Karl Hattman

_____ Carlos Ramirez

_____ Susan Temple

Signed

Printed Name

MINUTES
Workforce Solutions Coastal Bend – Public Relations Committee
Mission Career Center – 4981 Ayers Street – Mission Training Room
Corpus Christi, Texas

Join Zoom Meeting
<https://us02web.zoom.us/j/86203058346?pwd=ZFRraE50c3hY1BGR05LTlgydZodz09>

Toll-Free Call In
888 475 4499 US Toll-free

Meeting ID: 862 0305 8346
Passcode: 471286

September 12, 2024 – 3:00 pm

Committee Members

Present

C. Michelle Unda, Chair
Carlos Ramirez, Vice Chair
Hector Bernal

Absent

Jason Bevan
Susan Temple

Others Present

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

Other Board Members Present

Raynaldo De Los Santos, Jr.
Sandra Bowen
Victor M. Gonzalez, Jr.

- I. **Call to Order**
Ms. Unda called the meeting to order at 3:03 pm.
- II. **TOMA Rules**
Ms. Neely provided information on the Texas Open Meetings Act (TOMA) Rules.
- III. **Roll Call**
The roll was called and a quorum was present. Chairman De Los Santos, Ms. Bowen and Mr. Gonzalez, Jr. was also in attendance.
- IV. **Disclosure of Conflicts of Interest**
Attention was called to the Disclosure and Declaration of Conflict of Interest and disclosures were requested by the chair at this time. None were made.
- V. **Public Comments**
Due to the new TOMA rules we do have a laptop setup at 4981 Ayers Street and it is listed on the zoom call as Public. The laptop is available and open to the public.
- VI. **Discussion and Possible Action on Minutes of the May 9, 2024 Public Relations Committee Meeting**
Mr. Gonzalez, Jr. moved to approve the minutes of the May 9, 2024 Public Relations Committee meeting. The motion was seconded by Mr. Ramirez and passed.

VII. **Information Only:**

1. *Performance Report BCY2024 (Q1 Oct.-Dec.) (Q2 Jan.-March) (Q3 April-June) (Q4 July-Sept.)*

a. *Third Quarter (Q3) Event Promotion & Summary*

Ms. Mercado provided information on the Third Quarter (Q3) Event Promotion & Summary (included on pages 6-7 of the September 12 agenda packet).

Mr. De Los Santos recognized the Public Relations team on the Summer Earn & Learn flyers presented.

Ms. Mercado shared a Summer Earn & Learn video with the Public Relations Committee.

b. *Fourth Quarter (Q4) Upcoming Events & Projects*

Ms. Mercado provided information on the Fourth Quarter (Q4) Upcoming Events & Projects (included on pages 8-9 of the September 12 agenda packet).

2. *Third Quarter (Q3) Analytics*

a. *Social Media & Web*

Ms. Mercado and Mr. Armadillo presented the Third Quarter (Q3) Analytics on Social Media & Web updates (included on page 10 of the September 12 agenda packet).

3. *Marketing & Communication: Assessment & Strategic Plan*

Ms. Lee provided information on the Marketing & Communication: Assessment & Strategic Plan (included on page 11 of the September 12 agenda packet).

VIII. **Adjournment**

The meeting adjourned at 4:10 pm.

DISCUSSION AND POSSIBLE ACTION

VII. Review of Committee Charter, Initiatives, and Strategic Board Goals of BCY 2025

BACKGROUND INFORMATION

Public Relations Committee Charter:

PUBLIC RELATIONS

Responsible for the organization's awareness/outreach plan to broaden public recognition of programs/services. Receives quarterly reports and provides feedback regarding all programmatic collaterals produced, social media and website analytics, and an Annual Report which are used as tools to report to the public both the availability and accomplishments of workforce programs/services.

Strategic Board Goals

Established in 2010, the strategic board goals were set to work towards increasing educational and employment opportunities for the people of the Coastal Bend region, including youth and those with barriers to employment.

1. Establish and Strengthen Partnerships
2. Effectively and Efficiently Target Rural Area Services
3. Increase Workforce Awareness
4. Expand Innovative Services to Business
5. Explore New Revenue Opportunities
6. Improve Internal Efficiencies
7. Refine Board Culture

RECOMMENDATION

The Public Relations Committee consider the proposed committee charter, initiatives and board strategic goals for BCY 2025; and take any appropriate action on the information presented.

INFORMATION ONLY

VIII – 1a. Performance Report BCY2025 – First Quarter (Q1) Event Promotion & Summary

BACKGROUND INFORMATION

The Communications Department successfully executed a variety of promotional initiatives throughout Q1, aligning with strategic board goals, primarily focusing on Goal 3, Increasing Workforce Awareness in the Coastal Bend region by engaging in the following activities:

- Executed multi-channel marketing campaigns to promote job fairs, hiring events, and workforce programs.
- Launched storytelling initiatives showcasing success stories from workforce initiatives.
- Expanded social media engagement, resulting in increased followers and maintaining high interaction rates.
- Produced monthly "Workforce Insider" newsletters with valuable workforce data and program highlights.

This report will highlight key events, programs, and activities that the Communications Team has engaged with in the promotional efforts, outreach and storytelling. During the presentation we will discuss review outreach strategies, content, and analytics, as well as how they contribute to the strategic board goals.

1. October 2024

- o **October 2nd - Maritime Expo & Career Fair**
 - Partnered with G&H Towing to promote the event.
 - Promotions:
 - Boosted Facebook Ad: \$200 investment.
 - 30,112 Reaches
 - 46,316 Views
 - 1,308 Link Clicks
 - 1,490 Engagements
 - \$0.15 per click (demonstrating strong value and extended reach)
 - Press Release sent to 227 media partners.
 - 43.5% Open Rate
 - Resulted in 3 media interviews on 3News First Edition.
 - Interviewees: Port of Corpus Christi Representative, WFSCB Communications Manager, Xavier Valverde (G&H Towing).
 - [Link to 3News Story](#)
 - Social Media Highlights:
 - Facebook Post Highlight:
 - 2,170 Views
 - 1,260 Reaches
 - LinkedIn Post Highlight:
 - 1,101 Impressions

- 50.41% Click-Through Rate
 - 27.73% Engagement Rate
 - Post-Event Video Recap:
 - 733 Views
 - 292 Reaches
 - 12 Interactions
 - Audience: 32% Followers, 68% Non-Followers
 - [View the Maritime Expo & Career Fair Recap Video](#)
- **October 18th - YOU! Inspire Symposium**
 - Promoted employer recognition for their participation in Summer Earn & Learn, featuring special guest speakers from TWS-Vocational Rehabilitation Services.
 - Facebook Highlight:
 - 2,617 Views
 - 1,396 Reaches
 - 24 Interactions
 - LinkedIn Highlight:
 - 3,651 Impressions
 - 294 Engagements
 - 80.55% Engagement Rate
 - 275 Clicks
 - 75.34 % Click-Through Rate
- **National Disability Employment Awareness Month (NDEAM)**
 - Published 5 dedicated posts across Facebook, Instagram, and LinkedIn promoting resources, announcements, and services supporting the employment of individuals with disabilities.
 - These efforts aimed to raise awareness and highlight the valuable contributions of individuals with disabilities in the workforce.
 - This increased visibility not only empowers job seekers with disabilities but also strengthens the workforce by promoting diversity, equity, and accessibility in employment opportunities.
 - Facebook Post Highlight:
 - 681 Views
 - 373 Reached
- **Breast Cancer Awareness Month (Mission Moment)**
 - Team Workforce wore pink throughout the month & sent photos to the Communications Department.
 - 7 total social media posts throughout the month showcased team involvement.
 - Facebook Post Highlight:
 - 2,937 Views
 - 1,380 Reached
 - LinkedIn Post Highlight:
 - 497 Impressions
 - 107 Clicks
 - 21.53 % Click-Through Rate
 - 27.57% Engagement Rate
- **Mobile Unit Promotions (October – December 2024):**

- Continuing to work with C2 to promote the Mobile Unit Calendar that is published throughout the month on Facebook, LinkedIn, and Instagram, as well as on the Calendar page of the website.
 - Social Media Promotion:
 - 4 promotional posts published on Facebook, Instagram, and LinkedIn.
 - Facebook Post Highlight:
 - 9,261 Views
 - 5,373 Reaches
 - **Labor Market Coverage with 3News (earned media)**
 - [Coastal Bend Adds 6,000 jobs in one year](#) - Madaline Salinas covered a story about the local workforce, promoting Training Scholarships and general workforce services.
2. **November 2024**
- **November 7th - 13th Annual Hiring Red, White, and YOU!**
 - Promotions:
 - Facebook Ad Campaign: \$200 investment over 20 days.
 - 82,812 Views
 - 29,864 Reaches
 - 235 Interactions
 - 1,194 Link Clicks
 - Press Release sent to 395 recipients through Mailchimp.
 - 44.5% Open Rate
 - Media Coverage:
 - Earned Media included 3News First Edition Direction to Success, and a promo on the morning of the event.
 - [Paid media Ad – HRWY Ad Video](#)
 - Commercial Run Times:
 - Wednesday – November 6th
 - Judge Judy – 11:23am
 - Access Daily – 2:48pm
 - 5pm News – 5:22pm
 - Jimmy Kimmel – 11:07pm
 - Nightline – 12:03am
 - Thursday – November 7th
 - Early News – 5:59am
 - Analytics for 7-Day Digital Ad Run:
 - 20.82K Impressions
 - 201 Clicks
 - 0.97 Click-Through Rate
 - Event Day Impact:
 - Social Media:
 - 2 Social Media Posts
 - Facebook Post Highlight:
 - 4,704 Views
 - 2,487 Reaches
 - 250 Reactions
 - LinkedIn Post Highlight:

- 563 Impressions
 - 670 Clicks
 - 119.01% Click-Through Rate
 - 123.8% Engagement Rate
 - Event Day Media Coverage:
 - 3News was in attendance to cover the story, and featured interviews with Ken Treviño, Susan Temple (Chemours), and a Veteran Job Seeker.
- 3. **December 2024**
 - **Mission Moment Stories (Community Engagement)**
 - December 16th – WFSCB donates over \$1,000 in gift cards and various gifts to BCFS and DFPS Pall Program teens and young adults for the holidays.
 - Facebook Post Highlight:
 - 2,770 Views
 - 1,476 Reaches
 - LinkedIn Post Highlight:
 - 1,516 Impressions
 - 442 Engagements
 - 366 Clicks
 - 29.16% Engagement Rate
 - 70 Reactions
 - December 16th – WFSCB Child Care Team Donates 200 care bags and served breakfast to over 125 individuals at the Mother Teresa Shelter.
 - Facebook Post Highlight:
 - 2,271 Views
 - 1,227 Reaches
 - LinkedIn Post Highlight:
 - 735 Impressions
 - 297 Engagements
 - 40.41% Engagement Rate
 - **Business Solutions Print Toolkit Completion**
 - Developed a comprehensive toolkit for the Business Solutions Team.
 - Aimed to enhance outreach and communication with businesses.
- 4. **October – December 2024 (Ongoing)**
 - **Workforce Insider Email Newsletter**
 - October:
 - 3,158 Opens
 - 58.1% Open Rate
 - November:
 - 1,963 Opens
 - 36% Open Rate
 - December:
 - 3,198 Opens
 - 58.9% Open Rate
 - **Youth Team Social Media Expansion (Social Media)**
 - Provided access to Hootsuite, training and marketing protocol overview to ensure consistent tone and quality storytelling.
 - Youth Team posted 11 times during Q1.

- Facebook Post Highlight:
 - Avg. 1,525 Views
 - Avg. 655 Reached
- **Completion of Annual Report 2024**
 - The Annual Report has been completed, mailed out and published on the wfscb.org website.

INFORMATION ONLY

VIII – 1b. Performance Report BCY2025 – Second Quarter (Q2) Upcoming Events & Projects

BACKGROUND INFORMATION

The Communications Team continues to be actively engaged in promoting key events, sharing impactful success stories, and enhancing our brand presence to better connect with our audiences. We are focused on strategic efforts to ensure that our initiatives, such as hiring events and workforce development programs, receive maximum visibility across various platforms. Additionally, we are taking significant steps to modernize our branding, with projects like the window graphics installation, and investing in internal training to optimize communication within our organization. These efforts are designed to further align our marketing strategies with our mission, driving greater engagement and awareness throughout the Coastal Bend community.

1. January 2025

a. **3News Partnership (November 2024 - May 2025)**

- i. Secured a 6-month media partnership.
- ii. First ad focused on HRWY event promotion.
- iii. Second ad highlighted general workforce services
- iv. [View the General Ad Video](#)

b. **Employer & Partner Hiring Events**

- i. January 7th - USA Debusk Hiring Event
 1. Facebook Highlight:
 - a. Organic Reach: 12,036
 - b. 23,346 Views
 - c. 58 Interactions
 - d. 38 Shares
 - e. Audience: 82% Non-Followers, 18% Followers
- ii. January 15th & 16th - Whataburger Field Hiring Event
 1. Facebook Highlight:
 - a. Organic Reach: 5,961
 - b. 10,107 Views
 - c. 41 Interactions
 - d. 23 Shares
 - e. Audience: 77% Non-Followers, 23% Followers
- iii. January 16th - Texas VFW Foundation Military and Veteran Career Expo
 1. Promoted across Facebook, Instagram, and LinkedIn.
 - a. Facebook Highlight:
 - i. 5,260 Views
 - ii. 3,045 Reaches
 - iii. 41 Interactions
 - iv. 32 Shares
 - v. Audience: 20% Followers, 80% Non-Followers

2. February 2025

- a. Mission Plaza Opening Preparation & Brand Elevation: Window Graphics Install**
 - i. Enhancing visibility and modernizing our brand presence.
 - ii. Strengthening recognition within the community.
- b. February 14th - Child Care Directors Retention Bonus Celebration**
 - i. Invited Child Care Providers for a Photo Opportunity to highlight their success and share valuable resources, increasing awareness of support available for Child Care Providers.
- c. CEOP/CCISD Partnership Video (Ongoing Project)**
 - i. The Communications Team is working with CEOP and CCISD to produce a video highlighting our partnership and the impact of the CEOP program in CCISD schools.
 - ii. The video will be produced by a team of students at King H.S., while the Communications Team will lead the project and provide B-Roll, script and storyboard, and data points, as well as assist in the arrangement of recordings and interviews.
- d. February 26th – Healthcare Industry Job Fair**

3. March 2025

- a. March 27th - San Patricio EDC Professional Skills & Trades Hiring Event**
 - i. Promotion efforts underway to ensure strong attendance and community engagement.

4. Annual Event Preparations Begin:

- a. Summer Earn & Learn – May 2025
- b. Educator Externship – May 2025
- c. Child Care Directors Symposium – June 2025
- d. Child Care Back to School Teachers Fair – July 2025
- e. All Law Enforcement Hiring Event – July 2025
 - i. Partnership with local law enforcement agencies to support recruitment efforts.
- f. Maritime Expo & Career Fair – October 2025
 - i. Collaborative effort with G&H Towing to promote maritime careers.

INFORMATION ONLY

VIII – 2a. First Quarter (Q1) – Social Media & Web

BACKGROUND INFORMATION

Social Media Analytics

- Audience Report 10/1/2024 - 12/31/2024
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 7,862 (+158). We have also seen growth of our Instagram following with a total of 385 followers (+9). We have seen continued growth with following on our LinkedIn Platform, with 3075 Followers (+93).
- Post Engagement Rate
 - Facebook 9.31%
 - LinkedIn 20.18%
 - Instagram 12.46%
 - Twitter 9.85%
- Brand Awareness Report (January 1 – April 10th)
 - Facebook
 - 161,123 Page Impressions
 - 130,357 Post Impressions
 - LinkedIn
 - 20,688 Page Impressions
 - 20,159 Post Impressions
 - Instagram
 - 2,734 Profile Impressions
 - 1,929 Post Impressions

Web Analytics (10/1/2024 - 12/31/2024)

Total Users – 18,481 (+31.9% Y/Y)

New Users – 17,573 (+30.9%)

Sessions – 27,834 (+35.1%)

Views – 62,563 (+8.8%)

The top pages users are visiting, with an exception of the home page, are

Jobs Start Here (Hot Jobs) 5,813 Views (+101.3% Y/Y)

Child Care 5,337 Views (+56.4%)

Job Seekers Page 5,083 Views (+12.5%)

Hiring Red, White & You 4,597 Views (+65.0%)

Most of our web users are in Corpus Christi (3,723), but we are seeing double and triple digit gains of users in our rural areas year over year.

INFORMATION ONLY

VIII – 3. Marketing & Communication: Assessment & Strategic Plan Update

BACKGROUND INFORMATION

Board Professionals will present information regarding Marketing & Communication: Assessment & Strategic Plan Update (MCASP). This plan includes the release of a Request for Proposal (RFP) sometime in the month of September. WFSCB took a similar approach in the evaluation of Information Technology (IT) Department resulting in a plan with actionable items to streamline, be cost effective, and set-up a strategic plan for the next 5 years; the expected outcomes of the MCASP are very similar.

WFSCB Glossary of Terms

Program Title	Acronym	Program Description
Able-bodied Adult Without Dependents	ABAWD	An individual 18 yrs.+ , but under the age of 50, without dependents. SNAP-ABAWD recipients are referred by the Texas Health and Human Services Commission (HHSC).
Board Contract Year	BCY	Board Contract Year (runs from Oct. 1 - Sept. 30)
Career & Education Outreach Program	CEOP	Provides career information to students at public middle and high schools, grades six through twelve, to direct students towards high-growth/high-demand occupations. Students receive in-depth information and directions on career choices as well as access to workforce resources.
Dislocated Worker	DW	An individual who has been terminated or laid off from employment is not eligible for unemployment benefits due to insufficient earnings and is unlikely to return to a previous industry or occupation.
Department of Labor	DOL	United States Department of Labor
Educator Externship	EDEX	Informs teachers of the skill sets needed for in-demand jobs, and allows the teachers to inform and guide students toward employment in industries that match their skill sets.
Employment Services (Wagner-Peyser)	ES	Services for employers and job seekers to ensure employers have access to qualified workers. Provides job matching and recruitment services to employers and job seekers.
Eligible Training Provider	ETP	Training providers certified by the Texas Workforce Commission to provide WIOA-funded training programs.
Eligible Training Program List	ETPL	A comprehensive list of training programs approved for WIOA-funded training using Individual Training Accounts.
Fiscal Year	FY	The fiscal year is the accounting period of the federal government. It begins on October 1 and ends on September 30 of the next calendar year.
Individual Training Accounts	ITA	An account established for eligible WIOA customers for training in an array of state-approved training programs. ITAs may be used only for programs included on the statewide ETPL.
Local Workforce Development Board	LWDB	Local workforce development board established in accordance with WIA Section 117, for the purpose of policy planning for a local area and has the responsibility to ensure that the workforce needs of employers and job seekers in the geographic area governed by the local unit of government are met.
Monthly Performance Report	MPR	Performance accountability indicators used to assess the effectiveness of states and local workforce systems to achieve positive outcomes for individuals served by the six core workforce programs.
Migrant and Seasonal Farmworker Program	MSFW	A nationally directed program created by Congress in response to the chronic seasonal unemployment and underemployment experienced by migrant and seasonal farmworkers (MSFW). Provides funding to help migrant and seasonal farmworkers and their families achieve economic self-sufficiency.
National Dislocated Worker	NDW	A grant awarded to areas affected by major disaster or national catastrophe to assist in disaster relief employment and assist the substantial number of workers who were forced to relocate from an area in which a disaster has been declared.
On-the-Job Training	OJT	One-on-one training located at the job site for participants who already have some job-related skills. By participating in training as an employee, the participant acquires new skills and knowledge and receives the same wages and benefits as current employees in the same or similar position.
Program Year	PY	Program Year (for example, Program Year 2022: PY'22; –period varies for state and federal years)
Reemployment Services and Eligibility Assessment	RESEA	A federal grant program designed to allow states to provide intensive reemployment assistance to individuals who are receiving unemployment benefits and are determined likely to exhaust their benefits before becoming reemployed.
Rapid Response	RR	Provides immediate on-site assistance to workers who have job losses due to businesses closure or worker reduction. Designed to transition workers to their next employment as soon as possible.

WFSCB Glossary of Terms

Program Title	Acronym	Program Description
Summer Earn and Learn	SEAL	A summer program that offers basic work-based learning and training services for students with disabilities such as, pre-employment work readiness training and preparation for the work experience placement; work experience to help gain familiarity with the workplace environment and develop transferable job skills; and paid compensation for time worked on the job.
Student HireAbility Navigator	SHAN	Student HireAbility Navigator's role is to expand and improve access to employment and training services and to increase employment opportunities for students with disabilities by creating strong partnerships between vocational rehabilitation (VR) Workforce Solutions offices, independent school districts (ISDs), community organizations, employers.
Supplemental Nutrition Assistance Program Employment & Training	SNAP E&T	Designed to assist SNAP recipients in obtaining employment through participation in allowable job search, training, education, or workforce activities that promote long-term self-sufficiency. SNAP recipients are referred by the Texas Health and Human Services Commission (HHSC).
Trade Adjustment Assistance	TAA	A federally funded program, with no costs to employers, who helps workers who are adversely affected by foreign import or job shifts to a foreign country.
Texas Education Agency	TEA	The branch of government in Texas responsible for public education. TEA is responsible for the oversight of public primary and secondary education in the state of Texas.
Texas Internship Initiative	TII	Provides part-time paid internships in Middle-Skill areas of accounting, business, construction management, engineering, healthcare, and information technology. Participating senior high school students must pass a dual-credit course to be placed in an internship with a local business. This grant is in partnership with Education to Employment (E2E) for the Coastal Bend.
Texas Industry Partnership Program	TIP	Supports collaborations between local workforce development boards and industry partners through the leveraging of matching contributions of cash or qualifying expenditures for occupational job training. Match funds must support certain WIOA (Workforce Innovation and Opportunity Act) activities and focus on eight designated industry clusters.
Texas Veterans Commission	TVC	A state agency that assists veterans, their families, and survivors through services provided by federal, state, local government, and private organizations.
Texas Veterans Leadership Program	TVLP	A non-profit agency that provides services to veterans to help find employment and achieve successful transitions back into civilian life.
The Workforce Information System of Texas	TWIST	TWIST is a centralized point of reporting intake and case management for customers. Intake information is submitted just once for multiple employment and training programs and can be retrieved statewide. TWIST also allows staff to query and retrieve information from the legacy systems – Employment Services, Unemployment Insurance, SNAP E&T, TANF, Supplemental Security Income, and the Texas Department of Criminal Justice.
Vocational Rehabilitation Services	VRS	A federal program that helps individuals with physical or mental disabilities get and/or keep a job.
Work Experience	WE	A work-based learning opportunity in which program-eligible customers learn both essential and technical skills for long-term employment. Businesses are referred to as “work experience sites.” Intended to be short-term (12 or fewer weeks) and part-time work experience can be a volunteer, internship, or temporary short-term paid-work setting.
Workforce Innovation and Opportunity Act	WIOA	Helps job seekers and workers access employment, education, training, and support services to succeed in the labor market; and matches employers with the skilled workers they need to compete in the global economy.
Work In Texas	WIT	A comprehensive online job search resource and matching system developed and maintained by TWC. It provides recruiting assistance to Texas employers and job search assistance to any individual seeking work in Texas.
Workforce Opportunity Tax Credit	WOTC	A federal tax credit that the government provides to private-sector businesses for hiring individuals from nine target groups that have historically faced significant barriers to employment.