



Public Relations Committee Meeting

September 12, 2024
3:00 pm

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

Join Zoom Meeting

<https://us02web.zoom.us/j/86203058346?pwd=ZFRraE50c3hY1BGR05LTlgydlZodz09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 862 0305 8346

Passcode: 471286

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

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Thursday, September 12, 2024 – 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 May 9, 2024 Public Relations Committee Meeting**.....4-5
- 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: *Xena Mercado*.....6-7
 - b. Fourth Quarter (Q4) Upcoming Events & Projects: *Xena Mercado*.....8-9

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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. Third Quarter (Q3) Analytics
 a. Social Media & Web: *Tony Armadillo*.....10

3. Marketing & Communication: Assessment & Strategic Plan: *Alba Silvas*.....11

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
September 12, 2024
(3 = Quorum)**

_____ C. Michelle Unda, Chair

_____ Carlos Ramirez, Vice Chair

_____ Hector Bernal

_____ Jason Bevan

_____ 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/88651160254?pwd=bzB5WitYSXpSbFQyL05aOEhnVIZjUT09>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 886 5116 0254

Passcode: 150756

May 9, 2024 – 3:00 pm

Committee Members

Present

Carlos Ramirez, Vice Chair
Hector Bernal
Jason Bevan

Absent

C. Michelle Unda, Chair
Eric Evans
Susan Temple

Others Present

Alba Silvas, Workforce Solutions
Shileen Lee, Workforce Solutions
Janet Neely, Workforce Solutions
Allyson Riojas, Workforce Solutions
Xena Mercado, Workforce Solutions
Tony Armadillo, Workforce Solutions
Zachary James, Workforce Solutions
Ricardo Munoz, Workforce Solutions
Esther Velazquez, Workforce Solutions
Milanda Ballesteros, Workforce Solutions
Samantha Smolik, Workforce Solutions
Morgan Lovely, Workforce Solutions
Denise Woodson, Workforce Solutions
Angela Thomas, Workforce Solutions
Catherine Cole, Workforce Solutions
Vicki Stonum, Workforce Solutions
Geri Escobar, C2GPS, LLC
Linda Stewart, C2GPS, LLC
Deborah Varner, C2GPS, LLC

Other Board Members Present

Raynaldo De Los Santos, Jr.

I. Call to Order

Mr. Ramirez called the meeting to order at 3:06 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 with Chairman De Los Santos 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 February 15, 2024 Public Relations Committee Meeting**

Mr. Bernal moved to approve the minutes of the February 15, 2024 Public Relations Committee meeting. The motion was seconded by Mr. Bevan and passed.

VII. **Information Only:**

1. *Overview of the Awareness/Outreach Plan*

a. 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 page 7 of the May 9 agenda packet).

2. *Quarterly Performance Report*

a. Event Promotion and Recap

Ms. Mercado provided information on the Event Promotion and Recap (included on pages 8-9 of the May 9 agenda packet).

b. Public Relations

Ms. Mercado presented information on Public Relations (included on page 10 of the May 9 agenda packet).

3. *Upcoming Events and Ongoing Projects*

Ms. Mercado and Mr. Armadillo provided information on the Upcoming Events and Ongoing Projects (included on pages 11-12 of the May 9 agenda packet).

4. *Social Media & Web Analytics*

Mr. Armadillo provided information on Social Media & Web Analytics updates and Insights (included on page 13 of the May 9 agenda packet).

VIII. **Adjournment**

The meeting adjourned at 4:16 pm.

INFORMATION ONLY

VII – 1a. Performance Report BCY2024 – Third Quarter (Q3) Event Promotion & Summary

BACKGROUND INFORMATION

This report will highlight key events, programs, and services 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 organizational board goals.

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 Sparkles 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

May

- May 10th – Workforce Collaboration Post – Emerging Professionals Internship Program - Stories that highlight workforce collaboration.
- May 12th – Mother’s Day Post
- May 16th - **Employer Disability Awareness Training** – The Communications Team developed the marketing collateral, promoted on all digital outreach channels, recorded the presentation, and produced a training video that is now available on the SEAL Landing Page for all employers to watch at their leisure.
- May 16th – **Premont Signing Day** – The Communications Team provided Facebook Live and Social Media Coverage.
- May 22nd – **Deployed Resources Hiring Event**
- May 27th – Memorial Day Post

June

- June 1st – Annual Veterans Resource Fair Partner Promotion
- June 5th – **SEAL Signing Day** – The Communications Team heavily promoted this event as a big push to increase participant registrations. With the help of a Kill Promotional Story and 2 Facebook Ads this event was well attended. An invitation, RSVP JotForms, Press Release, E-Blast, and Social Media was produced and published as part of the promotional efforts.
- June 16th – Father’s Day
- June 18th – **Three Rivers Hiring Event** – The Communications Team assisted with the flyer creation and promotion of this event. The Communications Team worked closely with the Business Solutions Unit to coordinate promotional efforts and provide event coverage for this hiring event.
- June 20th – Workforce Collaboration – JFF Partnership Post - Stories that highlight workforce collaboration.
- **Coastal Bend Channels Magazine Article & Ad** – WFSCB has contributed to this annual publications for 3 years.
- **Educator Externship 2024** – The Communications Team developed outreach material for this highly sought after program and published the information and landing page on the wfscb.org website. We approached storytelling this year with a new strategy, engaging the educators as content creators, and are very happy with the results. Educators published pictures, videos, created testimonials and narratives every day during their exploration, some of which we’ll be sharing during the presentation.

The following 5 Strategic Board Goals were met during the Performance Report BCY2024 – Third Quarter (Q3) Event Promotion & Summary.

- Establish and Strengthen Partnerships
- Effectively/Efficiently Target Rural Area Services
- Increase Workforce Awareness
- Expand Innovative Services to Business
- Improve Internal Efficiencies

INFORMATION ONLY

VII – 1b. Performance Report BCY2024 – Fourth Quarter (Q4) Upcoming Events & Projects

BACKGROUND INFORMATION

- Revising Strategic Marketing Standards and Guidelines
- 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
- Annual Report 2024 Development Underway.

July

- July 4th – Independence Day Post
- July 9th - **Workforce on Wheels** – The Communications Team worked closely with the center manager to develop a flyer template that their team can update monthly, submit for approval. One flyer is used for a single visit and one has enough space for an entire calendar. Once approved, it’s distributed to the rest of the team for distribution, outreach and to be published on social media and the website
- July 19th – Workforce Collaboration Story – RSIZ Partnership Story - Stories that highlight workforce collaboration.
- July 22 – Procurement Post for Professional Workplace Facilitator Services
- July 23rd – Employer Spotlight Webinar Series – Featuring employers hiring at the Law Enforcement Job Fair.
- July 24th – **Commissioner Joe Esparza visits the Coastal Bend**. We attended a presentation and tour hosted by the Gulf Coast Growth Ventures, followed by a visit to the Craft Training Center. This meeting certainly Expands Innovative Services to Business as WFSCB connects local training and industry to state government. The Communications Team captured the essence of the visit to share the story throughout social media channels.
- July 26th – Americans with Disabilities Act – 34th Anniversary Post
- July 27th – **10th Annual Child Care Director’s Symposium** – The Communications Team proudly attended this event to capture and share the excitement of the day, and created the first of many more to come video recaps of the event.
- July 12th & 30th – PBS Partnership
- July 31st – **All Law Enforcement Job Fair** - The Communications Team worked closely with the Business Solutions Unit and the event organizers to create promotional collateral for this event, including a flyer, registration form, landing page on the wfscb.org website, press release, social media and e-blast. Media Partners, KIII-TV, KRIS-6, and Univision all attended, and a few of them assisted in the promotion of the event. The Communications Team conducted its own interviews to recap the event.

August

- Aug. 17th – 10th Annual “Back to School” Teachers Fair
- Aug. 27th – HireAbility Navigator TED Talk
- Aug. 28th – Media Matters: Bridging the Gap with WFSCB

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 2024
- Sept. 23rd - 25th - HOW Design Live 2024 Conference

October (Q1 Oct.-Dec.)

- National Disability Employment Awareness Month
- TBD - YOU! Inspire Symposium
- Summer Earn and Learn 2024 Wrap-Up and Recap
- Blind Awareness Month
- Oct. 2nd – Maritime Expo & Career Fair

November

- National Apprenticeship Week
- Nov. 7th - Hiring Red, White, & YOU!
- Nov. 28th – Happy Thanksgiving from WFSCB

December

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

The following 5 Strategic Board Goals were met during the Performance Report BCY2024 – Fourth Quarter (Q4) Upcoming Events & Projects.

- Establish and Strengthen Partnerships
- Effectively/Efficiently Target Rural Area Services
- Increase Workforce Awareness
- Expand Innovative Services to Business
- Improve Internal Efficiencies

INFORMATION ONLY

VII – 2a. Third Quarter (Q3) Analytics – Social Media & Web

BACKGROUND INFORMATION

Web Analytics (April 1, 2024 – June 30, 2024)

Total Users – 17,760

New Users – 17,115

Sessions – 26,342

Views – 63,251

The top pages users are visiting, with the exception of the home page, are Child Care (3,710), Job Seekers Page (3,005), Hot Jobs (2,968), Child Care Waitlist (1,916) & Career Centers Page (1,490). Most of our web users are in Corpus Christi (3,490), but we are still seeing an increasing number of users from rural cities and the surrounding areas.

Email Analytics

Over the past quarter, WFSCB has published 6 emails, which were sent out to a distribution list of 5,575 recipients. For 17,040 deliveries, 5,774 messages were opened by recipients with a total number of 208 Clicks.

Social Media Analytics

- Audience Report
 - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 7,582 (+135). We have also seen growth on our LinkedIn Platform, with 2,864 Followers (+106) as well as our following on Instagram following with a total of 373 followers (+12).
- Post Engagement
 - Facebook 6.1% Engagement Rate
 - LinkedIn 18.29% Engagement Rate
 - Instagram 9.97% Engagement Rate
- Brand Awareness Report (April. 1, 2024 – June 30, 2024)
 - Facebook
 - 114,470 Page Impressions
 - 101,744 Post Impressions
 - LinkedIn
 - 29,374 Page Impressions
 - 28,806 Post Impressions
 - Instagram
 - 1,981 Profile Impressions
 - 1,888 Post Impressions

INFORMATION ONLY

VII – 3. Marketing & Communication: Assessment & Strategic Plan

BACKGROUND INFORMATION

Board Professionals will present information regarding Marketing & Communication: Assessment & Strategic Plan(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.