



WORKFORCE DEVELOPMENT BOARD

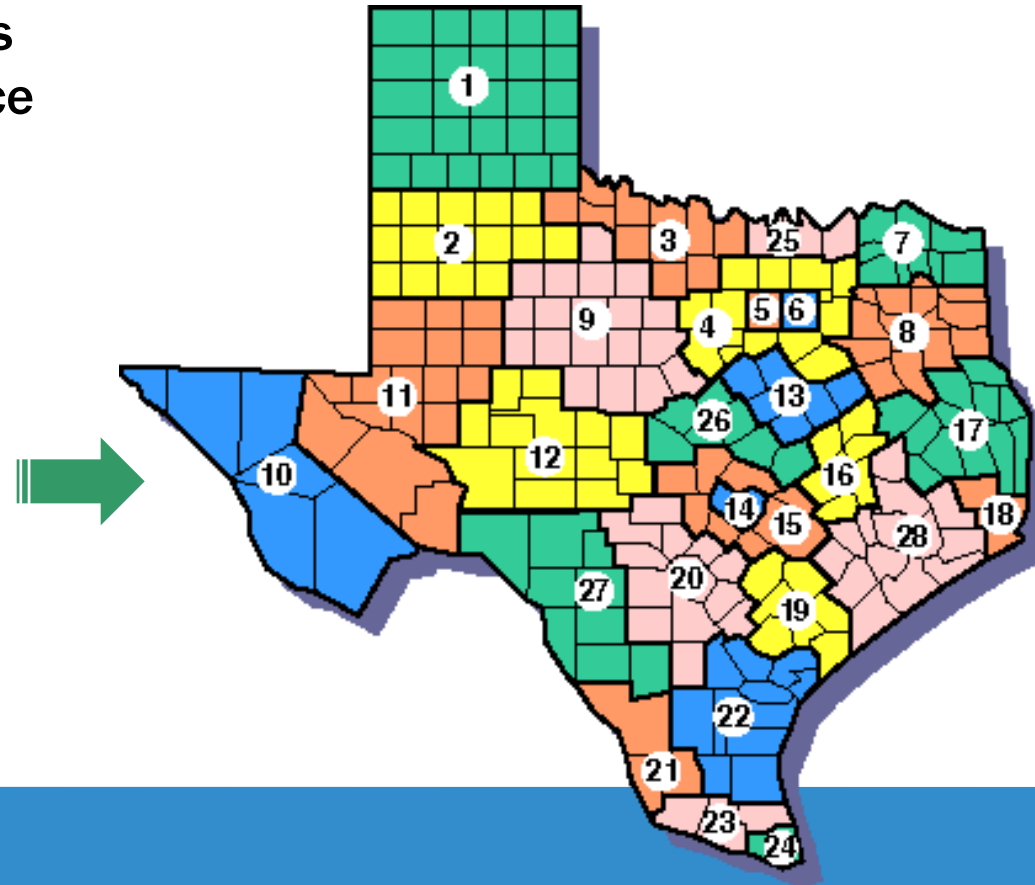
OCTOBER 2019

**NEW MEXICO STATE
WORKFORCE BOARD
PRESENTATION**


WORKFORCE BOARD STATE MAP

We are one of 28 workforce boards in the state of Texas. Our Workforce Development Area (WDA 10) encompasses six counties:

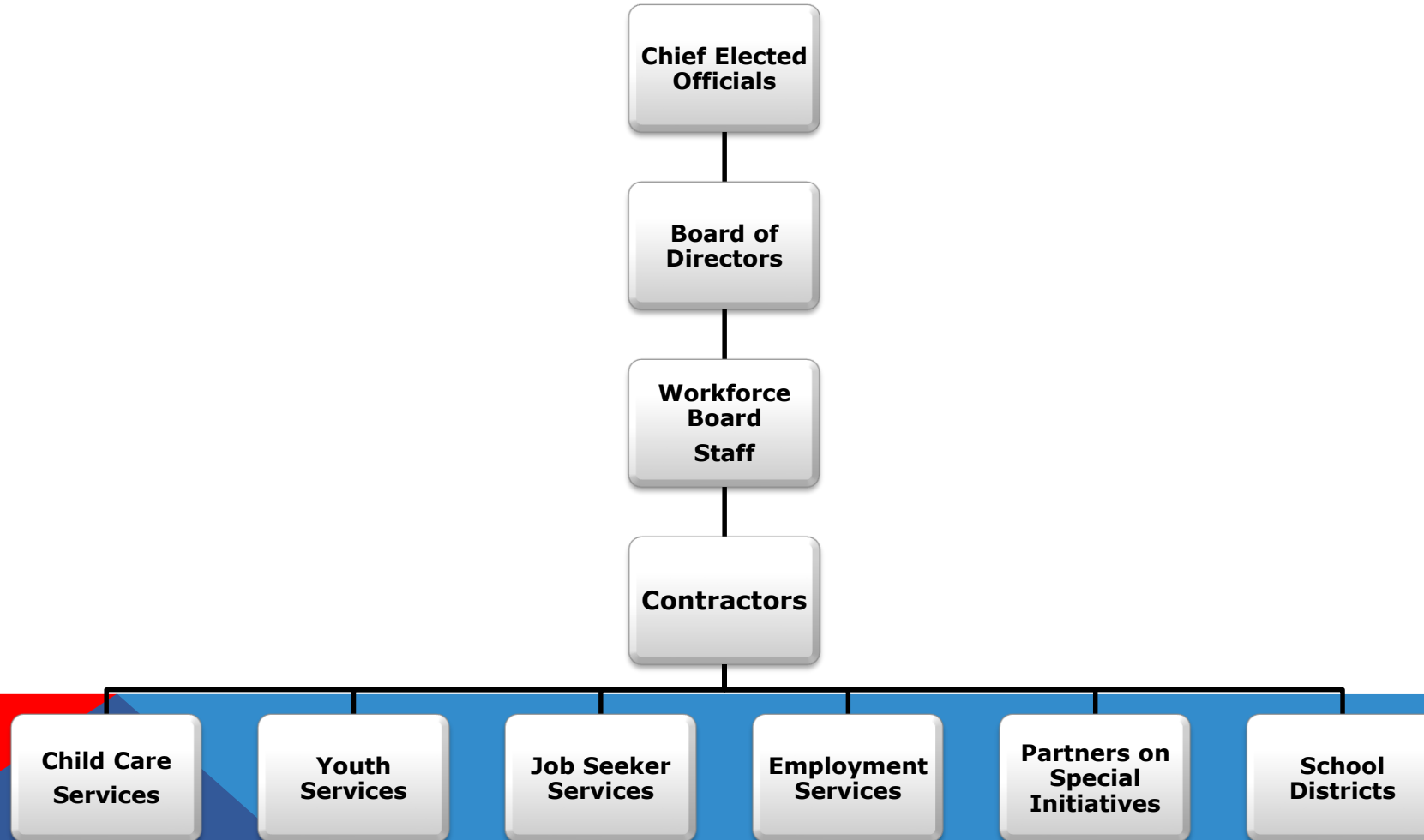
- Brewster
- Culberson
- El Paso
- Hudspeth
- Jeff Davis &
- Presidio



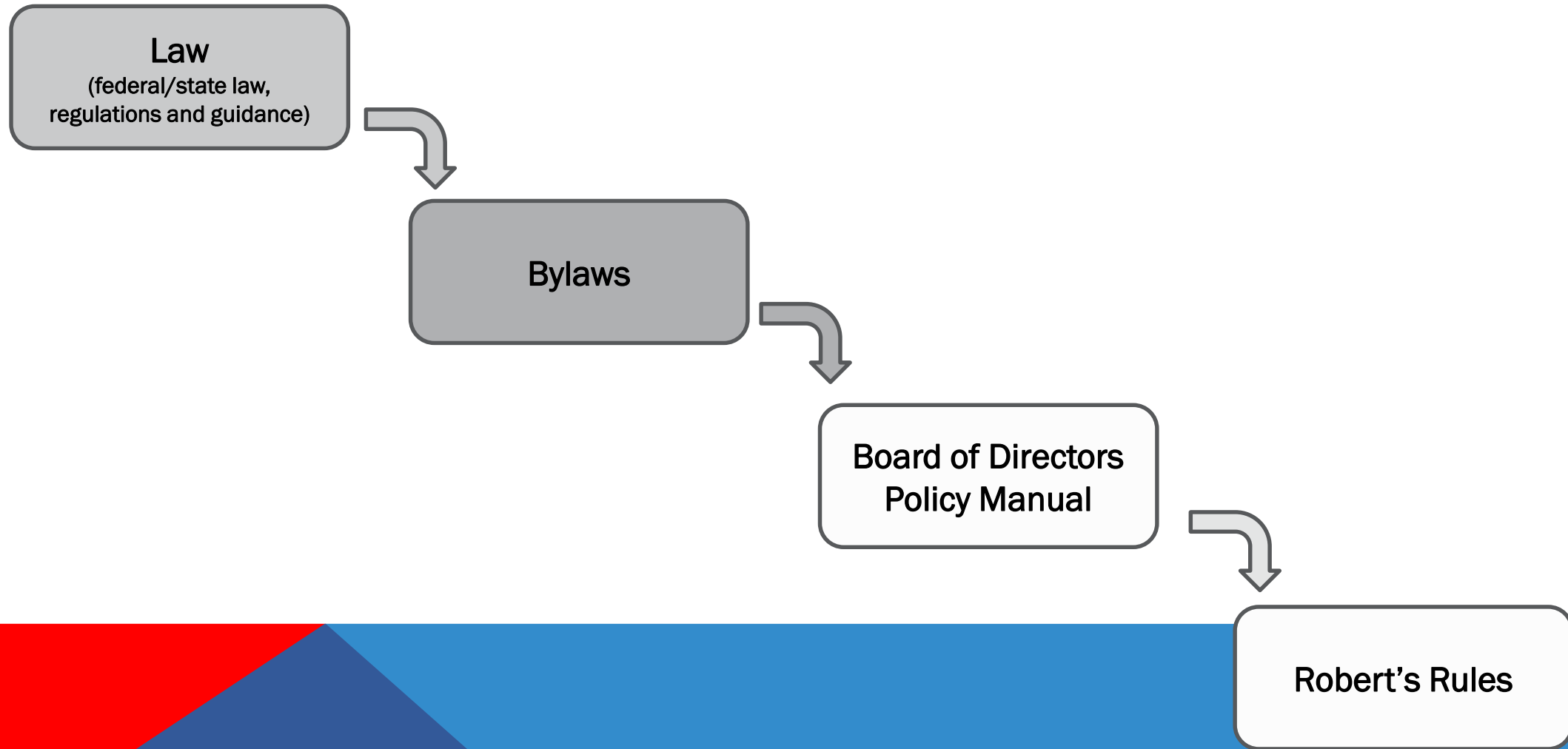
THE WDB AS AN ENTITY

- ❖ The WDB provides oversight of the regional workforce system
 - ❖ The WDB is the “fiscal agent” responsible for workforce funding
 - ❖ The WDB develops key regional workforce/economic development partnerships and initiatives
 - ❖ The WDB provides labor market information to the community
 - ❖ The WDB hires contractors to provide direct services to employers and job seekers
- 

ORGANIZATIONAL STRUCTURE



THE BOARD OF DIRECTORS: GOVERNANCE



THE WORKFORCE DEVELOPMENT BOARD



WHO WE ARE

We are a non-profit organization serving a six-county Borderplex region. We have a 27-member Board of Directors responsible for strategic guidance and policy governance to achieve goals focusing on employment, education and economic development.

OUR MISSION

To provide skilled workers for employers by advancing education, employment, entrepreneurship and economic development opportunities in support of global competitiveness and regional prosperity.

OUR VISION

Empower the most dynamic workforce to achieve global competitiveness and regional prosperity.



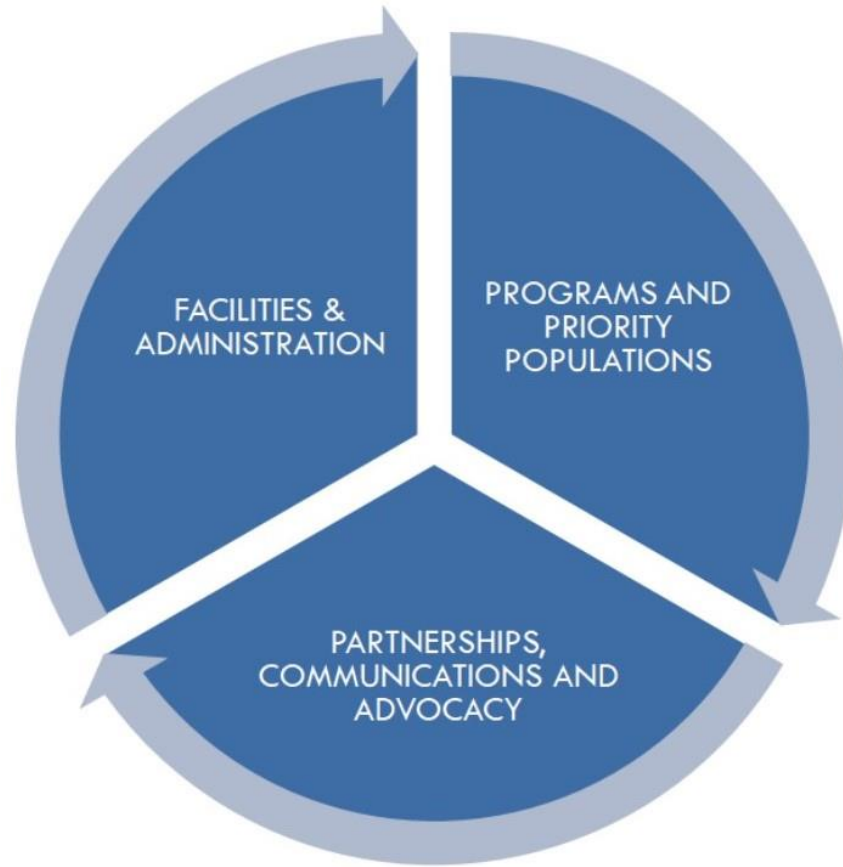
VALUES

- ❖ Integrity
- ❖ Customer Focus
- ❖ Teamwork & Collaboration
- ❖ Transparency
- ❖ Excellence
- ❖ Innovation


Guiding Principles

- ❖ Maintain a diverse and sustainable financial plan to ensure the organization's long-term viability
- ❖ Ensure a focus on customer-valued services
- ❖ Become the standard for 'best in class' quality
- ❖ Maintain an inspired, competent WSB Team
- ❖ Strive to make a positive impact on our region

STRATEGIC GOALS



STRATEGIC GOAL - *FACILITIES & ADMINISTRATION*

- Grow non-formula grant funding to 10% of total budget by end of FY 2019.
 - Reassess all fixed costs, particularly leased space, to ensure we maximize resources.
 - Integrate technology to maximize effectiveness.
 - Continue to cross-train staff and reassess vacancies as they arise to determine whether to fill.
 - Maintain succession planning focus to ensure a strong pipeline of future leaders for the workforce system.
 - Identify strategic partners and continue to look for ways to collaborate.
 - Identify and executive collaborative arrangements with at least 2 new strategic partners before end of calendar year 2018.
 - Focus on partnerships that provide ROI.
 - Continue to develop Board of Directors' working knowledge of WSB to expand their ability to promote WSB to their constituencies.
- 

STRATEGIC GOAL – PARTNERSHIPS, COMMUNICATIONS, AND ADVOCACY


- Strengthen industry sector partnerships – Let private sector lead
 - Create consortiums for small/medium-sized businesses to garner some economies of scale to support training investments and OJT opportunities
 - Work with employers to raise awareness of value of upskilling workers. Develop resources to help employers upskill their workers and plan for succession. Work with training providers to assist employers in systematizing their OJT programs.
 - Align training investments and initiatives with businesses to ensure they hire graduates at end of training program (ie. YouthBuild, CompTIA cohorts).
 - Build and expand upon marketing and outreach to include paid media, PSA's, and social media outreach in order to increase and raise awareness of WSB services.
 - Enhance research capabilities and information-sharing to provide more data analytics and artificial intelligence in real time.
 - Project Labor Market Demand 10 years ahead to plan for future talent pipeline.
 - Develop an Advocacy Agenda.
- 

OUR PARTNERS

- Community / Technical Colleges & Career Schools
- Apprenticeship programs
- Job Corps
- Adult Education, English as a Second Language & Literacy Providers
- Far West Adult Education Consortium
- State Agencies
- Senior Community Service Employment Program
- Community- & Faith-Based Organizations
- Economic Development Agencies
- Chambers of Commerce



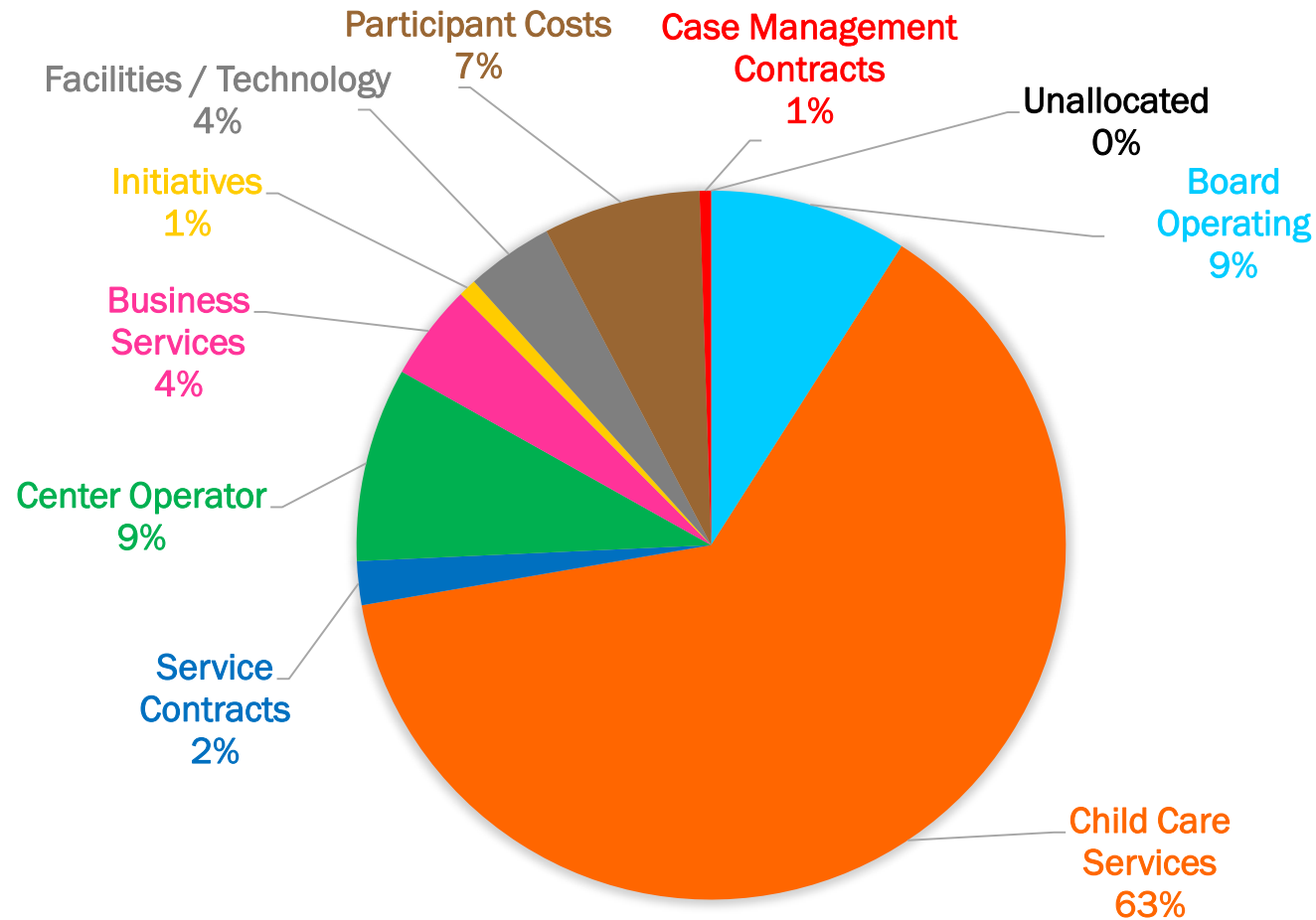
STRATEGIC GOAL – *PROGRAMS AND PRIORITY POPULATIONS*

- Transition to a targeted industry/high-demand job approach for priority populations (veterans and military personnel, foster youth, migrant farm workers and persons with disabilities) with 2-3 targeted industry-sector approaches by the end of 2019
 - Decrease unemployment rate for veterans to that of general population
 - Increase number of persons with disability-securing, full-time employment
 - Increase number of out-of-school youth being served successfully
 - Increase number of trainings offered by AEL Consortium that align with industry needs
 - Protect services to rural counties (manage funding cuts to minimize adverse impact to rural areas)
 - Ensure all TWC and local metrics are met by contractors
- 

THE WDB: FUNDING SOURCES

Budget Period: October 1, 2019 - September 30, 2020

Adopted: August 15, 2019



Total Budget Allocation	
Board Operating	\$4,312,618
Child Care Services	\$30,227,816
Service Contracts	\$955,134
Center Operator	\$4,233,110
Business Services	\$2,094,660
Initiatives	\$393,711
Facilities / Technology	\$1,895,697
Participant Costs	\$3,423,600
Case Management Contracts	\$250,000
Unallocated	\$0
Total	\$47,786,346

Our Results BCY 2019

- Job Seekers Entered Employment **18,262**
- Employers Served **4,024**
- Customers Trained **491**
- Veterans placed in jobs **1,634**
- Ex-offenders placed in jobs **286**
- Public assistance recipients placed in jobs **1,071**
- Youth Served **344**
- Customers with disabilities served **1,012**
- Homeless placed in jobs **311**
- Children Served in Child Care Program **9,713**



Report Period: Employment (BCY 2019 - Four Quarters Data)
Served and Trained (10/1/18 To 8/31/19)

Benefits for Employers

Job Postings through WorkInTexas.com

Job Candidate Recruitment, Screening and Referral

Customized Job Fairs and Interview Space

Skills Testing and Assessment

Customized Training

On the Job Training

Work Opportunity Tax Credit (WOTC)

Fidelity Bonding

Labor Market Information

Partnerships for Skills Funding Opportunities

Rapid Response and Layoff Aversion Services





BUSINESS SERVICES

We help businesses recruit, hire, and train employees to be successful and grow their business. Our business services unit provides job matching, job screening, recruiting, and labor market information.

***CONTACT OUR BUSINESS SERVICES
UNIT AT 915.887.2332***

HOW IT'S DONE: BUSINESS SERVICES

➤ **BSU Executives for Employers:**

- Job Posting for employer
- Job Candidates, Recruitment, Screening and Referral through Work-In-Texas.com
- Skills Testing and Assessment services
- Labor Market Information

➤ **Incentives for Employers:**

- Work Opportunities Tax Credit (WOTC)
- Subsidized Employment Programs
- On-the-Job-Training (OJT)
- Customized Job Fairs
- Fidelity Bonding



MAJOR HIRING FAIRS - 2018

- On Thursday, April 19 we had a Summer Hiring Fair at the El Paso Zoo.
- Total number of employers who attended the event: **53**
- **Total number of jobseekers attended: 470**
- Total number of onsite interviews: 45
- **Total number of interviews scheduled in upcoming weeks: 55**
- Total number of onsite conditional hires reported: **67**

2018 Retail and DisAbility Friendly Hiring Fairs

- Total number of employers who attended the event:
- **Total number of jobseekers attended:**
- Total number of onsite interviews:
- **Total number of interviews scheduled in upcoming weeks:**
- Total number of onsite conditional hires reported:



MAJOR HIRING FAIRS - 2019

Spring Hiring Fair - April 10 - Advanced Manufacturing, Advanced Logistics, Defense & Aerospace, and Construction Industries

Texas Hireability Job Fair - October 2

Red, White and You - November 11



TOURISM ROUND TABLE

- Businesses and Training Providers gathered to discuss business workforce skills needs and to identify existing training programs to meet their needs.
- Lessons Learned:
 - 43% requested training in soft skills
 - 23% desiring sales training.
 - For specific retail segments, a desire to create a continuing education track to ensure workers stay abreast of the latest trends and integrate that into sales techniques (e.g. commission) was also discussed.
 - Less than 1% requested support in management training.



**INDUSTRY
ROUND TABLE**
Advanced Manufacturing

Workforce Solutions Borderplex, The Borderplex Alliance, and The City of El Paso will co-host an Advanced Manufacturing Industry Round Table discussion that will help employers identify recruiting best practices and skills needs, and will help connect businesses with training solutions with potential grant funding.

March 22, 2017
From 3:00-5:00pm
Butterfield Trail Golf Club
1858 Cottonwoods
El Paso, TX 79906

Businesses & training providers
RSVP with Aracely Martinez at
aracely.martinez@borderplexjobs.com



GET INVOLVED AT
BORDERPLEXJOBS.COM/ROUNDTABLE

SKILLS GRANTS



SKILLS FOR SMALL BUSINESS



WORKFORCE SOLUTIONS

WHY GO SKILLS

El Paso small businesses with fewer than 100 employees, can apply for training offered by El Paso Community College for new workers or to upgrade the skills of incumbent workers.

The program pays up to \$1,800 for each new employee (less than 12 months) being trained and \$900 for existing employees (more than 12 months) per 12-month period.
Funding for training is for full-time employees.



SKILLS FOR TRANSITION PROGRAM

The Skills for Transition Program (STP) is a new Skills initiative designed to work with military service members who are preparing to separate from service within 180 days, or who have been discharged within 180 days and plan to remain in Texas.
Up to \$2,000 per individual can be used towards training.

TEXAS INDUSTRY PARTNERSHIP

- The Texas Industry Partnership (TIP) program is intended to address skills gaps, creating a talent pipeline to address industry needs.
- TIP will provide a 100 % match from cash contributions provided by corporations and foundations. Workforce Boards are eligible through an application method to apply for up to \$100,000 per Board per fiscal year.
- The program is a collaboration between local Workforce Development Boards and private employers, corporations, and foundations.



Agricultural Employer Conference

Created to provide agricultural employers vital information regarding labor laws, regulations and available technical assistance and support.

Helps educate employers by collaborating with several organizations such as the Texas Workforce Commission, Motivational Educational Training (MET), New Mexico Workforce and other Labor Law agencies.

The Agricultural Employer Conference was held in New Mexico on January 25, 2017.




COMMUNICATIONS & OUTREACH

- Interactive Website and Social Media that is updated regularly
- Workforce Wednesdays – New Initiative
- Business Brief – Quarterly Digital Newsletter
- Quarterly Report to Chief Elected Officials
- Routine Presentations to Business Organizations and Elected Officials
- Labor Market Reports and Ongoing Research
- Targeted Outreach to Priority Population Groups to Encourage Participation in Initiatives and General Programs



GRANT INITIATIVES

- Hired a Grant Service to Assist with Identifying and Developing Applications
 - Foundation (Chase, Wells Fargo)
 - DOL (YouthBuild, Wagner-Peyser CompTIA)
 - Vocational Rehabilitation Services – Hireability Navigator
 - Special TWC Initiatives (Rural Services, Youth Outreach, Youth Career Exploration)
 - City of El Paso – Training Grants
- 

JOB SEEKER SERVICES

- **Self-Service**
 - WorkinTexas.com
 - Career Focused Workshops
 - Computer, telephone, fax usage
- **Staff Assisted Core**
 - Job Search
 - Initial assessment of skill levels
 - Career Advice
 - Job Referrals



CHILD CARE SERVICES

- The Board helps low-income families move toward self-sufficiency by providing child care subsidies to eligible parents during work, educational or training hours.
- Services are also provided when customers are participating in Workforce Services.
- Providing training opportunities for child care caregivers in early childhood to increase the quality of child care and after school programs.



CAREER-READY INITIATIVES

Initiatives provide broader career awareness for individuals at all levels such as development of occupational career awareness, including STEAM for youth; summer jobs for youth with disabilities; opportunities for veterans and families; and, model initiatives that help the current workforce advance skills relevant to the labor market.



TexasCareerCheck.com



<https://youtu.be/g47Nt73vdgU>



EARN?

TEXASREALITYCHECK.COM

Don't know how much money you will need to earn in the future?
No problem! Check out this fun site to calculate what it costs to live.



LEARN!

TEXASCAREERCHECK.COM

Want to learn about careers and find schools that match? Check out
this very informative site where you can explore careers and find
schools to continue your education.

WORKFORCE
SOLUTIONS BORDERPLEX

915.887.2600
Borderplexjobs.com

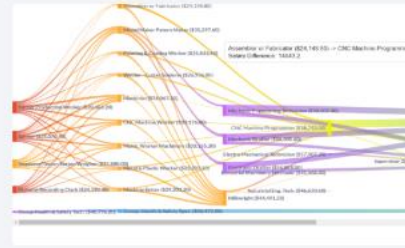
A Proud Partner of the American Job Center Network

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: 711 (Voice) or 1-800-735-2989 (TTY). Igualdad de oportunidades de Empleo/Programas. Equipo auxiliar y servicios de apoyo están disponibles para personas con discapacidad al ser requeridos. Relay Texas: 711 (Voz) o 1-800-735-2989 (TTY).



INDUSTRY CAREER CARDS

Here you can view and download infographic style cards that shows data by each industry. Do you know what the key target industries are for our region? Now



INTERACTIVE PATHWAYS

Learn about what paths to take in an industry. Using Google Sankey Map Technology, now you can see what the progression is, what level of education you need to obtain



VIRTUAL CAREER VIDS

Are you into Virtual Reality? Take a look at our newest creation of virtual reality career videos. You have to use VR tech to view so grab your Oculus or Google

Workforce Solutions Borderplex created a media campaign that showcases original materials using regional labor market information, including the website **HowtoPickaCareer.com** with industry career cards for our region's high growth industries, interactive career pathways, and virtual career videos. WSB printed the industry career cards in the form of brochures, posters, and banners.

JOBCON SERIES EVENTS

Geared towards high school students, the JobCon Series provides a platform where Borderplex youth learn about the in-demand careers of the Borderplex region from the actual workers employed by some of the most coveted businesses. JobCons provide a wonderful opportunity for local employers to engage with their community, mentor youth, and showcase and highlight the impactful elements of their work.

The JobCon Series was developed to captivate the interest and educate high school students in the Borderplex region about the high-demand careers that are available in their communities. Students will leave this event knowledgeable about the diverse range of career opportunities available in their area, as well as the skills needed to acquire these jobs.

2018 FINAL RESULTS

JOBCON EAST:

- 650 – Students
- 24 – Employers

JOBCON WEST :

- 380 – Students
- 26 – Employers



VIDEO CAREER EXPLORATION



https://www.youtube.com/channel/UCrxfF79W0_4bL5XptZ9UF8g

- In-depth STEAM career videos were produced and published on YouTube for youth and parents to explore what it means to be in a STEAM career.
- Videos highlight stories from professionals on how they connected to STEAM.
- Research shows that it is invaluable to provide youth insight into career exploration to guide them in selecting their HB5 endorsement.



You Tube

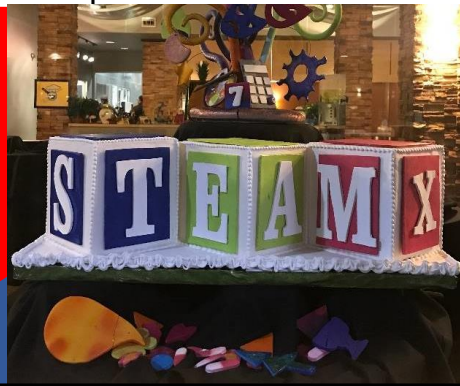
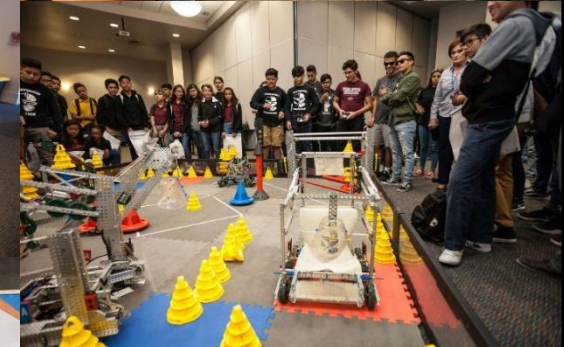




The STEAM Fiesta is a unique, multidimensional two-day event targeting Middle and High School Students in our region. The purpose of the STEAM Fiesta is to increase awareness of opportunities in Science, Technology, Engineering, Arts and Mathematics (STEAM). This year we are launching ten unique high school student competitions. Competitions that include Architecture, Coding, App Design, Makerspace, Physics, Business, 3D, Robotics, Applied Tech and Math. It's time to compete!

STEAM 2018 FINAL RESULTS:

- 1,000 Plus Middle School Students
- 10 High School STEAM Competitions
- 18 STEAM Focused Workshops
- 27 Interactive Exhibitors
- 12, \$1,000 Scholarships Awarded
- \$88,700 Monetary Donations
- \$22,500 Non Monetary Donations
- \$20,250 Awarded to Youth
- 113 Volunteers



2018 SUMMER YOUTH PROGRAM

- Workforce Solutions subsidizes 100% of the paid work experience for Summer Youth Employment Program
- We issue bi-weekly pay checks for the youth
- Businesses benefit by having highly motivated young adults in their workplace while giving them a crucial career building opportunity.
- Employers who take part in the Summer Earn & Learn Program will receive:
 - ✓ Insights and recommendations as to how to best serve customers with disabilities
 - ✓ Learn how to easily adapt workplaces to employ persons with disabilities
- Youth undergo training/preparation before entering your workforce



SUMMER EARN & LEARN

CREATING PATHWAYS TO EMPLOYMENT FOR
STUDENTS WITH DISABILITIES

ELIGIBLE STUDENTS INCLUDE THOSE WITH AN
I.E.P OR 504 PLAN (AGES 14-22).



Provide you with:

- Workplace readiness training
- Successful employment preparation
- Paid work experience to help you build your skills and identify future career goals.

Contact Vocational Rehabilitation Staff:
Erica Moya: (915) 782-7150, erica.moya@twc.state.tx.us



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REVERSE JOB FAIR



- The Reverse Job Fair is an incredible opportunity for young adults to showcase their skills, personality and ambition to local employers and businesses.
- This role reversal puts the ball in the young person's court and provides new opportunities to stand out among their peers.



VETERAN SERVICES

WORKFORCE MILITARY SERVICES

- Employment Advice & Resume Help
- Career Focused Orientations
- Jobs in WorkinTexas.com
- Attend Hiring Events
- Education & Training Funds
- Prove it Kenexa Tests (Typing Test)

OUR MISSION

To provide skilled workers for employers by advancing education, employment, entrepreneurship and economic development opportunities in support of global competitiveness and regional prosperity.

POC
Sara Gargan
Workforce Development Specialist

Soldier for Life Building 503
Pershing Road, Room 127
Fort Bliss, Texas 79906

Phone: 915-887-2837
Sara.Gargan@borderplexjobs.com

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BORDERPLEXJOBS.COM

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Hiring Red, White & You!™

2018 EVENT FINAL RESULTS:

- 97 – Employers
- 450 – Job seekers
- 24 – Number of interviews
- 3 – Job Offers
- 89 – Future interviews

- Hiring! Red, White & You Veterans Job Fair was held on November 8, 2018 at the Marriot Hotel.
- The Job Fair offered prospective jobseekers work opportunities in Information Technology (I.T.), Government, Retail and Healthcare.
- The targeted industries aligned closely with the type of jobs service men and women transition into in their civilian lives.
- These industries are also targeted due to the high hiring trends during the current season.
- The event was free and open to all job seekers, including non-veterans.



A graphic for financial literacy trainings. It features a light blue background with various black icons on the left: a star, sunglasses, a key, a lightning bolt, a dollar sign in a speech bubble, a globe, a pencil, a clock, a button, a location pin, a gear, a fork, a pushpin, and a large dollar sign. The text 'Show Me THE MONEY' is in green, with 'THE MONEY' in a larger, bold font. Below it, 'Financial Literacy Trainings' is in a smaller green font. A dark blue arrow points to the right, containing the text 'FREE WORKSHOPS' in white. At the bottom, a green banner contains the text: 'Workshops will help teach processes to gain understanding of banking, savings, and the importance of good credit.'

Show Me
THE MONEY
Financial Literacy
Trainings

FREE WORKSHOPS

Workshops will help teach processes to gain understanding of banking, savings, and the importance of good credit.

The logo for the El Paso Hispanic Chamber of Commerce. It features a stylized 'E' and 'H' in blue and yellow. To the right, the text 'E L P A S O' is in small blue letters, followed by 'HISPANIC' in large blue letters, and 'CHAMBER OF COMMERCE' in smaller blue letters. Below the logo, the text 'Advocating for Your Business Success.' is in a grey font.

E L P A S O
HISPANIC
CHAMBER OF COMMERCE

Advocating for Your Business Success.

A graphic for entrepreneurial training. It features a light blue background with various black icons on the left: a star, sunglasses, a key, a lightning bolt, a dollar sign in a speech bubble, a globe, a pencil, a clock, a button, a location pin, a gear, a fork, a pushpin, and a lightbulb. The text 'Let's Start YOUR BUSINESS' is in pink, with 'YOUR BUSINESS' in a larger, bold font. Below it, 'Entrepreneurial Training' is in a smaller pink font. A dark blue arrow points to the right, containing the text 'FREE WORKSHOPS' in white. At the bottom, a pink banner contains the text: 'Workshops will assist people with the fundamentals of writing a business plan, helping to find financing and connect you with advisors and mentors.'

Let's Start
YOUR BUSINESS
Entrepreneurial
Training

FREE WORKSHOPS

Workshops will assist people with the fundamentals of writing a business plan, helping to find financing and connect you with advisors and mentors.



- On October 1, 2016, Workforce Solutions Borderplex was notified by the Department of Labor that it had been awarded \$600,000 for the "YouthBuild El Paso" initiative.
- YouthBuild students participate in *Mental Toughness*, a two week session in which YouthBuild participants are challenged with a rigorous curriculum that includes financial literacy, soft skills, OSHA-10 safety, and are introduced to construction.

ADULT EDUCATION & LITERACY

AEL **ADULT EDUCATION** **& LITERACY** **PROGRAM**

"In the short time it
took me to get my
certification, I was
able to earn more
money for my
family!"

-AEL Participant-

WHO



Are you wanting to make more
money for your family and thinking of
going back to school? Do you think
you cannot afford it or find the time?

Whether you have a GED or not,
our Adult Education & Literacy (AEL)
Program can help you.

WHY



AEL is a free program that helps
families get a GED or certification in
industries that will continue to grow
our area.

By deciding to commit and go back to
school, you will be able to find a good
career and increase your income.

WHERE

EPISD SISD YISD

Choose from various locations throughout the region.

El Paso Independent School District (EPISD)
San Jacinto Adult Learning Center
1216 Olive Ave.
El Paso, TX 79901
Phone: (915) 230-3200
www.sanjacinto.episd.org

Socorro Independent School District (SISD)
Socorro Community Education
12380 Pine Springs Dr.
El Paso, TX 79928
Phone: (915) 937-1700
www.sisd.net/communityeducation

Ysleta Independent School District (YISD)
Ysleta Community Learning Center
121 Padres Dr.
El Paso, TX 79907
Phone: (915) 434-9400
www.yisd.net/ysletacommunitylearningcenter

RURAL INITIATIVES



- Support for rural ISDs for STEM career programs and activities
- Partnership with City of Presidio to provide support for 5 Emergency Medical Technician (EMT) certifications.
- Partnership with City of Presidio for a Pop-Up WSB center located next to City Hall
- Support for rural area child care facilities to provide financial management software, equipment, and trainings.
- FAA Drone Pilot Certification for rural teachers and first responders.
- Partnership with Rio Grande Council of Governments to coordinate rural LMI training and community meetings to identify ways to address the shortage in their workforce and explore possibilities for training.
- New Frontiers JobCon – Career exploration event with local employers for high school students.
- Partnerships with City of Marfa and Presidio to host local youth to work at their facilities for work experience.

INITIATIVES FOR DISABLED POPULATIONS

- Disability Subcommittee
- Hireability Navigator
- Earn & Learn
- Year-round work experience for youth
- (VR) Integration Vocational Rehabilitation
- Hireability Forum & Hiring Fair



THANK YOU

Joyce A. Wilson

Chief Executive Officer

(915) 887-2204

joyce.wilson@borderplexjobs.com

www.borderplexjobs.com

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