



MEMORANDUM

To: Workforce Solutions Alamo Board of Directors, Youth Committee

From: Adrian Lopez, CEO

Presented By: Penny Benavidez, Director of Public & Government Relations

Date: October 9, 2026

Subject: Marketing Communications Update

Summary:

The Marketing Communications team continues to support workforce development initiatives that connect youth to career exploration, work-based learning opportunities, training resources, and workforce pathways. The Youth Committee will receive an update on youth-centered outreach efforts, including Trades Discovery Day, the Summer Earn & Learn (SEAL) program, youth-focused design contests, digital engagement initiatives, and upcoming events designed to increase awareness of career opportunities throughout the Alamo region.

The Youth Committee will receive a marketing communications update highlighting recent earned media coverage, social media outreach efforts, and youth-centered outreach efforts, including Trades Discovery Day, the Summer Earn & Learn (SEAL) program, youth-focused design contests, digital engagement initiatives, and upcoming events designed to increase awareness of career opportunities throughout the Alamo region.

Strategic Goals: This agenda item aligns with the following goal(s) in the Strategic Plan:

Goal 1: Texas Talent Experts

Build a statewide network of Texas Talent Experts to support workforce development by identifying skill gaps, advising employers and jobseekers, and promoting talent recruitment and retention across Texas.

Goal 2: Service Optimizers

Enhance the efficiency, quality, and accessibility of workforce services delivered by the Texas Workforce Commission (TWC), ensuring Texans experience seamless access to job training, unemployment benefits, and career support.

Goal 3: Partnership Managers

Strengthen and expand strategic partnerships among TWC, employers, educational institutions, and community-based organizations to deliver coordinated and innovative workforce development solutions.

Analysis:

The Marketing Communications team continues to expand Workforce Solutions Alamo's visibility and strengthen community engagement through strategic communications efforts that promote career

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awareness and workforce opportunities for young people.

Recent outreach efforts supported Trades Discovery Day, an event hosted by the Alamo Trades Club and Boys & Girls Club of San Antonio that introduced teens to careers in the skilled trades through hands-on experiences, industry presentations, and interactive workshops.

Outreach and promotional efforts also supported the **Summer Earn & Learn (SEAL)** program and the corresponding recognition event, which celebrated participant achievements and showcased the impact of work-based learning experiences for youth.

Additional updates include the successful **2027 Fiesta Medal Design Contest**, which engaged K-12 students across the Alamo region in promoting workforce themes through creative expression, and the inaugural **Workforce Solutions Alamo Mascot Design Contest**, which encouraged community participation while increasing awareness of workforce development programs. The contests generated more than 65 Fiesta Medal submissions and more than 80 mascot entries.

The committee will also receive an overview of digital communications and social media efforts used to expand awareness of youth programs, career pathways and workforce success stories throughout the region.

Finally, staff will provide information regarding upcoming outreach activities that continue to promote workforce participation, career exploration and employment opportunities for young people and their families.

Alternatives: No alternatives are presented. This item is for information and discussion purposes only.

Fiscal Impact: There is no fiscal impact associated with this informational item.

Board Responsibilities: “Alignment to your agenda item”

This item supports the Board’s responsibility to promote employer, industry and youth engagement by providing updates on workforce initiatives, employer partnerships, youth-centric initiatives and regional industry needs.

Next Steps:

The Marketing Communications team will continue to partner with Youth Services staff and community stakeholders to increase awareness of workforce development opportunities available to youth throughout the Alamo region. Efforts will focus on promoting career exploration, work-based learning experiences, skilled trades awareness, and youth success stories through strategic

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media relations, digital communications, community outreach, and special events

Staff will continue leveraging youth-centered initiatives, including Summer Earn & Learn, career awareness campaigns, student engagement contests, and industry exposure events, to inspire workforce participation and strengthen connections between young people, education, and future careers.

Additionally, Marketing Communications will support upcoming workforce events and outreach activities that advance the committee's goal of preparing young people for success in high-demand careers and connecting them to opportunities that strengthen the regional workforce pipeline.

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MEMORANDUM

To: Youth Committee

From: Adrian Lopez, CEO

Presented By: Victoria Rodriguez, Director of Workforce Services

Date: October 9, 2026

Subject: Program Updates

Summary: This memo provides an overview of Workforce Solutions Alamo's (WSA) Program Year 2026 youth programs, special initiatives, and career exploration activities designed to connect young people to education, employment, and career pathways. WSA supports youth through work-based learning, career readiness, employer engagement, and targeted initiatives, including Summer Earn and Learn (SEAL), youth workforce services, and Student HireAbility Navigator activities.

Strategic Goals: All three goals are engaged for this item.

Goal 1: Texas Talent Experts

Build a statewide network of Texas Talent Experts to support workforce development by identifying skill gaps, advising employers and jobseekers, and promoting talent recruitment and retention across Texas.

Goal 2: Service Optimizers

Enhance the efficiency, quality, and accessibility of workforce services delivered by the Texas Workforce Commission (TWC), ensuring Texans experience seamless access to job training, unemployment benefits, and career support.

Goal 3: Partnership Managers

Strengthen and expand strategic partnerships among TWC, employers, educational institutions, and community-based organizations to deliver coordinated and innovative workforce development solutions.

Analysis: WSA's youth programming provides coordinated opportunities for students to explore career pathways, engage with employers, and participate in work-based learning across the Alamo region. As outlined in Section 5.5 of the Workforce Commission Initiatives (WCI) Grant Statement of Work, WSA will utilize TANF funds to support four major Jobs Y'all career exploration events for middle school, high school, and postsecondary students, providing



exposure to in-demand careers, education pathways, internships, and hands-on learning opportunities. These events complement WSA's broader youth initiatives, including Summer Earn and Learn (SEAL), which provides youth with disabilities opportunities to develop workplace skills through paid work experiences, and TX FAME, which connects students to advanced manufacturing career pathways through education and employer-based learning. Collectively, these initiatives strengthen connections among youth, families, employers, and education partners while expanding access to career exploration and workforce opportunities.

Summer Earn and Learn (SEAL)

- **Student Registrations:** 474
- **Successful Job Placements:** 281
- **Students Completing More Than Five Weeks:** 214
- **Total Hours Worked:** 28,546.55
- **Total Wages Earned:** \$385,378.42
- **Participating Worksites:** 67

Student HireAbility Navigator (SHN)

- **Disability Etiquette Training:** Coordinated training for Career Center and Board staff on disability awareness, accommodations, VR referrals, accessibility resources, and inclusive service delivery, reaching more than 160 participants.
- **NDEAM HireAbility Events:** Planned October career exploration and hiring activities targeting approximately 39 employers and featuring disability resources, accessibility information, a reverse job fair, and activities for VR customers and students with disabilities.
- **Helping Hands & Educational Corner:** Planning a November event featuring 30+ disability resource providers and postsecondary partners focused on education, credentials, and community resources.
- **Education & Community Outreach:** Engaged school districts, colleges, military-connected families, disability organizations, and rural communities to promote Pre-ETS, career exploration, postsecondary education, and workforce services.
- **Employer Engagement:** Conducted outreach with employers including Toyota, JCB, CPS Energy, Tower Semiconductor, Millennium Steel, and Joyson Safety Systems to expand career exposure and employment opportunities for youth with disabilities.



- **Work-Based Learning:** Coordinated with VR and WSA partners to connect students with internships, summer employment, apprenticeships, and other work-based learning opportunities.

TX FAME Alamo

Completed Activities

- **June 4 – AMT Graduation:** 29 students graduated, representing International, H-E-B, TTTX, Tower Semiconductor, Toyota, and C.H. Guenther.
- **August 12 – Signing Day & AMT Orientation:** 36 students participated in Signing Day and orientation at the Workforce Center of Excellence. WSA provided an overview of program services and eligibility.
- **August 13 – MCE 1 Safety Culture Training:** Completed Safety Culture training at the Workforce Center of Excellence.
- **October 1 – Manufacturing Month Proclamation:** TX FAME Alamo accepted a City of San Antonio proclamation recognizing October 2026 as Manufacturing Month.
- **Current Sponsoring Employers:** Toyota, TTTX, H-E-B, JCB, Millennium Steel, and International.

Upcoming Activities & Annual Timeline

- **October 1, 2026–March 31, 2027:** Application and recruitment period.
- **October 2026–May 2027:** Sponsoring companies conduct applicant reviews and company-specific selection activities.
- **May 2027:** Final candidate eligibility and enrollment reviews and employer selections.
- **July 2027:** Signing Day, AMT Orientation, and MCE 1 Safety Culture training for the incoming cohort.
- **Following Orientation:** Selected AMTs may begin their first summer of employment with sponsoring companies.

Youth Career Exploration Events

- **July 19 – Intern Day:** Career exploration and exposure for youth participating in internship activities.

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- **September 19 – Trades Discovery Day:** Career exploration focused on skilled trades and related career pathways.
- **October 8 – CTE Town Hall:** Career and Technical Education exploration and engagement.
- **Early November – CTE Town Hall:** Additional CTE-focused career exploration event.

Alternatives: N/A

Fiscal Impact: WSA’s strategic investments in staffing and career exploration events create long-term impact by providing youth and their families with the information, skills, and resources needed to pursue sustainable career pathways. By engaging young people early and connecting them to viable education and employment opportunities, these efforts support stronger workforce participation and long-term economic mobility while helping build a skilled and self-sufficient workforce for the region.

These initiatives reinforce WSA’s commitment to empowering youth through education, training, and hands-on work experience, ensuring participants are well prepared for workforce entry and long-term career success.

Board Responsibilities: This item supports the Board’s awareness of the youth activities across the 13-county region.

Recommendation:

Continue partnering with youth-serving organizations and schools to leverage resources, maximize outreach efforts, and increase youth participation. These collaborations will help expand overall reach, expose more young people to Workforce Solutions Alamo and the YES! Program, and most importantly, connect them to meaningful career pathway opportunities.

Next Steps: Continue planning upcoming youth events and discuss the scope of partnerships with partner agencies to support and strengthen next program year’s activities.

Attachment: This items does not have attachments.



MEMORANDUM

To: Youth Committee

From: Adrian Lopez, CEO

Presented By: Victoria Rodriguez, Director of Workforce Services

Date: October 9, 2026

Subject: Performance Briefing

Summary: For Program Year 2026, Workforce Solutions Alamo (WSA) continues to oversee youth programming focused on enrollment, education, training, work-based learning, and skill development to prepare youth for workforce success. WSA actively monitors program performance and service delivery to ensure outcomes align with the Texas Workforce Commission's (TWC) target performance range of 95–105% while maintaining fiscal accountability within the allocated budget.

Strategic Goals: Goal 2: Service Optimizers

Enhance the efficiency, quality, and accessibility of workforce services delivered by the Texas Workforce Commission (TWC), ensuring Texans experience seamless access to job training, unemployment benefits, and career support.

Analysis: The Youth Program is currently meeting three performance targets and exceeding two. Employed/Enrolled in the 4th Quarter after Exit, Median Earnings, and Credential Attainment Rate are meeting the targets established by the Texas Workforce Commission (TWC) and are expected to improve as the program year progresses.

Additionally, Employed/Enrolled in the 2nd Quarter after Exit and Measurable Skills Gains are currently exceeding performance targets. These outcomes are influenced by the timing within the program year, as many participants are completing training and employment outcomes are being



captured from participants who exited in prior periods.

Youth Performance Measure	Numerator	Denominator	Actual Performance	Negotiated Target	Adjusted Target	% of Target	Reporting Period	Program Year	Performance vs. Target
Youth: Credential Rate	102	163	62.58%	57.45%	57.45%	108.93%	01/24 – 12/24	26	108.93%
Youth: Employed/Enrolled Q2	242	313	77.32%	74.21%	74.21%	104.19%	07/24 – 06/25	26	104.19%
Youth: Employed/Enrolled Q4	255	343	74.34%	75.56%	75.56%	98.39%	01/24 – 12/24	26	98.39%
Youth: Measurable Skill Gains	167	187	89.30%	65.30%	65.30%	136.75%	07/25 – 06/26	26	136.75%
Youth: Median Earnings Q2	N/A	215	\$4,337.55	\$4,000	\$4,000	108.44%	07/24 – 06/25	26	108.44%

0% 50% 100% 150%

Staff continuously monitor youth service delivery through the Planned Participant Summary (PPS), which tracks In-School Youth (ISY) and Out-of-School Youth (OSY) participation across rural and urban areas in key services, including supportive services, education and training, and work experience. Current PPS data reflects stronger service delivery among rural OSY, with all three service categories exceeding YTD goals, while urban OSY and both rural and urban ISY remain below YTD service goals. WSA will continue monitoring enrollment and service activity, with particular emphasis on increasing education/training, work experience, and supportive service participation to ensure youth receive the services necessary to address employment barriers and progress toward education and employment outcomes. It is expected that the local performance measures will be on target as the data below is up to August.

WIOA YTD Performance by Service Type						
Program Year 2025–2026 (October – September)						
WIOA ISY	Rural – YTD Performance (ISY)					
	Service Type	Total YTD	YTD Goal	Difference	% of Goal	90% Target
	Support Services	88	114	-26	50.9%	103
	Education/Training	6	11	-5	54.5%	10
	Work Experience	33	57	-24	57.9%	51
WIOA OSY	Urban – YTD Performance (ISY)					
	Service Type	Total YTD	YTD Goal	Difference	% of Goal	90% Target
	Support Services	115	254	-139	45.3%	229
	Education/Training	23	31	-8	56.1%	27
	Work Experience	99	197	-97	45.7%	177
WIOA OSY	Rural – YTD Performance (OSY)					
	Service Type	Total YTD	YTD Goal	Difference	% of Goal	90% Target
	Support Services	33	29	6	120.7%	26
	Education/Training	2	1	1	200.0%	1
	Work Experience	25	23	2	108.7%	21
WIOA OSY	Urban – YTD Performance (OSY)					
	Service Type	Total YTD	YTD Goal	Difference	% of Goal	90% Target
	Support Services	24	115	-91	20.9%	104
	Education/Training	0	1	-1	0.0%	1
	Work Experience	34	69	-35	49.3%	62



supported by WSA.

These strategic efforts reflect WSA's commitment to empowering youth through education, training, and hands-on work experience—preparing them for successful entry into the workforce and long-term career advancement.

Board Responsibilities: This item supports the Board's responsibility to remain informed about and understand the performance accountability of youth services.

Recommendation: Staff will continue to monitor closely all performance measures and hold contractor staff accountable for delivering services appropriately.

Next Steps: Staff will continue to closely monitor all performance measures and ensure contractor staff remain accountable for delivering services effectively and in accordance with program requirements.

Attachment: This item does not have attachments.



MEMORANDUM

To: Youth Committee

From: Adrian Lopez, CEO

Presented By: Victoria Rodriguez, Director of Workforce Services

Date: October 9, 2026

Subject: Youth Services Transition Overview

Summary: Workforce Solutions Alamo (WSA) implemented a comprehensive transition of WIOA Youth Services to C2 GPS with an immediate focus on maintaining uninterrupted participant services, transitioning staff, stabilizing Work Experience (WEX) activities, and strengthening program oversight. Early transition activities included onboarding Youth staff, establishing system and payroll access, reviewing active participant caseloads and WEX agreements, verifying participant hours, communicating with employers and participants, and implementing daily management and case-status tracking. WSA, C2 GPS, and Quality Assurance also prioritized staff training, case reviews, documentation cleanup, eligibility verification, performance management, and standardized procedures to establish a stronger operational foundation for Youth Services.

Strategic Goals: All three goals are engaged for this item.

Goal 1: Texas Talent Experts

Build a statewide network of Texas Talent Experts to support workforce development by identifying skill gaps, advising employers and jobseekers, and promoting talent recruitment and retention across Texas.

Goal 2: Service Optimizers

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Goal 3: Partnership Managers

Strengthen and expand strategic partnerships among TWC, employers, educational institutions, and community-based organizations to deliver coordinated and innovative workforce development solutions.

Analysis: The transition demonstrates a deliberate approach that extended beyond transferring staff and participant caseloads to establishing stronger operational controls for the Youth



program. Early actions concentrated on the areas most critical to service continuity, staff onboarding, participant contact, employer coordination, WEX timekeeping, payroll readiness, systems access, and active case management. As operations stabilized, the focus shifted toward deeper program integrity activities, including QA case reviews, eligibility corrections, follow-up documentation, performance management, MSG documentation, case closures, and preparation of WEX records for fiscal review.

A significant strength of the transition has been the integration of program operations, contractor management, quality assurance, and fiscal preparation rather than treating these functions independently. Issues identified during case reviews were assigned back to staff for correction, QA conducted follow-up reviews and individual working sessions, and management implemented recurring briefings and tracking mechanisms to monitor completion. The transition report also demonstrates that identified challenges—such as missing documentation, unresolved participant hours, system issues, incomplete follow-up activity, and eligibility concerns—were not simply documented; they were incorporated into training, corrective activities, and subsequent verification.

Overall, the transition has provided WSA an opportunity to establish a more structured Youth Services operating model with increased visibility into participant activity, clearer staff expectations, stronger WEX controls, and more frequent quality review. Continued attention should focus on completing transferred WEX files and fiscal documentation, closing remaining QA findings, maintaining accurate WorkInTexas and case-management records, monitoring Youth performance measures, and ensuring the enhanced controls implemented during transition become standard operating practices under the new contract. This will allow WSA to move from transition and stabilization into sustained performance, compliance, and continuous improvement.

Key Transition Activities

- **Staff Transition & Leadership:** C2 GPS initially onboarded 14 staff members, completed background/drug-screening activities, established system access, and subsequently selected a Youth Program Manager. Daily Youth briefings were implemented to address immediate operational priorities and support staff during the transition.
- **Participant & WEX Continuity:** Active Youth and WEX participants were transitioned into C2 GPS systems, WEX agreements were reviewed and updated, employers received system access/tutorial support, and staff conducted outreach to verify participant hours



and resolve outstanding documentation. WEX packets, modifications, and de-obligations were also developed for transferred participants.

- **Timekeeping & Payroll Controls:** Youth participants received four virtual Unique HR timekeeping orientation sessions, including live demonstrations and supporting resources. Staff continued monitoring timesheet approvals and resolving participant-hour discrepancies before processing.
- **Training & Staff Development:** Training included WEX procedures, case-status tracking, HR onboarding, mileage reimbursement, LMS requirements, case closures, eligibility, performance measures, and Measurable Skill Gains (MSG) documentation.
- **Quality Assurance:** QA conducted Youth case reviews and worked directly with staff to resolve missing documentation, eligibility concerns, follow-up deficiencies, case closure issues, and other case-management findings. Reviews continued throughout September, including individual staff sessions to resolve identified deficiencies.
- **Performance & Case Management:** The transition included reviews of WEX cases without recent case notes, training/ITA cases, follow-up cases, WorkInTexas appointments, MSG performance, and case closure processes. Case-status tracking was enhanced to improve visibility and accountability.
- **Ongoing Stabilization:** WSA and C2 GPS continued compiling transferred WEX documentation for fiscal review, correcting legacy case issues, monitoring performance, and establishing standardized operating practices while maintaining day-to-day participant services.

Alternatives: N/A

Fiscal Impact: The Youth Services transition was implemented using existing WIOA Youth funding to maintain continuity of services while establishing the operational, staffing, training, and oversight infrastructure necessary for the new contractor. Fiscal activities include reconciliation of transferred WEX participant records and expenditures, review of outstanding documentation, payroll and timesheet verification, and continued monitoring of costs associated with participant services. WSA will continue fiscal review and reconciliation activities through contract closeout to ensure expenditures are supported, allowable, properly documented, and appropriately allocated. No additional Board funding is anticipated beyond existing grant and contractual resources.

Board Responsibilities: This item supports the Board's awareness of updates and progression.

Recommendation: Staff recommends continued implementation of the Youth Services transition plan and enhanced oversight of the new contractor, with emphasis on service continuity, WEX



controls, staff training, case management, performance, fiscal accountability, and Quality Assurance monitoring. WSA should continue increased programmatic and fiscal review during the stabilization period, resolve outstanding transferred case and WEX documentation, and incorporate lessons learned from the transition into ongoing contract management practices. These actions will support a sustainable Youth Services model focused on participant outcomes, compliance, accountability, and continuous improvement.

Next Steps: WSA will continue implementation of the Youth Services transition plan, including completion of outstanding staff training, participant and WEX documentation, and case corrections. WSA will maintain enhanced programmatic, fiscal, and Quality Assurance oversight while completing reconciliation and closeout activities associated with transitioned services. Ongoing monitoring will focus on contractor performance, compliance, service continuity, and participant outcomes to ensure the program progresses from transition into stable operations.

Attachment: This item does not have attachments.