



Strategic Committee

August 21, 2026



Meeting Minutes of May 8, 2026





Marketing Communications

Penny Benavidez, Director of Public &
Government Relations



Media, Marketing, and Communications Update

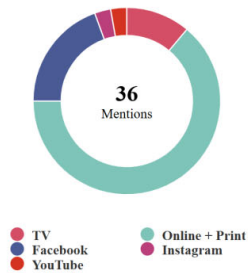




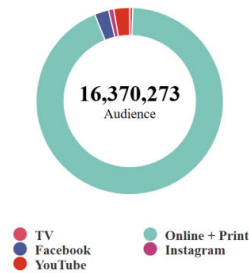
Media Coverage (May – Aug.)

Mention Analytics

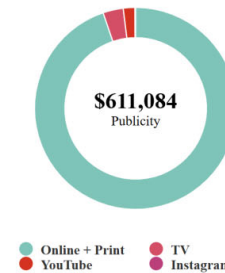
Mentions by Media Type



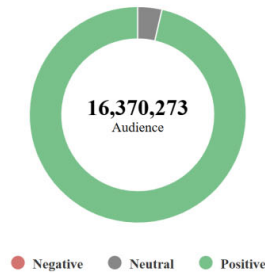
Audience by Media Type



Publicity by Media Type



Audience by Sentiment



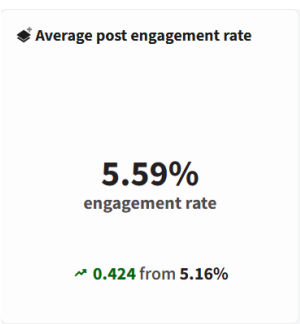
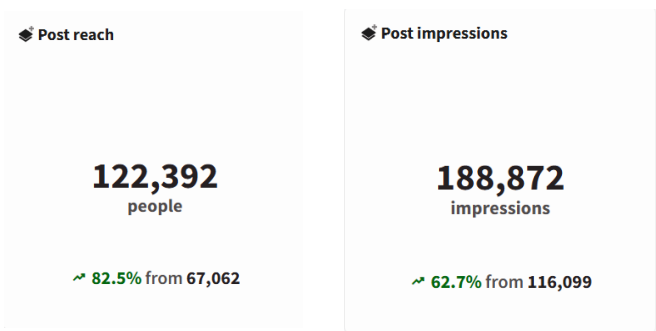
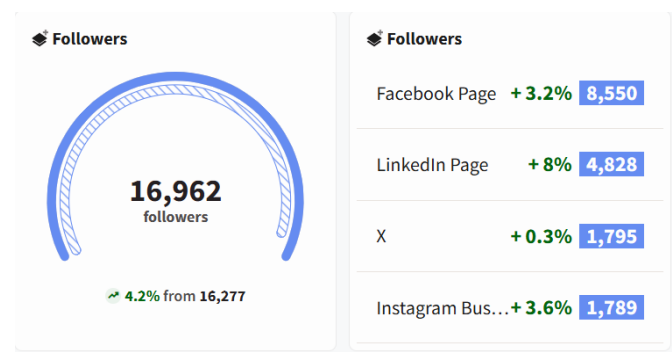


Media Coverage (May – Aug.)

Media Outlet	Date	Topic
San Antonio Woman Magazine	May/June	Adrian Lopez - "Guy to Know"
KSAT 12	May 5, 2026	San Antonio Veterans Getting Direct Pipeline to Small Business Ownership through New City Program
Hill Country Community Journal, Kens5, MyFoxZone, Yahoo News, KABB, KSCC	May 6, 2026	Construction & Skilled Trades Expo on May 12.
San Antonio Report	May 12, 2026	San Antonio's Workforce is Evolving. Local Employers Have a Unique Opportunity to Shape its Future.
New Braunfels Herald-Zeitung	June 5, 2026	Mother, Son Share Moment at Workforce Solutions Alamo Award Ceremony
San Antonio Report	Jul. 7, 2026	Alamo Colleges District Launches One-Stop Hub for Workforce Training Programs
WSA Press Release	Jul. 22, 2026	Hill Country & South Texas Flood Recovery Resources We're Here To Help
San Antonio Report	Jul. 23, 2026	San Antonio has Lost 2k Manufacturing jobs since 2024. Industry Experts say they Aren't Too Concerned.

Social Media Metrics:

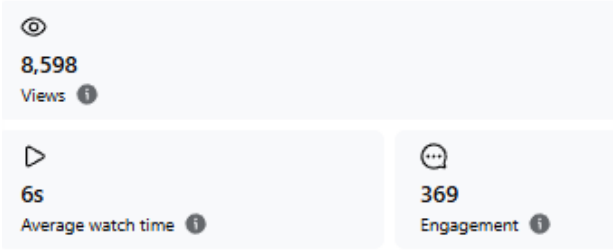
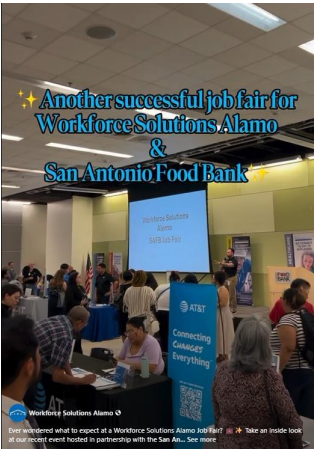
Followers, Reach, and Engagement:



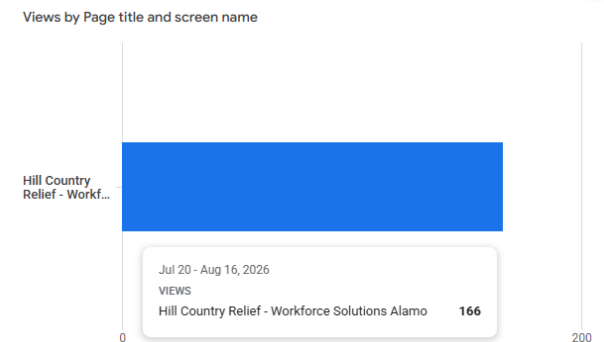
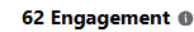
Top Performing Posts:



Capturing Impact Through Video Storytelling:



Social Media Views & Engagement:





TWC Commissioner Connett Visit

- **Workforce and Industry Tour | July 23**

- Workforce Solutions Alamo National Intern Day Event
- greater:satx
- Associated Builders and Contractors
- JCB
- Alamo Colleges District
- Port San Antonio

- Discussed regional workforce needs and opportunities
- Showcased innovative workforce programs and partnerships





TWC Employer Awards | Nominations

Employer Highlight Videos

Large Employer of the Year:

Boeing

Small Employer of the Year:

Tejas Premier

Veteran-Friendly Employer of the Year:

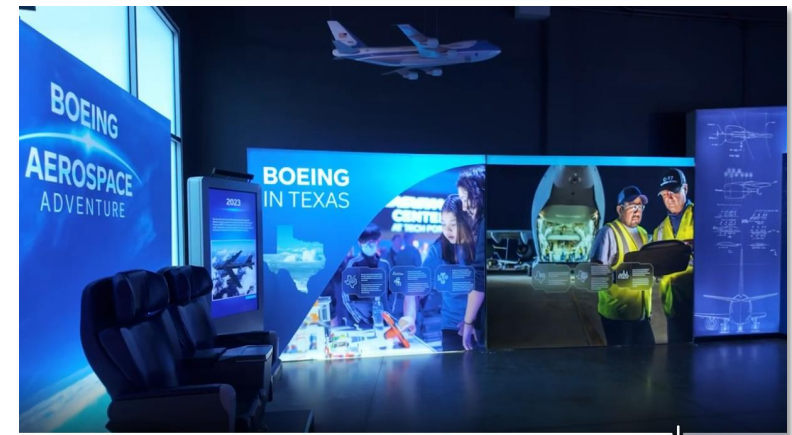
Americrane

HireAbility Employer of the Year:

The Mermaid Cafe

All-Star College of the Year

Alamo Colleges District | ATI





WSA Design Contests

- **2027 Fiesta Medal Design Contest**
 - **Theme:** "Workforce Superhero"
 - **Eligibility:** Alamo Region K-12 Students
- **WSA Mascot Design Contest**
 - **Ideas:** Careers/Industries, South Texas Roots, Local Culture and Wildlife
 - **Eligibility:** All Ages in the Alamo Region

ALL ENTRIES DUE: September 30, 2026

Workforce Solutions ALAMO
BUILDING BUSINESS • BUILDING CAREERS

ENTER FOR A CHANCE TO WIN
DESIGN CONTESTS
SHOWCASE YOUR TALENT

ENTER BY:
SEPT. 30TH, 2026

2027 Fiesta Medal Design Contest

Design the official 2027 Workforce Solutions Alamo Fiesta Medal and bring our "Workforce Superhero" theme to life!

*Must be a student K-12 and reside in the 13-County Alamo Region.

Official Mascot Design Contest

Your design could make history as the first-ever Workforce Solutions Alamo mascot!

*Must reside in the 13-County Alamo Region.

Learn more about the contest & submit artwork online at:
www.WorkforceSolutionsAlamo.org



2026 Hiring Red, White & You!

- **2026 Hiring Red, White & You!**

Monday, November 9, 2026

9 a.m. - 1 p.m.

(9 - 10 a.m. Priority Service Hour)

Boeing Center at Tech Port

3331 General Hudnell Drive

San Antonio, TX 78226



- **SA Veterans Parade**

Saturday, November 7, 2026

12 noon - 1 p.m.

Milam Park to Houston St.

(Downtown San Antonio, TX)





Questions





Programs Update

Victoria Rodriguez, Director of Workforce Services;
Timothy Schindler, Director of Child Care Services &
Rebecca Balencia, Director of Ready to Work



Partnerships & Supported Projects



77 MOUs

Mature Partnership Network

Active MOUs provide the foundation for coordinated service delivery across the region.



12 Letters of Support

Competitive Funding Leverage

Letters of Support illustrate how relationships strengthen regional initiatives and unlock funding.



5 Sectors

Regional Convener

WSA aligns education, workforce, economic development, housing, and community resources.



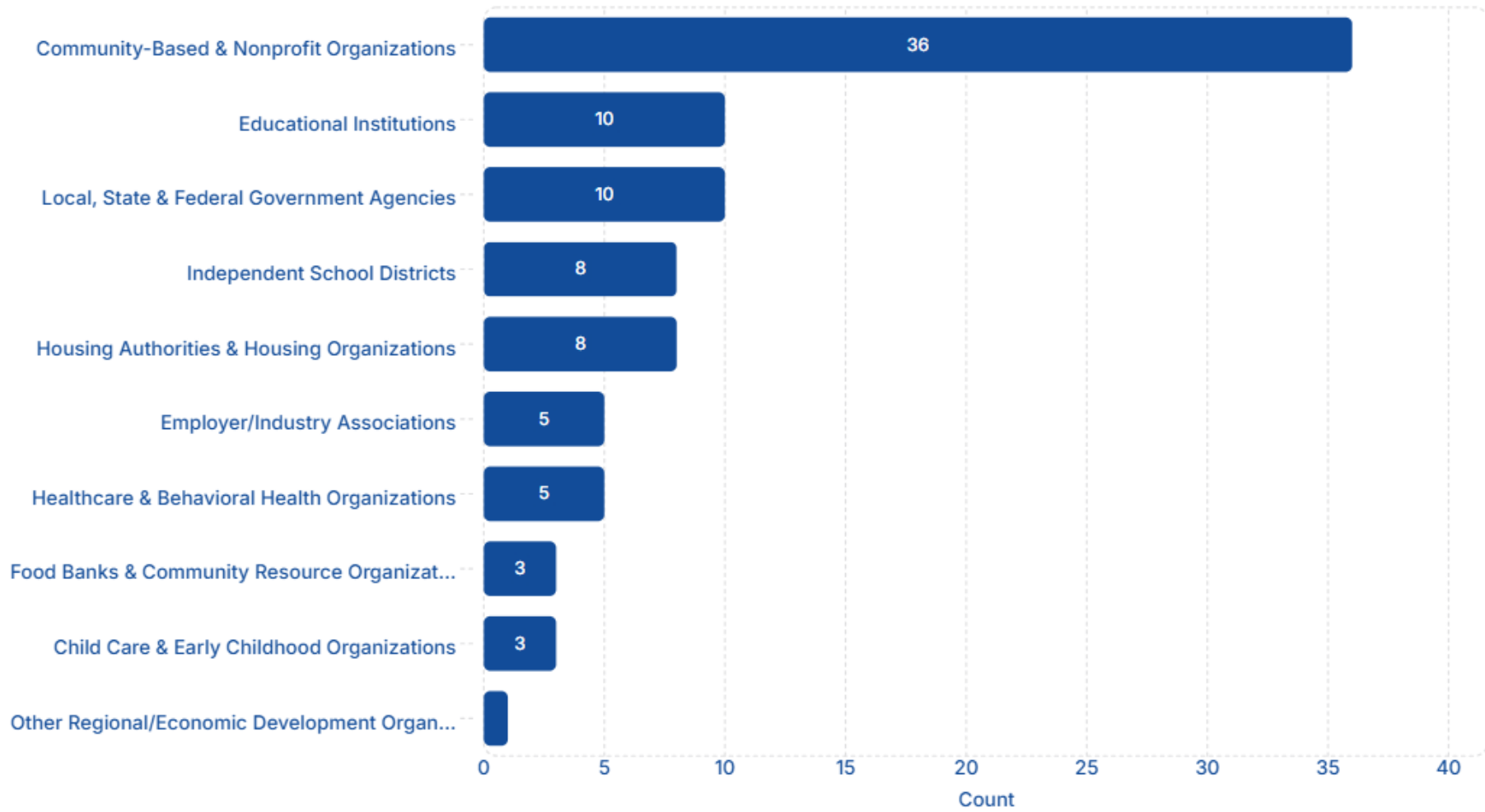
2 SDF Forms

Skills Development Fund

Active Skills Development Fund forms supporting employer-driven training and workforce upskilling initiatives.



Organization Type





Local Plan Updates

- Research & Analysis
- Community Conversations
- Draft & Public Comment
- Committee & Board Approval
- Committee of Six
- COSA, Area Judges, Bexar County
- Submission to TWC

Local Plan Modification Estimated Timeline*		Start	End
1	Research & Analysis	6/1/2026	1/6/2027
1.1	Data Sources	7/1/2026	10/30/2026
1.2	Data Gathering	6/1/2026	10/30/2026
1.3	Data Preparation	8/19/2026	10/30/2026
1.4	Guidelines for 4 yr Plan Modification 2025-2030	8/1/2026	10/1/2026
1.5	Data Targets (including target wage)	10/1/2026	10/15/2026
1.6	Data Analysis	9/1/2026	11/15/2026
1.7	Target Industries Complete	9/15/2026	11/4/2026
1.8	Review of Plan Sections and Updates	10/1/2026	11/11/2026
1.9	Staff Review (Initial List)	12/1/2026	12/10/2026
2	Economic Analysis	10/17/2026	12/10/2026
2.1	Plan Draft	10/17/2026	12/16/2026
2.2	Local Wisdom	12/15/2026	1/15/2027
2.3	Employer Survey/Feedback	10/13/2026	12/15/2026
2.4	Agency Partner Survey	10/13/2026	12/15/2026
2.5	Meeting with AACOG, COSA EDD, BX EDD	10/13/2026	12/15/2026
2.6	Community Meetings	10/1/2026	11/6/2026
3	Draft 1	10/13/2026	12/1/2026
3.1	Final reviews, edits, publish	12/1/2026	12/18/2026
3.2	Publish	12/18/2026	1/18/2027
4	Stakeholder Meetings/ Public Comment (30 days)	1/8/2027	2/6/2027
4.1	Public Listening Session	1/9/2027	
4.2	Public Listening Session	1/13/2027	
4.3	Public Listening Session	1/17/2027	
4.4	Public Presentation SA Chamber & Workforce Council	12/1/2026	1/17/2027
4.5	Meeting with AACOG, COSA EDD, BX EDD	12/1/2026	2/10/2027
5	Draft 2	2/7/2027	
6	Presentation/Approvals	1/1/2027	1/31/2027
6.1	Strategic Planning Committee	Pending	Pending
6.2	Oversight Committee Meeting	Pending	Pending
6.3	Executive Committee	Pending	Pending
6.4	Full Board & Retreat	Pending	Pending
6.5	Committee of Six	Pending	Pending
7	Draft 3		2/28/2027
8	C06 & Respective Body Approval	2/1/2027	3/31/2027
8.1	Area Judges	Pending	Pending
8.2	Commissioners Court	Pending	Pending
8.3	City Council	Pending	Pending
8.4	Committee of Six	Pending	Pending
9	Final Draft	2/28/2027	3/1/2027
10	Signatures	2/28/2027	3/1/2027
11	Submission	2/28/2027	3/1/2027

* Pending TWC approval of extension request.



Business (AI) Partnership

- A recent partnership established with the San Antonio Spurs organization and the collaborative discussions regarding opportunities to support the child care community through innovative business practices and technology.
- We plan to introduce Business (AI) Strategies for child care providers during the upcoming AQP Conference scheduled for Saturday, September 26.
- The objective of the presentation is to demonstrate how AI tools can help child care businesses improve operational efficiency, strengthen financial sustainability, enhance family engagement, and support workforce recruitment and retention efforts.



PROVIDER PRIORITIES

Based on survey feedback, providers expressed interest in support related to:



1



ENROLLMENT GROWTH AND MARKETING

Attracting new families and growing enrollment through effective marketing

2



ADMINISTRATIVE EFFICIENCY

Streamlining daily operations and reducing admin burdens to save

3



FINANCIAL PLANNING AND BUDGETING

Building strong financial plans and budgets to support long-term stability

4



WORKFORCE RECRUITMENT

Finding, attracting, and retaining qualified staff to strengthen teams

5



FAMILY COMMUNICATION

Improving and personalizing communication with families to

6



GRANT WRITING AND FUNDING OPPORTUNITIES

Identifying grants and funding sources and strengthening

7



BUSINESS SUSTAINABILITY STRATEGIES

Building resilient business models and planning for long-term success



Industry Collaboratives

Strategic Committee Update





2026 Industry Collaborative Activity

Construction, Manufacturing, and Healthcare

6

Collaborative
Sessions

22

Average Unique
Employers Attended

3

Priority
Sectors

Sector	Date	Registrations	Unique Employers Attended
Construction	Mar 26	55	26
Construction	May 7	53	23
Manufacturing	May 14	50	25
Manufacturing	Jun 11	55	24
Healthcare	May 21	50	19
Healthcare	Jun 25	42	17



Key Themes & Focus

Common themes emerging across the three industry collaboratives

Talent Pipeline

- Continued demand for qualified workers
- Reach the next generation of talent
- Increase career awareness

Workforce Readiness

- Technical and soft skill gaps
- Stronger alignment with employer expectations
- More industry exposure

Career Pathways

- Build careers, not just fill jobs
- Create opportunities for advancement
- Support retention and stability

Employer Alignment

- Give employers a stronger voice on skills and competencies
- Align education and workforce resources
- Build solutions around real demand

FOCUS | Move from identifying workforce challenges to building employer driven solutions.



Employer Engagement in Action

Strategic partnerships are increasing the growth of collaborative workforce model

CONSTRUCTION

Americrane USA

- Spearheading a TX FAME inspired construction consortium
- Bringing employers together around shared workforce needs
- Helping shape an industry driven talent pipeline

HEALTHCARE

University Health

- Recruiting and hiring from the WSA talent pipeline by participating in a cohort model.
- Working alongside training partners to reshape and realign curriculum
- Focusing curriculum around in demand healthcare occupations

MANUFACTURING

Knight Aerospace

- Exploring partnership with Youth Empowerment Services
- Looking to utilize the Employer Showcase model
- Increasing awareness of the company and manufacturing careers

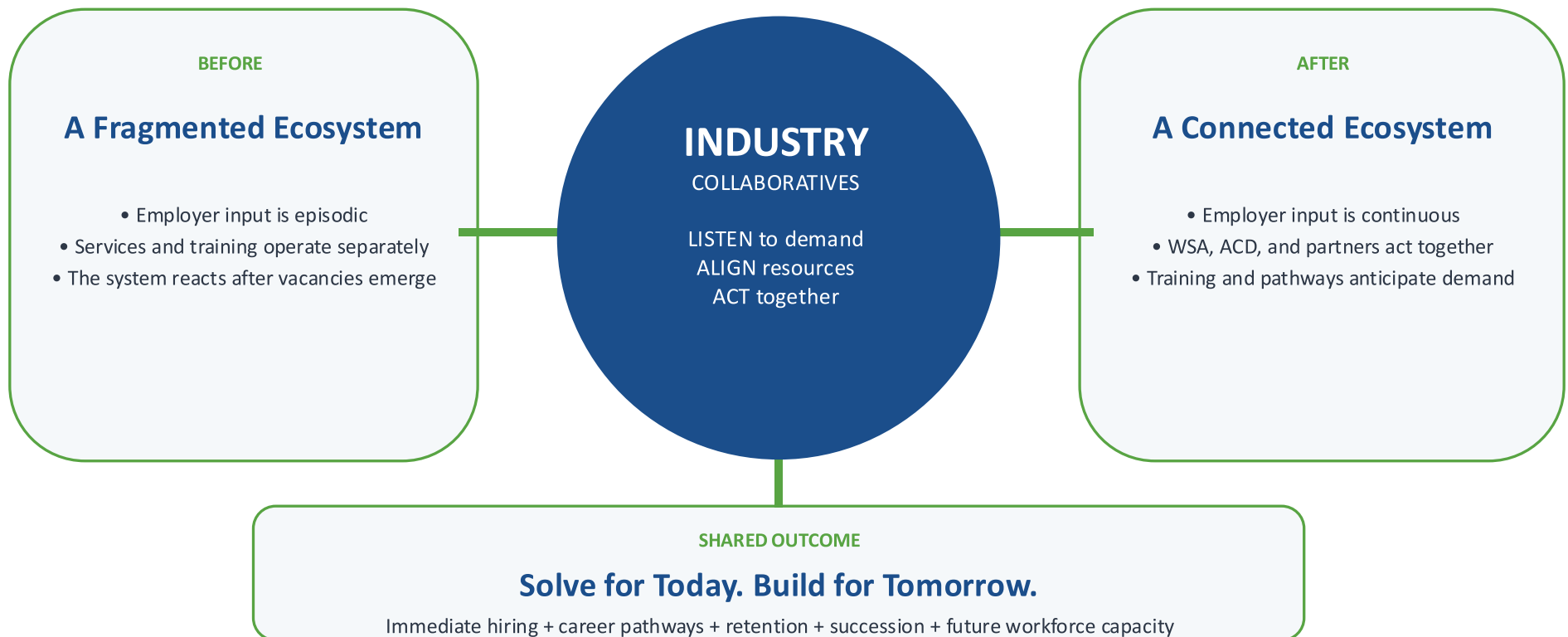
Participating Employer Partners



Industry Collaboratives Strengthen the Workforce Ecosystem



The collaborative is the connection point between employer demand, workforce resources, training, and long-term industry growth.





From Engagement to Impact

The collaborative model is creating a pathway from employer conversation to employer-led workforce solutions. Moving employers from the conversation table to the solution table.



Employer feedback is now translating into partnerships, pipeline strategies, and direct workforce action.



Executed MOUs Align Training with Employer Demand

New training-provider partnerships activate an employer-informed cohort model across priority industries.

ACD / ATI — Construction

- Employer-defined skills
- Cohort recruitment and referrals
- Direct path to construction careers



ACD / ATI — Manufacturing

- Training tied to production needs
- Industry-ready candidate cohorts
- Stronger manufacturing pipeline and alignment with TX Fame



Institute of Allied Health Care

- Certified Nurse Aide cohorts
- Employer-informed readiness
- Entry pathway into healthcare



ArcLight

- Emergency Medical Technician cohorts
- Training aligned to regional demand
- Direct pipeline to EMS careers



ACTION | MOUs convert employer demand into aligned training cohorts.



Building on the Momentum

Fall 2026, sustain the model, deepen employer ownership, and identify opportunities to create impact.

CONTINUE

Fall 2026

- Construction
- Manufacturing
- Healthcare

SCALE

New Industries

- Gauge employer interest
- Identify and add new sector opportunities
- Hospitality and Education
- Skills Development Funding

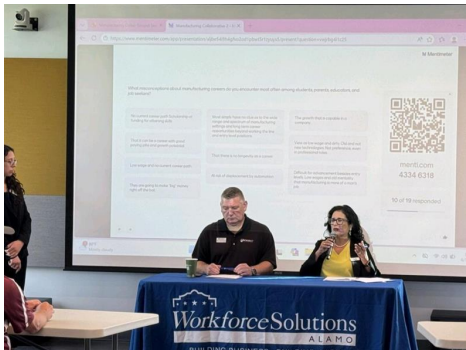
INDUSTRY COLLABORATIVES

Employer Driven Growth

DEEPEN

Employer Ownership

- More Industry Champions
- Employer led initiatives and consortiums
- Stronger connection to workforce outcomes





Questions





CEO Report

Adrian Lopez



Secretary of Labor Visit



WIN Leadership

Quarter 3 Meeting
September 20 – 23, 2026





Child Care Report

Texas 2036 | 2026

The challenge:

Texas families are struggling to find affordable, accessible, and high-quality child care, while providers face rising costs and workforce shortages.

What the research tells us

💰 Affordability is the #1 barrier

59% of parents say cost is their biggest child-care challenge.
22% say they pay more than they can afford.

👶 Infants & toddlers are the pressure point

Ages 1–3 are the most difficult years for families to find care that meets their needs—particularly care that is both affordable and high quality.

👩 Providers face a workforce crisis

Low wages, staffing shortages, and operating costs limit the number of children providers can serve—even when physical capacity exists.



The system is fragmented

Multiple state agencies oversee different pieces of child care. Texas 2036 calls for better coordination, clearer accountability, and better data.

What Texas 2036 is calling for

Reduce the cost of providing care • Strengthen the child-care workforce • Expand family choice & flexibility • Improve coordination and accountability

Bottom line

Child care is not just a family issue—it is economic infrastructure.

Making care more affordable and accessible supports children, working families, employers, and the Texas economy.

San Antonio opportunity: Build on local public-private investment and partnerships to expand **affordable, high-quality, and flexible care**, particularly for infants and toddlers.

Office of Management & Budget Visit





Sunset Review

Executive Summary of Sunset Staff Report

- Enhancing TWC's Coordination With and Oversight of LWDB's Would Better Ensure Effective Program Delivery for Texans.
- The Texas Department of Licensing and Regulation Could More Effectively Regulate Career Schools and Colleges than TWC.
- TWC's VR Program Struggles with Integration, Administration and Training, Hindering its Ability to Efficiently, Consistently and Fairly Serve Customers.
- TWC's Poorly Executed IT Modernization Efforts Compromise the Effective Delivery of Workforce and Child Care Services to Texans.
- Better Processes and Tools Would Improve TWC's Ability to Deter and Penalize Fraud.
- TWC Should Improve Coordination With DFPS and Update Its Internal Processes to More Effectively Administer the Child Care Subsidy Program.
- Texas Has a Continuing Need for the Texas Workforce Commission
- The Texas Workforce Commission's Statute and Processes Do Not Reflect Some Standard Elements of Sunset Reviews.
- The State Has a Continuing Need for the Texas Workforce Investment Council



Questions





Chair Report

Eric Cooper





Questions



Thank you!

