



MINUTES STRATEGIC COMMITTEE MEETING

Workforce Solutions Alamo
100 N. Santa Rosa St., Suite 120, Boardroom
San Antonio, TX 78207
January 23, 2026
10:00 AM

BOARD OF DIRECTORS: Eric Cooper, Jim Robertson,

WSA STAFF: Adrian Lopez, Teresa Chavez, Paul Briseno, Dr. Ricardo G. Ramirez, Penny Benavides, Victoria Rodriguez, Sandra Alvarez, Kristen Rodriguez, Rebecca Espino Balencia, Gregory Villines, Vanessa Garcia, Qudrat Ali, Trema Cote, Gabriela Horbach, Brenda Garcia, Belinda Gomez, Ramsey Olivarez, Amouye Kassiz, Shannon Spriggs, Bill Rafferty, Juan Palencia, Chakib Chehadi, Manuel Ugues, Alfred Salazar Jr., Nathan Maldonado.

AGENDA

Agenda items may not be considered in the order they appear.

Citizens may appear before the Committee to speak for or against any item on the agenda in accordance with procedural rules governing meetings. Speakers are limited to three (3) minutes on each topic (6 minutes if translation is needed) if they register at the beginning of the meeting. Questions relating to these rules may be directed at Janel Santos at (210) 850-2160.

The Chair of the Committee will be at the Host Location. The Host location is specified above. Meetings will be visible and audible to the public at the Host location, and there will be a visual or audio recording of the meeting. There will be a two-way audio and video of the meeting between each Board member sufficient that Board members and public can hear and see them. WSA will comply with all Videoconferencing Guidelines.

Please join WebEx meetings from your computer, tablet, or smartphone.

You can also dial using your phone. United States (Toll Free): 1-415-655-0002 Meeting link:

<https://wsalamo.webex.com/wsalamo/j.php?MTID=m526c4c49404ba1fc7e52b3de492c5968> Meeting number: 2485 788 9593

Meeting password: y44MpVjPae3

During the Public Comments portion of the meeting (Agenda Item 4), the public may type their name into the chat box or unmute themselves and state their name. The host of the meeting will call each member of the public for comments in order that their names are submitted.

Workforce Solutions Alamo is an equal opportunity employer/program. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids, services, or special accommodation should contact Janel Santos at (210) 850-2160 so that appropriate arrangements can be made. Relay Texas: 1-800-735-2969 (TDD) or 711 (Voice).

I. CALL TO ORDER

Presenter: Eric Cooper, Committee Chair

At 10:08 AM, Eric Cooper, Committee Chair, called the meeting to order.

II. ROLL CALL AND QUORUM DETERMINATION

Presenter: Eric Cooper, Committee Chair

The roll was called, and a quorum was not present.

III. DECLARATIONS OF CONFLICT OF INTEREST

Presenter: Eric Cooper, Committee Chair

NONE.

IV. PUBLIC COMMENT

Presenter: Eric Cooper, Committee Chair

NONE.

V. DISCUSSION AND POSSIBLE ACTION ON MEETING MINUTES

Presenter: Eric Cooper, Committee Chair

- a. Meeting Minutes of November 7, 2025

The meeting minutes will be presented for approval at the next Strategic Committee meeting, subject to the establishment of a quorum.

VI. MARKETING (DISCUSSION AND POSSIBLE ACTION)

Presenter: Penny Benavidez, Director of Public & Government Relations

- a. Media, Marketing, and Communications Update
- b. Employer Impact Awards
- c. 2026 Fiesta Medal
- d. ACE Race Sponsorships
- e. Workforce Solutions Alamo - Talking Points

Penny Benavidez, Director of Public & Government Relations, provided a media, marketing, and communications update that included the following: Media, Marketing, and Communications Update; Social Media Performance 2025 Year in Review; 2026 Employer Impact Awards Breakfast; 2026 ACE Race Sponsorship; 2026 Fiesta Medal Design Contest; Workforce Solutions Alamo Talking Points.

VII. PROGRAMS UPDATE (DISCUSSION AND POSSIBLE ACTION)

Presenter: Victoria Rodriguez, Director of Workforce Services

- a. Externship for Teachers Final Report by ATEAMS
- b. Alamo College District Partnership/Workforce Pell
- c. Workforce One Update
- d. Business Services Unit (BSU) Calendar

Victoria Rodriguez, Director of Workforce Services provided the following updates: WSA-ATEAMS Externships for Educators 2025: 96 Educators and 26 Host Organizations for Summer 2025. The Alamo Colleges District-Workforce Solutions Alamo partnership expands access to short-term, high-quality training programs leading to industry-recognized credentials aligned with regional labor market demand through Workforce Pell. Workforce Solutions Alamo supports outreach, coordination, and

alignment with employer-driven career pathways, while Alamo Colleges delivers eligible Workforce Pell-approved training programs. This initiative strengthens regional workforce pipelines by reducing financial barriers and accelerating entry and advancement into high-demand occupations, with shared responsibilities across colleges, employers, and the workforce board to ensure alignment with program requirements and labor market needs. Workforce Solutions Alamo (WSA) deployed the Workforce One Mobile Unit to serve its 13-county region. One year ago, staff presented the Workforce One calendar, and since that time have completed a full year of events and initiatives. Staff would now like to provide the Board with an update on activities and outcomes from the past year. The Business Services Unit (BSU) Calendar outlines planned employer engagement activities, outreach events, and partner coordination efforts for the upcoming program period. The calendar is intended to provide visibility into BSU priorities, ensure alignment with workforce system goals, and support strategic coordination with employers, education partners, and internal teams.

VIII. DATA INSIGHTS (DISCUSSION AND POSSIBLE ACTION)

Presenter: Greg Villines, Director of Data Analytics

The presentation explains current labor market conditions and reconciles differing data from BLS, TWC, and the Dallas Fed. Key points: The national and Texas labor markets have cooled, with slower job growth, unemployment in the low 4% range, and rising underemployment, but no clear downturn. The Alamo Region is slightly stronger than state and national trends, with modest job growth led mainly by health care and trade/transportation. Despite ongoing employer job postings, the region is seeing fewer successful job placements. Differences across data sources (BLS, TWC, Dallas Fed, and local observations) reflect variations in methodology, timing, and coverage rather than conflicting accuracy. Overall, the presentation frames a “mixed but stable” labor market with local resilience amid broader cooling trends.

VIII. CEO REPORT (DISCUSSION AND POSSIBLE ACTION)

Presenter: Adrian Lopez, Chief Executive Officer

a. Child Care

Equus - WorkForce One Bus • Parent Café • Texas Education Freedom Accounts (TEFA)

IX. CHAIR REPORT (DISCUSSION AND POSSIBLE ACTION)

Presenter: Eric Cooper, Committee Chair

Texas experienced strong economic growth 6–7 years ago, often referred to as an “economic miracle.” However, that growth has not been equally shared, as Texas still ranks high in food insecurity and poverty. This raises an important question: was that growth built on the backs of low-wage workers, and how do we ensure future prosperity benefits everyone? WSA’s work is critical in addressing this challenge by expanding access to better-paying jobs and career pathways. Wage increases and job opportunities directly help individuals and families move out of poverty. We must also hold leaders accountable for ensuring economic development is inclusive. Growth is not just about increasing the size of the economy, but about ensuring everyone has a place in it. Workforce challenges, such as employer vacancies alongside job seekers needing stable employment, highlight the importance of aligning local workforce efforts to create shared, sustainable prosperity.

X. EXECUTIVE SESSION

Pursuant to Chapter 551 of the Texas Open Meetings Act, the Committee may move into Executive Session for discussion on any issue for which there is an exception to the Act as set out in section 551.071 et. seq. including, but not limited to, the following:

- a. Government Code §551.072 – Discussions Regarding Purchase, Exchange, Lease, or Value of Real Property if Deliberation in an Open Meeting Would Have a Detrimental Effect on the Position of Workforce Solutions Alamo in Negotiations with a Third Party;
- b. Government Code §551.071 – All Matters Where Workforce Solutions Alamo Seeks the Advice of its Attorney as Privileged Communications Under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas, Pending or Contemplated Litigation; and/or Settlement Offer.
- c. Government Code §551.074 – To deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee of Workforce Solutions Alamo.

None.

XI. ADJOURNMENT

Presenter: Eric Cooper, Committee Chair

Eric Cooper adjourned the meeting at 11:21 a.m.