



Public Relations Committee Meeting

May 9, 2024
3:00 pm

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

Join Zoom Meeting

<https://us02web.zoom.us/j/88651160254?pwd=bzB5WitYSXpSbFQyL05aOEhnVIZjUT09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 886 5116 0254

Passcode: 150756

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 78416

Join Zoom Meeting

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Thursday, May 9, 2024 – 3:00 pm

AGENDA

Page

- I. Call to Order: *Carlos Ramirez, 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 February 15, 2024 Public Relations Committee Meeting**.....4-6
- VII. **Information Only:**
 - 1. Overview of the Awareness/Outreach Plan
 - a. Strategic Board Goals: *Xena Mercado*.....7

(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. Quarterly Performance Report	
a. Event Promotion and Recap: <i>Xena Mercado</i>	8-9
b. Public Relations: <i>Xena Mercado</i>	10
3. Upcoming Events and Ongoing Projects: <i>Xena Mercado & Tony Armadillo</i>	11-12
4. Social Media & Web Analytics: <i>Tony Armadillo</i>	13

VIII. Adjournment

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

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

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our **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 St., Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

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

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**Public Relations Committee
Roll Call Roster
May 9, 2024
(4 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Carlos Ramirez, Vice Chair

_____ Hector Bernal

_____ Jason Bevan

_____ Eric Evans

_____ 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/83278913667?pwd=QmZHeWRreUFNYkxjenVzQWFHSVWUT09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 832 7891 3667

Passcode: 353499

February 15, 2024 – 3:00 pm

Committee Members

Present

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

Absent

Eric Evans

Others Present

Ken Trevino, Workforce Solutions
Alba Silvas, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Xena Mercado, Workforce Solutions
Tony Armadillo, Workforce Solutions
Allyson Riojas, Workforce Solutions
Ricardo Munoz, Workforce Solutions
Esther Velazquez, Workforce Solutions
Milanda Ballesteros, Workforce Solutions
Samantha Smolik, Workforce Solutions
Celina Leal, Workforce Solutions
Ernest Herrera, Workforce Solutions
Zachary James, Workforce Solutions
Denise Woodson, Workforce Solutions
Valerie Ann De La Cruz, Workforce Solutions
Chakib Chehadi, C2GPS, LLC
Geri Escobar, C2GPS, LLC
Deborah Varner, C2GPS, LLC

Other Board Members Present

Sandra Bowen

I. Call to Order

Ms. Unda called the meeting to order at 3:02 pm.

Ms. Unda announced a new Public Relations Committee member, Mr. Hector Bernal, was present and asked him to introduce himself.

Mr. Bernal stated he is the CEO for PAM Rehabilitation & Specialty Hospitals of Corpus Christi representing the Private Sector category for the City of Corpus Christi appointed by Mayor Guajardo.

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. Ms. Bowen 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 September 7, 2023 Public Relations Committee Meeting**

Mr. Bernal moved to approve the minutes of the September 7, 2023 Public Relations Committee meeting. The motion was seconded by Mr. Ramirez and passed.

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2024**

Ms. Mercado provided information on the Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY 2024 (included on page 6 of the February 15 agenda packet).

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

Ms. Unda recognized the staff and Public Relations Committee for doing outstanding on the Strategic Board Goals.

VIII. **Information Only:**

1. *Overview of the Awareness/Outreach Plan as it relates to the Strategic Board Goals*

Ms. Mercado presented information on the Overview of the Awareness/Outreach Plan as it relates to the Strategic Board Goals (included on pages 7-9 of the February 15 agenda packet).

2. *Quarterly Performance Report – Event Promotion, Recap, and Analytics*

Ms. Mercado and Mr. Armadillo provided information on the Event Promotion, Recap and Analytics (included on page 10 of the February 15 agenda packet).

Ms. Mercado shared a video on the TWC Annual Workforce Conference Employer Awards.

3. *Upcoming Events and Ongoing Projects*

Ms. Mercado provided information on the Upcoming Events and Ongoing Projects (included on page 11 of the February 15 agenda packet).

4. *Web, Email, PR, and Social Media Analytics*

Ms. Mercado and Mr. Armadillo provided information on Web, Email, PR and Social Media Analytics updates and Insights (included on page 12 of the February 15 agenda packet).

IX. **Adjournment**

The meeting adjourned at 4:07 pm.

INFORMATION ONLY

VII – 1a. Overview of the Awareness/Outreach Plan – Strategic Board Goals

BACKGROUND INFORMATION

Awareness/Outreach Plan

- The Communications Department's main function is to Increase Workforce Awareness. With the guidance and vision of the Leadership team, and working closely with Programs, Child Care, and Business Solutions, the communication department creates accurate and compelling content that engages and informs our digital audiences.
- Sharing stories and gratitude to community and employer partners that the team nurtures, we assist WFSCB's goal of establishing and strengthening partnerships.
- Through strategic digital outreach using social media, email and web platforms, the Communications Team is able to also effectively and efficiently target rural areas.
- By providing marketing value to employers and other community partners who work with us, we're able to expand innovative services to business, increasing partner brands along with ours.
- The Communications team is always looking for ways to improve internal efficiencies to refine the way we achieve goals for the Communications Dept and for the organization. We're able to do this using software and exploring Ai tools that help improve efficiency.

INFORMATION ONLY

VII – 2a. Quarterly Performance Report – Event Promotion and Recap

BACKGROUND INFORMATION

This report will highlight key events, programs, services, and stories shared by the Communications Team. Information describes promotional efforts and outreach. During our presentation, we will discuss outreach strategies, outcomes for promotions and storytelling.

February

- Feb. 13th – Kicked off Summer Earn & Learn outreach for Employers
- Feb. 19th – President's Day Post
- Feb. 19th – The Texas Hiring Event in Port Aransas Social Media Promo
- Feb. 27th – Emerald Beach Hotel Career Fair Social Media Promo
- Feb. 27th – WFSCB participates in the Regional Convener for the Tri-Agency Regional Pathways Network.
- Feb. 29th – San Patricio County EDC Hiring Event – The Communications Team published 3 Social Media Posts on Facebook, LinkedIn, and Instagram during the event. The first post highlighted the employers at the event with messaging to job seekers to join for the job fair portion that would begin later in the day. The Facebook post had 8,057 Post Impressions, 7,222 Post Reach, and 2,248 Engagements.

March

- Mar. 1st – Employee Appreciation Day Post
- Mar. 4th – Procurement Post – Child Care Training Providers
- Mar. 6th – Harbor Bridge Project Hiring Event and Social Media Coverage
- Mar. 8th – Workforce Insider March 2024 – Email Newsletter to our distribution list of over 5,000 recipients. This monthly newsletter shares the latest Unemployment Data and a detailed analysis of Coastal Bend Labor Market Information.
- Mar. 18th – Kicked Off Summer Earn and Learn promos for participants
- Mar. 22nd – Workforce Insider – March II 2024 - Email Newsletter to our distribution list of over 5,000 recipients. This monthly newsletter shares the latest Unemployment Data and a detailed analysis of Coastal Bend Labor Market Information.
- Mar. 26th - JET Grant Presentation, awarding \$315,501 to Rockport-Futon ISD in collaboration with Del Mar College to fund 127 students pursuing training in the high-demand field of welding.
- Mar. 27th – Partnership Announcement with Elevate 361 Young Adult ReEngagement Center. Elevate 361 hosted their grand opening in Corpus Christi, serving young adults ages 16-24.
- Mar. 31st – Happy Easter from WFSCB social media post

April

- Apr. 2nd – World Autism Day Recognition Post
- Apr. 3rd – WFSCB was awarded the Organizational Advocate of the Year Award by Wings of Texas at the 2024 Spirit of the ADA Awards.
- Apr. 4th & 5th – Mission Moment – Team Workforce volunteered with SkillsUSA District Leadership and Skills Conference.

- Apr. 8th – The Communications Team led a WFSCB Photography best practices workshop at a Team Meeting.
- Apr. 11th – BCFS Donation – The Sparkle Squad led the initiative to bring the team together on Eclipse Day for a Chili Cookoff to raise money for BCFS, our foster youth partners. \$150 was raised and presented to BCFS along with 12 gift certificates for haircut and shampoo for the boys of BCFS.
- Apr. 12th - Mission Moment – Team Workforce volunteered at This One’s for the Gals’ 2024 Coastal Bend Women in Industry Conference. We are proud to participate for a second year! Volunteer opportunities like this show the teams dedication to the Coastal Bend Workforce Community.
- Apr. 12th – Rebranding YOU! Youth Opportunities Unlimited – The Communications Team finalized the New YOU! Flyer with updated branding and a modern look.
- Apr. 25th – Nueces County Hiring Event

INFORMATION ONLY

VII – 2b. Quarterly Performance Report – Public Relations

BACKGROUND INFORMATION

- 4/24/2024 - KiiiTV – [“Del Mar College Launches Second Bachelor’s Degree Program”](#) - Workforce Solutions Coastal Bend’s Targeted Occupations List was mentioned by Del Mar College and linked in the digital story.
- 4/22/2024 - KiiiTV – [“Big Jump in Oil and Gas Jobs in Coastal Bend”](#) – President/CEO Ken Treviño spoke on the number of people currently employed in the oil and gas industry, wage increases, and increase in the number of available jobs.
- 4/17/2024 – KiiiTV – [“Despite Unemployment Increase, There are still many Jobs Available in the Coastal Bend”](#) – Xena Mercado commented on the unemployment increase from 4.5% to 4.7%, noting that while there may be almost 12,000 people unemployed or looking for work, there are over 13,000 jobs available in the Coastal Bend region with an expected increase in jobs in the Tourism and Hospitality industry. Xena Mercado also had the opportunity to promote training and upskill opportunities with resources provided by WFSCB.
- 3/27/2024 – KiiiTV – [“Students, Businesses Needed for Summer Earn & Learn Program”](#) – Imelda Trevino shared valuable information about the Summer Earn & Learn program, a paid internship program available to students with disabilities. This story created awareness about the program, promoting to potential student participants and highlighted businesses that can sign up to hire on a summer intern.
- 3/26/2024 – KiiiTV – [“The Salary to “Live Comfortably” in Corpus Christi has gone up nearly 20 Percent in 2024”](#) – Xena Mercado spoke on the number of jobs that are available in the Coastal Bend and resources that are available to upskill to obtain higher paying jobs.
- 3/25/2024 – KRISTV – [“Emergency Medical Responder & Health Care Program Offered to Students at No Cost”](#) – Training partner, Del Mar Continuing Education promoted their Emergency Medical Responder (EMR) and Healthcare Program, and Dr. Leonard Rivera, WFSCB Board Member and Del Mar’s Associate Vice President for Continuing Education and Off-Campus Programs, referenced the WFSCB Targeted Occupations List that to emphasize the importance for more emergency medical professionals across the region.

INFORMATION ONLY

VIII – 3. Upcoming Events and Ongoing Projects

BACKGROUND INFORMATION

Ongoing Projects:

- Building Communications SharePoint and Revising Strategic Marketing Standards and Guidelines and developing new protocols for Communications Department Activities and Strategies
- Working with the Programs team to update marketing collateral and order branded items for upcoming Special Programs and promote programs and events.
- Workforce Insider Newsletter – Email Newsletter to distribution list of over 5,000 recipients. This monthly newsletter shares the latest Unemployment Data and a detailed analysis of Coastal Bend Labor Market Information. Additionally the Workforce Insider shares announcements and promotes upcoming hiring events, programs, and general services.
- Ongoing storytelling about WFSCB’s involvement with community partners through social media.
- Ongoing Web Updates and Back-end Maintenance
- Ongoing discussions about the Annual Report project in preparation to plan the 2024 report.
 - o Summer Earn and Learn (SEAL) - Flyers, Landing Page, and Branded Items have been created. The Communications Team is currently promoting through social media and email, and is working with media partners to tell the story as the program progresses throughout the summer.
 - o SEAL Signing Day – June 5th at La Palmera Mall – Outreach for this event is channeled through BSU directly to participating employers, and from TWS-Vocational Rehabilitation Staff directly to SEAL participants
 - o Three Rivers EDC Career Fair – June 18th – Marketing Collateral is currently in development.
 - o Educator Externship 2024 – Flyers and Web Page have been created. Outreach assistance is provided as needed.
 - Week 1: June 24 – 28th
 - Week 2: July 15 – 19th
 - o YOU! Choose Career Expo – September 18th – Flyers and Landing Page has been created. Outreach for employers strategically by the Business Solutions Team and for educators by the Youth Contract Manager, Catherine “Katie” Cole.
 - o Child Care Events to be held in the summer. Dates TBD
 - o Maritime Career Expo & Job Fair – October 2nd – Marketing Collateral is currently in development.

Summary of Other Upcoming Events, Programs, and days of Recognition:

May

- May 10th – National Military Spouse Appreciation Day
- May 12th – Mother’s Day
- May 15th – Executive/Finance Committee Meeting
- May 16th – Premont Signing Day

- May 16th – Employer Disability Awareness Training for Summer Earn & Learn Employers
- May 22nd – Board of Directors Meeting
- May 27th – Memorial Day

June

- June 5th – SEAL Signing Day
- June 14th – Flag Day
- June 16th – Father’s Day
- June 18th – Three Rivers Hiring Event
- June 19th – Juneteenth
- June 24th – 28th - Educator Externship Week 1

July

- TBD – Annual “Back to School Teachers” Fair
- July 4th – Independence Day
- July 15th – 19th – Educator Externship Week 2
- July 25th – Hire A Veteran Day
- July 26th – 34th ADA Anniversary

August

- TBD - Annual Child Care Director’s Symposium

September

- Sept. 2nd – Labor Day
- Sept. 10th – Child Care Services Committee Meeting
- Sept. 11th – Youth Services Committee Meeting
- Sept. 12th – Workforce Services Committee Meeting
- Sept. 12th – Public Relations Committee Meeting
- Sept. 18th – Executive/Finance Committee Meeting
- Sept. 18th – YOU! Choose Career Expo
- Sept. 25th – Board of Directors Meeting

October

- National Disability Employment Awareness Month
- Blind Awareness Month
- Oct. 2nd – Maritime Career Expo & Job Fair
- Oct. 5th – World Teacher’s Day
- Oct. 15th – White Cane Day
- TBD – YOU Inspire Symposium

November

- TBD – Hiring Red, White, and YOU! 2023
- Nov. 18th - 24th – National Apprenticeship Week
- Nov. 28th – Happy Thanksgiving from WFSCB

December

- Dec. 11th – Annual Board of Directors Meeting
- Dec. 25th – Christmas Day

INFORMATION ONLY

VII – 4. Social Media & Web Analytics

BACKGROUND INFORMATION

Social Media Analytics

- Audience Report 1/1/2024 - 4/10/2024
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 7,521 (+35). We have also seen growth of our Instagram following with a total of 367 followers (+5). We have seen significant growth with following on our LinkedIn Platform, with 2,767 Followers (+209).
- Post Engagement Rate
 - Facebook 8.2%
 - LinkedIn 20.18%
 - Instagram 9.73%
 - Twitter 8.53%
- Brand Awareness Report (January 1 – April 10th)
 - Facebook
 - 293,802 Page Impressions
 - 197,604 Post Impressions
 - LinkedIn
 - 24,402 Page Impressions
 - 22,980 Post Impressions
 - Instagram
 - 2,274 Profile Impressions
 - 2,051 Post Impressions

Web Analytics (January 1 through April 10, 2024)

- Total Users – 17,784
- New Users – 17,237
- Sessions – 25,832
- Views – 63,797

- The top pages users are visiting, with an exception of the home page, are
 - Child Care 6,924 Views
 - Job Seekers Page 5,615 Views
 - Hot Jobs / Jobs Start Here 3,793 Views
 - Child Care Waitlist 3,441 Views

- Most of our web users are in Corpus Christi (3,200), but we are seeing double and triple digit gains of users in our rural areas.

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.