



Strategic Committee

January 23, 2026



Meeting Minutes – November 7, 2025





Marketing Update

Penny Benavides, Director of Public & Government Relations

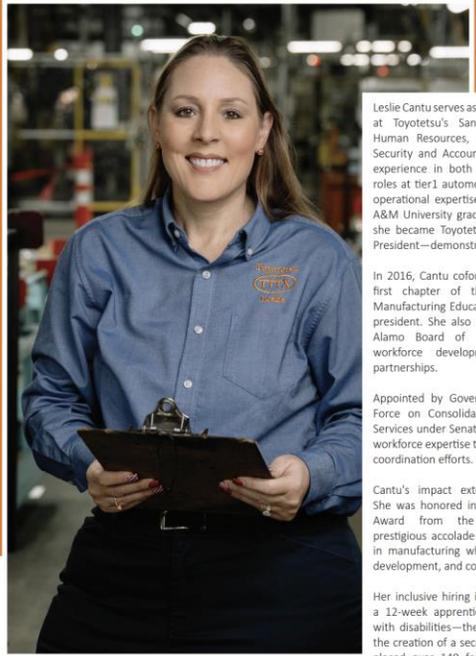




Media Coverage

Media Outlet	Date	Topic
KABB, KENS 5, News 4	Dec. 18, 2025	Ready to Work Partner Mentions
Stay Happening	Dec. 30, 2025	WSA Datapoint Healthcare Job Fair
MySA/Laredo Morning Times	Jan. 11, 2025	Labor Market
WSA Press Release	Jan. 15, 2026	National Dislocated Worker Grant to aid Hill Country Recovery Efforts
KSAT, KABB, Spectrum	Jan. 19, 2026	Boeing Job Fair at Port SA Career Center Jan. 31st.
San Antonio Woman Magazine	Jan/Feb	TX FAME Article / Leslie Cantu profile
	Mar/June	Adrian Lopez - "Guy to Know"

San Antonio WOMAN



PROFILE

Leslie Cantu serves as Vice President of Administration at Toyotetsu's San Antonio facility, overseeing Human Resources, Environmental, Health, Safety, Security and Accounting. With almost 20 years of experience in both production and administrative roles at tier1 automotive suppliers, Cantu combines operational expertise with strategic vision. A Texas A&M University graduate with a B.S. in Psychology, she became Toyotetsu's first female Assistant Vice President—demonstrating her leadership prowess.

In 2016, Cantu cofounded TX FAME—Alamo, Texas's first chapter of the Federation for Advanced Manufacturing Education, and now leads as chapter president. She also chairs the Workforce Solutions Alamo Board of Directors, advancing regional workforce development and employer talent partnerships.

Appointed by Governor Greg Abbott to the Task Force on Consolidation of Workforce and Social Services under Senate Bill 2315, Cantu leverages her workforce expertise to influence statewide policy and coordination efforts.

Cantu's impact extends to national recognition. She was honored in 2023 with the Women MAKE Award from the Manufacturing Institute—a prestigious accolade celebrating top female leaders in manufacturing who drive innovation, workforce development, and community engagement.

Her inclusive hiring initiatives include the launch of a 12-week apprenticeship program for individuals with disabilities—the first of its kind in Texas—and the creation of a second chance hiring program that placed over 140 formerly incarcerated individuals at Toyotetsu. These efforts reflect her commitment to equitable workforce inclusion, earning praise for embodying the Japanese philosophy of "Mendōmi," which values employees as family.

Outside her professional life, Cantu recharges on her ranch south of San Antonio, enjoying time with her husband, five children, four grandchildren, and a variety of animals. This personal retreat fuels the energy and compassion she brings to her impactful work.

Leslie Cantu exemplifies visionary leadership—bridging corporate excellence, public service, and community empowerment while shaping the future of workforce development in Texas and beyond.

Leslie Cantu
Vice President, Administration

Toyotetsu Texas, Inc.
1 Lone Star Pass Building 38
San Antonio, TX 78264
(210) 231-5529
lcantu@ttna.com

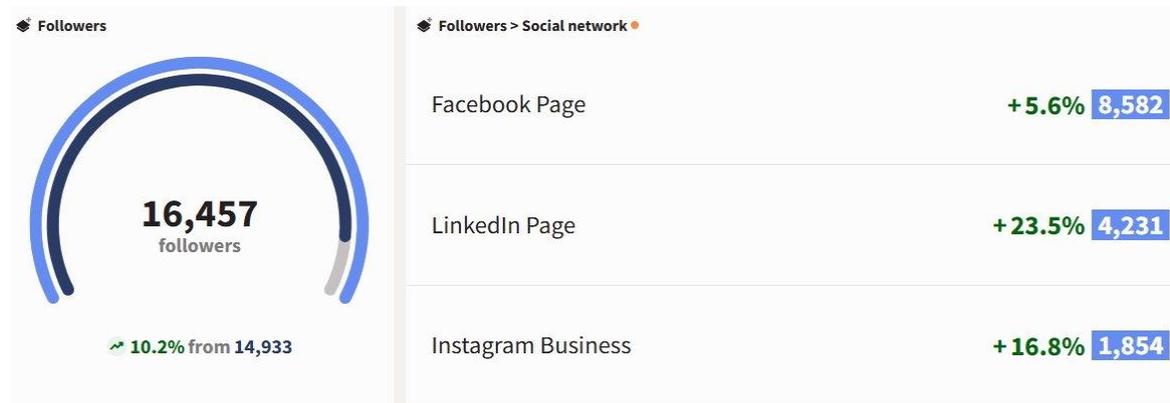


Social Media Performance

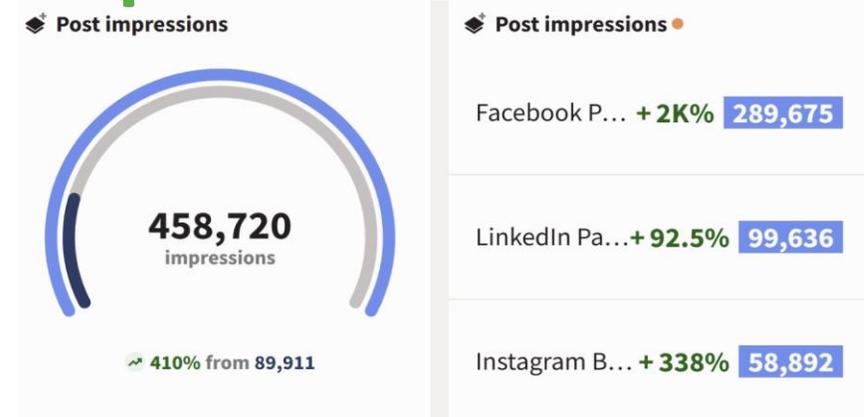
2025 Year in Review



Followers



Impressions



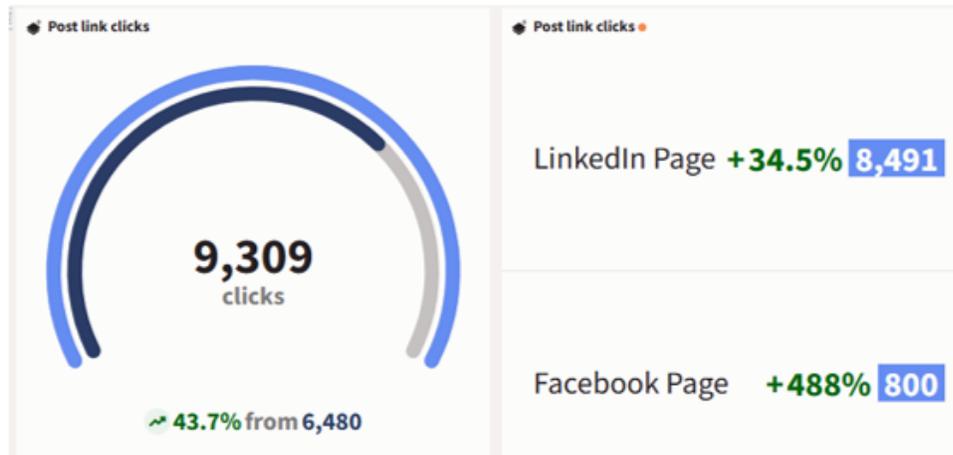
- 10.2% increase in Followers across all social platforms compared to 2024.
- 410% increase from 2024 on the number of times posts appeared on someone's feed.

Social Media Performance

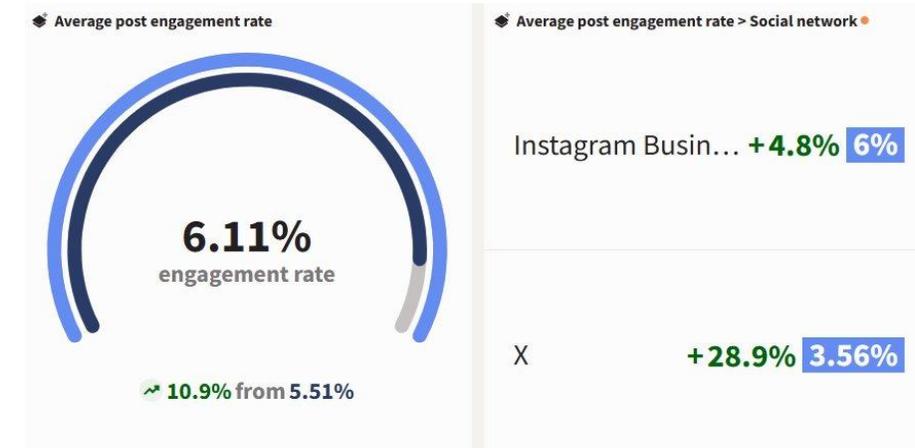
2025 Year in Review



Link Clicks



Engagement



- 43.7% increase in the number of times audience clicked on a link included in posts. Likely due to including more registration links in social posts as compared to 2024.
- 6.11% increase in the number of people engaging with posts compared to 2024.



2026 Employer Impact Awards Breakfast

SAVE THE DATE:

Wednesday, May 13th
Pedrotti's Ranch
Helotes, TX 78023



SPONSORSHIP OPPORTUNITIES:

- Title Sponsor - \$15,000

**Employer
impact
★ AWARDS ★**

Wednesday, May 13th, 2026
PEDROTTI'S RANCH | 13715 FM 1560, HELOTES, TEXAS 78023

Join us in building connections that matter.

The Employer Impact Awards bring together the people, partners, and employers shaping our region's workforce — creating space for real conversations and shared momentum. This one-of-a-kind event celebrates impact while fostering meaningful connections that strengthen our community long after the applause comes to an end.

FUNDS RAISED SUPPORT

Workforce Solutions
ALAMO
BUILDING BUSINESS • BUILDING CAREERS

To strengthen the Alamo regional economy by growing and connecting talent pipelines to employers.

- Career Training
- Career Placement Assistance
- Youth Employment Program
- Veteran Career Support
- Child Care Support
- Recruitment Assistance
- On-the-Job Training
- Work Experience Program
- Wage Subsidy Programs
- Customized Training Programs

Across our 13-county region, Workforce Solutions Alamo delivered **168,541** employer services and helped **14,235** people into jobs in the last year.



2026 Ace Race Sponsorship

Floresville & Pleasanton High Schools

- \$20,000 sponsorship for each car kit
- Five to six students from each team assemble and test their vehicle in preparation for the official race scheduled for April 11, 2026.
- Ace Race highlights student innovation, STEM education and workforce development opportunities





2026 Fiesta Medal Design Contest

Theme:

“Creating Careers. Connecting Communities”

- **Open to Elementary, Middle and High School Students**

One winner from each school category will be recognized.

Among the three category winners, awards will be given as follows:

- **1st Place receives \$500.00 + Medal Recognition**
- **2nd Place receives \$250.00**
- **3rd Place receives \$250.00**

Overall Winning Design

Joscelyne Ruiz (18 yrs.), Jubilee Academies





Workforce Solutions Alamo Talking Points

- **Talking points to be provided to WSA Board of Directors on a regular cadence to ensure Board members are consistently informed, aligned and equipped to accurately advocate and communicate workforce priorities.**
- **Points will integrate the latest guidance from the Texas Workforce Commission (TWC) with localized messaging and data from the Alamo Region.**
 - Stay aligned with state directives
 - Understand local workforce trends, initiatives and outcomes
 - Represent WSA effectively in public, community and stakeholder settings
 - Support regional workforce strategies
 - Enhance transparency and strategic decision-making



Questions





Programs Update

Victoria Rodriguez, Director of Workforce Services



WSA-ATEAMS Externships for Educators 2025

Connecting Education and Industry to Impact the Future Workforce

SUMMER 2025

96 EDUCATORS

26 HOST ORGANIZATIONS



Program Overview

Our Goal

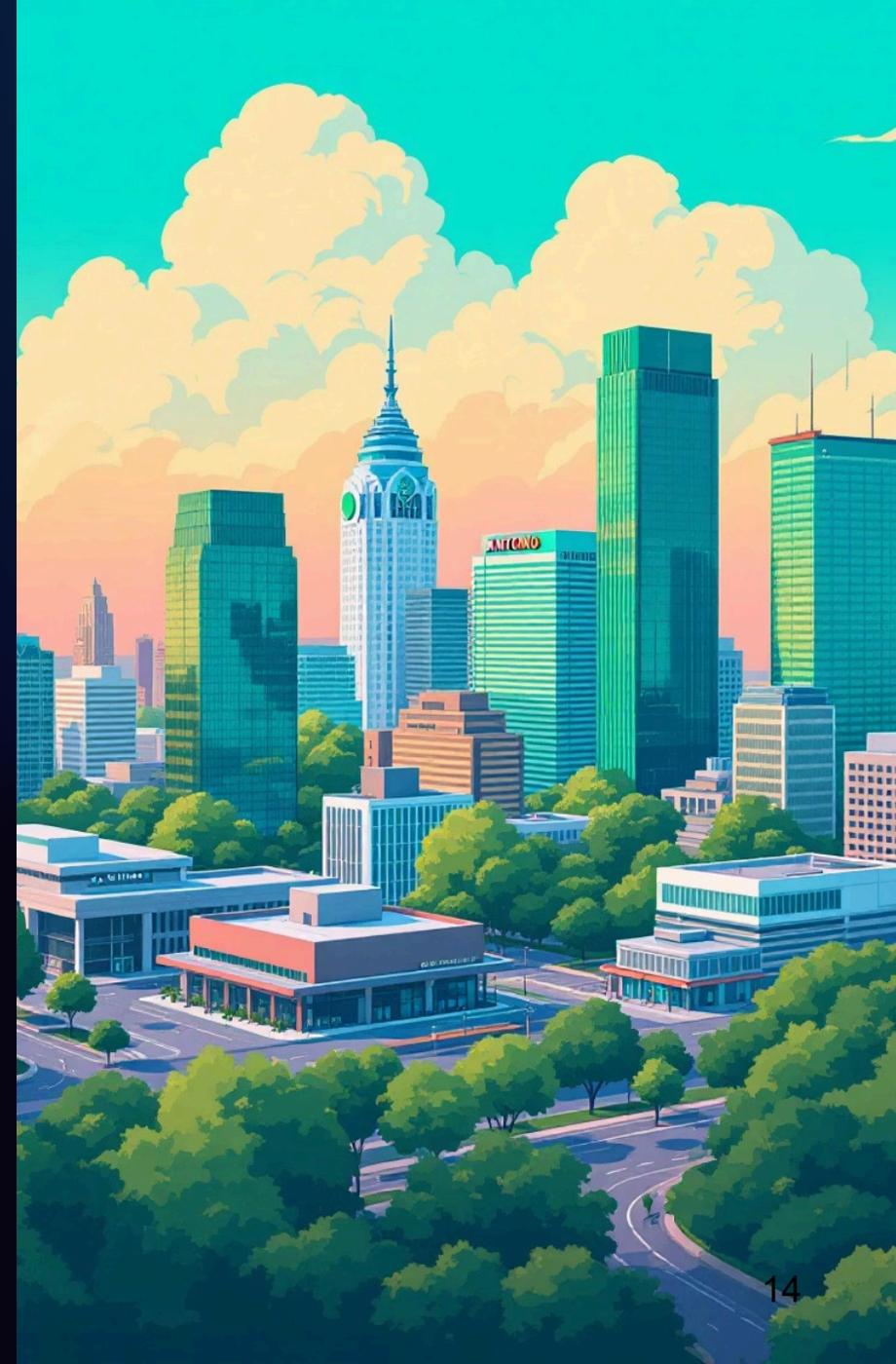
Connect Education and Industry to Impact the Future Workforce through professional development for middle and high school STEM educators.

The Experience

Five-day sessions combining on-site company visits, workforce speakers, and externship-based learning (EBL) instruction.

Ninth Year Success

TWC-funded program serving math, science, CTE teachers, counselors, and administrators across 13 counties.



ATEAMS Partners

Our program thrives on strong collaborations with diverse organizations dedicated to shaping the future workforce. Together, we create a powerful ecosystem for STEM education and industry engagement.



Funding Partner

The **Texas Workforce Commission** provides crucial funding, enabling us to deliver high-impact professional development experiences for educators.



Education Service Center

ESC-20 plays a vital role in connecting us with educators and facilitating program implementation across multiple counties.



Educational Institutions

Our network includes numerous **School Districts and Charter Schools**, whose participation is essential for reaching dedicated teachers and administrators.



Industry Partners

Valuable contributions from **Host Companies and Industry Partners** offer real-world insights and externship opportunities, bridging the gap between classroom and career.



Program Team

Dedicated **Lead Teachers and Program Staff** drive the success of ATEAMS, ensuring quality instruction and a supportive learning environment.

Additional Industry Contributions



SwRI (Southwest Research Institute)

\$15,000



Toyota Manufacturing

\$15,000



HEB

\$10,000



SAMA

\$5,000

Our Valued Partners



2025 Program Highlights

155

Applications

From 17 school districts and 4 charter schools

96

Completions

Educators from 19 ISDs and 2 charter schools

26

Host Companies

Providing 33 externship site visits

41

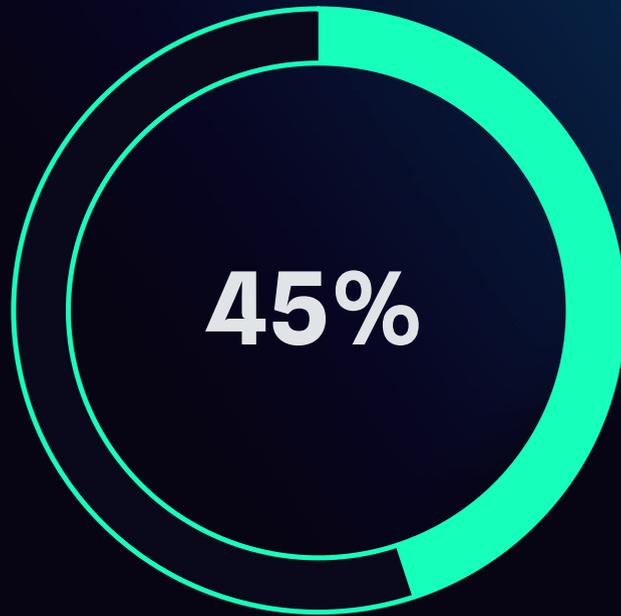
First-Time

New participants in 2025



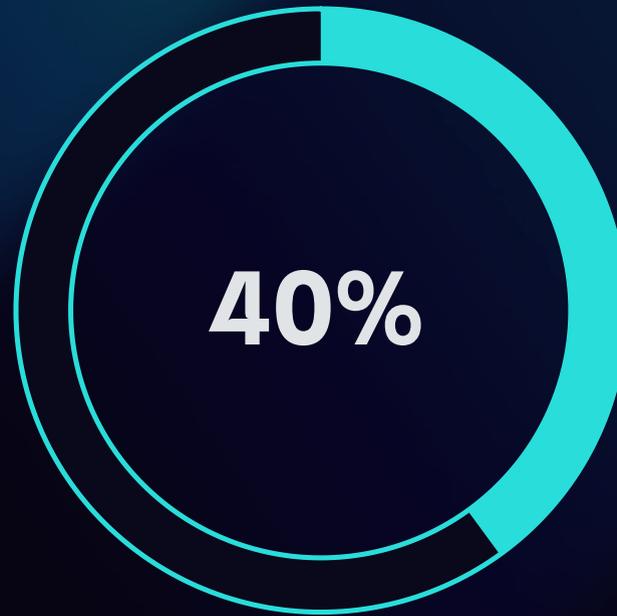
Educators experienced real-world STEM applications across manufacturing, IT/cyber, culinary, biomedical, construction, and college readiness sectors.

Participant Distribution



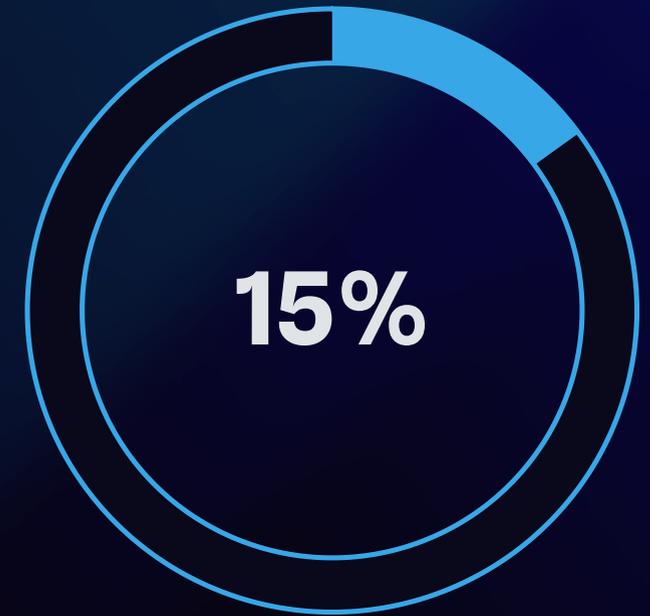
Core Subjects

Math and science teachers (43 educators)



CTE Programs

Career technical education (38 educators)



Leadership

Counselors and administrators (15 educators)

Career Experience: 25% of completing educators were in their first career, highlighting the program's value in connecting teachers with employer needs and workforce realities.

Program Structure & Innovation

Orientation

10 sessions offered (2 in-person, 8 virtual) covering program goals and expectations- Contracted w/ Mrs. Zuflacht

1

2

Preparation

Google Classroom modules on externship observation, lesson planning, and professional norms- Contacted w/ Lead Teachers, ESC-20, Mrs. Zuflacht, ATEAMS Board, & WSA

3

Externships

Five-day sessions with 3-6 company visits plus EBL professional development- Contracted w/ Lead Teachers, ESC-20, Mrs. Zuflacht, ATEAMS Board, & WSA

4

Completion

Industry Presentation submission and evaluation survey- contacted w/ Lead Teachers, ESC-20, Mrs. Zuflacht, ATEAMS Board, & WSA

Knowledge Gains: Workforce Understanding



Educators showed dramatic increases across all workforce knowledge areas, moving from "slightly knowledgeable" to "quite knowledgeable."



Key Insight: Teachers gained practical understanding of local companies like Southwest Research Institute, Cox Manufacturing, and H-E-B, plus knowledge of internships and career opportunities for students.



Externship-Based Learning Outcomes



Industry Presentation Components

Before: 2.36 (slightly knowledgeable)

After: 3.72 (quite knowledgeable)

Teachers gained confidence in creating EBL lessons with clear goals, activities, and implementation calendars.



Implementation Skills

Before: 2.45 (slightly knowledgeable)

After: 3.76 (quite knowledgeable)

Educators developed practical skills for bringing externship experiences into their classrooms through multi-day instruction units.

Externship Host Excellence

4.6

Overall Rating

Second highest mean rating in program history (scale: 1-5)

13

New Hosts

First-time externship sites in 2025

23

Returning Hosts

Companies with prior hosting experience

"I really enjoyed the local site visits this year; it made it more relevant to myself and the community I teach in. The site visits were engaging, well-organized, and eye-opening."

Top-Rated Partners: Southwest Research Institute, H-E-B, Cox Manufacturing, and Joeris consistently provided excellent experiences with ratings between "above average" and "excellent."



Program Impact & Teacher Feedback

What Worked

- **Site Visits**

Teachers valued hands-on externship experiences and learning about local industries

- **Hybrid Schedule**

Balance of in-person visits and remote PD sessions appreciated, especially by rural educators

- **Collaboration**

Networking with educators from different districts and campuses

- **Support**

Lead teachers provided excellent guidance and quick response times

Looking Forward



Key Recommendations: Continue offering new companies each year for returning participants, maintain hybrid format flexibility, and expand the College and Career Readiness cluster for broader subject area relevance.



Historical Growth & Future Impact

- 1 — 2012-2014: Foundation**
163 teachers in 1-2 day externship experiences
- 2 — 2015-2019: Expansion**
870 educators in TWC-funded multi-day programs
- 3 — 2021-2023: Adaptation**
Virtual and hybrid models during and post-pandemic
- 4 — 2025: Excellence**
96 educators, 4.6 quality rating, comprehensive EBL training

1,258

Total Educators

Served since 2012
across all formats

158...

Students Impacted

Estimated reach
through
participating
teachers

94

Partner Companies

Hosted 305
externship sessions
since 2012

"I have really enjoyed and appreciated the opportunity to visit the sites to learn how my students can prepare for the workforce. This is a unique program that I wish more teachers would participate in."

Looking Ahead: 2026 Program



March 1st: Pre-Registration

Mark your calendars for early access to program details and interest forms.



April 15th: Registration Opens

Secure your spot in the highly anticipated 2026 Externship Program.



Program Format

5-day educator externship experience

3-day EE Seguin/NBISD/Comal



Program Duration

4 sessions to immerse in real-world industries

June 15th, June 22nd, July 13th, July 20th



Target Participants

100 educators focused on career readiness



Thank You

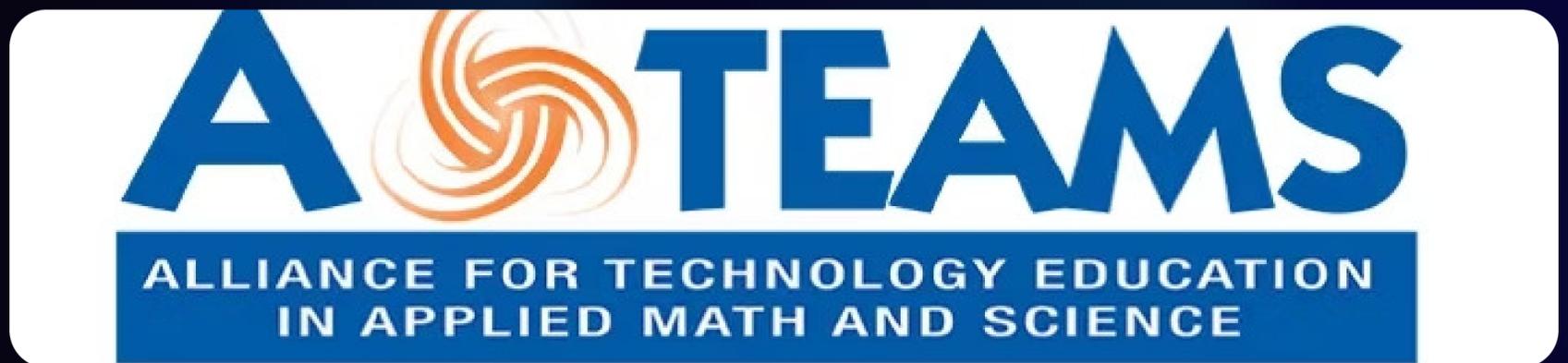
For Your Support!

Our profound gratitude to all who contributed to the success of the ATEAMS Externships for Educators 2025 program.

This initiative thrives on the collaboration and dedication of:

- Our invaluable Host Companies
- The inspiring Participating Educators
- The Texas Workforce Commission for their vital funding
- Our dedicated Program Partners and Staff

Our Valued Partners





Questions



Partnership/Workforce Pell

Colleges Bring:

- Title IV eligibility to access Pell funding
- Instruction, curriculum, and credentialing authority
- Academic quality assurance and compliance
- Delivery of short-term training programs

Requirements

- Must be at least 8 weeks but less than 15 weeks in duration.
- Must provide 150–599 clock hours of instruction (or equivalent credits).
- Completion rate: Usually at least 70% of students finish the program within a defined time window.
- Job placement rate: At least 70% of completers are employed in a related field within 180 days of completion.

Workforce Boards Bring:

- Labor market intelligence (in-demand occupations, wages, hiring trends)
- Employer engagement and validation
- Work-based learning connections
- Supportive services funding (WIOA)
- Outcome accountability and performance alignment



Alamo Colleges District

Partnership/Workforce Pell

Next Steps

- Collaborate with Alamo Colleges District (ACD) to review courses that meet Workforce Pell Grant requirements.
- Engage employers in Manufacturing and Healthcare to develop a talent pipeline framework.
- Continue collaboration with ACD on business grants and integrate that funding stream into the framework.
- Align business service teams to expand regional workforce impact.



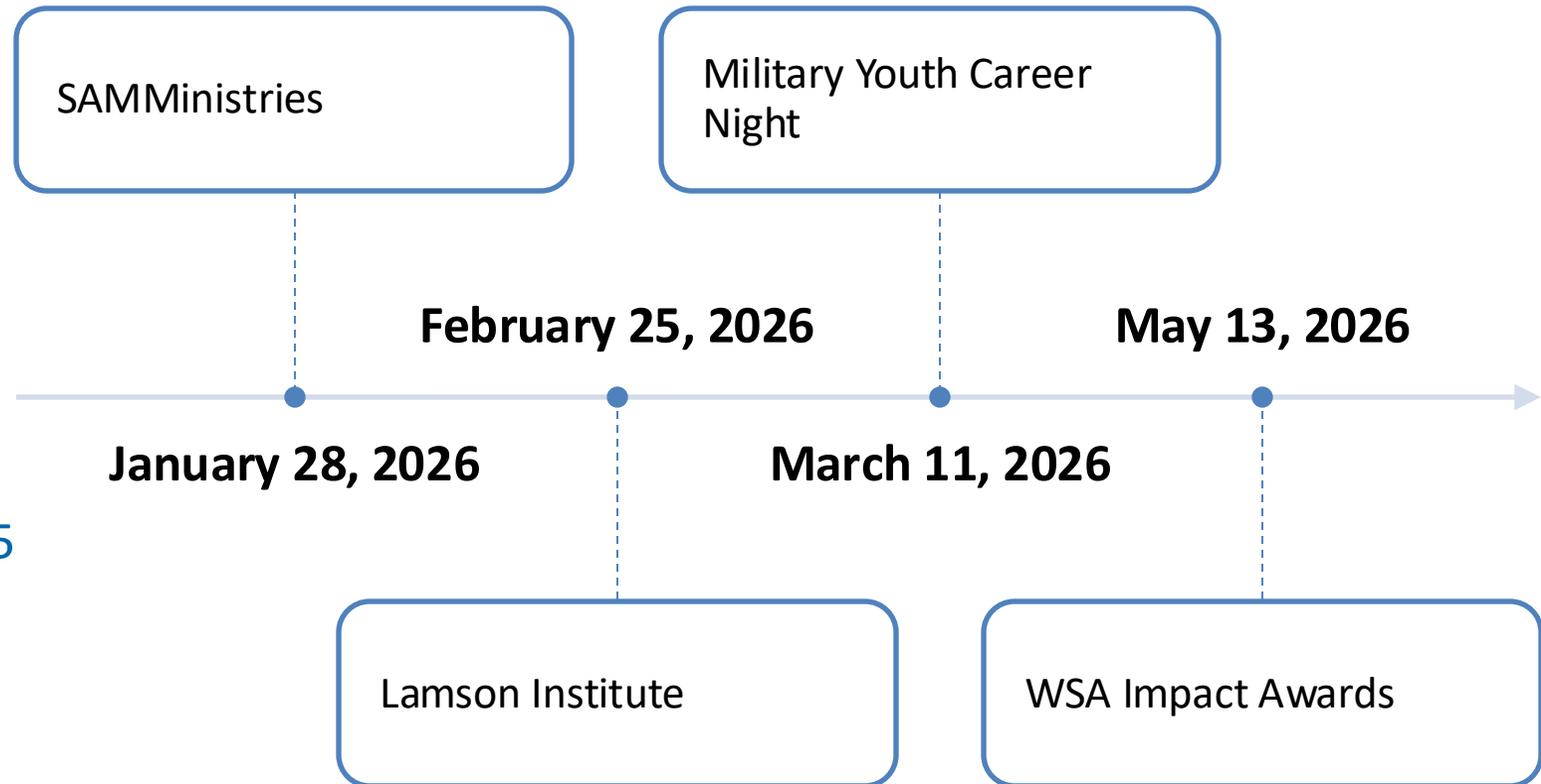
Questions





Workforce One Update

Total number of events participated: 57
Total number of miles driven: 4,101
Total number of clients served: Approximately 385





Questions





Business Services Unit (BSU) Calendar

January 2026 – April 2026

Dan Wallace, Community and Employer Partners Manager



January 2026



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 NEW YEAR'S DAY (WSA Holiday)	2 National Motivation and Inspiration Day	3
4	5	6 CCS in Kerrville	7 CCS in Boerne & Floresville 8 KERRVILLE JOB FAIR RSC FROM 12/31	8 National Career Coach Day 9 CCS in New Braunfels & Pleasanton	9	10
11	12	13	14 DATAPOINT HEALTHCARE JOB FAIR	15	16	17
18	19 MLK JR. DAY (WSA Holiday)	20 International Day of Acceptance (Disabilities Inclusion) CCS in Pearsall	21 DATAPOINT HEALTHCARE EMPLOYER SHOWCASE CCS Staff in	22	23	24 International Day of Education
25	26	27 CCS in Hondo & Seguin	28 FLORESVILLE JOB FAIR	29	30	31 Boeing Job Fair Port SA

February 2026

- Black History Month
- National Career & Technical Education Month (CTE)



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 CCS in Pearsall	4 PEARSALL EMPLOYER SHOWCASE	5	6	7
8	9	10 CCS in Hondo	11 E HOUSTON JOB FAIR	12 CCS in NB & Pleasanton	13	14
15	16 PRESIDENT'S DAY (WSA Holiday)	17 CCS in Kerrville	18 PORT SA EMPLOYER SHOWCASE CCS in Floresville	19	20	21
22	23 National Hospitality Workers Appreciation Day	24 JFCTE CCS in Seguin	25 TILDEN JOB FAIR CCS in Boerne	26	27	28

March 2026

- Women's History Month
- National Developmental Disabilities Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
National Women in Construction Week (Mar. 1st-7th)						
		CCS in Pearsall	EMPLOYER SHOWCASE CCS in Boerne		National Employee Appreciation Day	
8 International Women's Day	9	10 CCS in Hondo	11 PORT SA IT JOB FAIR	12 CCS in NB	13	14
15	16	17 St. Patrick's Day CCS in Kerrville	18 National Natural Gas Utility Workers Day E HOUSTON JOB READINESS WORKSHOP CCS in Bandera & Floresville	19 Certified Nurses Day	20 First Day of Spring	21
22	23	24 CCS in Seguin	25 FREDERICKSBURG JOB FAIR	26 CCS in Pleasanton	27 Ambassador Graduation @ DataPoint	28
29	30 National Doctors' Day	31				

April 2026

- National Stress Awareness Month
- National Financial Literacy Month
- Internship Awareness Month
- TWC Employer Award Nominations Due



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 O'CONNOR EMPLOYER SHOWCASE	2	3 Good Friday	4
5	6	7	8	9	10	11
National Robotics Week April 4th-12th						
Easter			NEW BRAUNFELS JOB FAIR			The ACE Hardware Austin City Electrathon & National Week of the Young Child Begins (Early Learning)
12	13	14	15	16	17	18
National Week of the Young Child (April 11th-17th)						
			SEGUIN EMPLOYER SHOWCASE	FIESTA 2026 Begins		
19	20	21	22	23	24	25
National Administrative Professionals Week (April 19th-25th)						
			S FLORES JOB FAIR National Administrative Professionals Day	Jobs Y'all JF	BATTLE OF FLOWERS (WSA Holiday)	
26	27	28	29	30		
FIESTA 2026 Ends			PLEASANTON JOB FAIR			



Questions





Data Insights

Greg Villines, Director of Data Analytics



Data Insights





Labor Market Snapshot: U.S. & Texas

U.S. – December 2025 (BLS)

- Economy has **clearly cooled but has not “fallen off a cliff.”**
- **Nonfarm jobs:** 50,000 in December
- **Unemployment:** ~4.4%
- **Job growth 2025:** ~584,000 jobs (vs. ~2 million in 2024)
- **More people are:**
 - **working part time** when they would prefer full time
 - **Drifting out of active job search.**

Texas – November 2025 (TWC + Dallas Fed)

- **Unemployment:** low 4% range (roughly in line with U.S., slightly better on some measures).
- Total employment still **slightly higher than a year ago.**
- **Dallas Fed Texas Employment Forecast:**
 - once revisions are in, 2025 statewide job growth may be close to zero.
 - Translation: Texas remains a large, dynamic labor market, just not growing as fast as it used to.



Alamo Region Overview: (San Antonio–New Braunfels MSA)

Headline metrics – November 2025 (TWC/WSA)

- **Unemployment:** ~4.0%
 - A couple of tenths below state and national averages.
 - Down from 4.2% in September; up from 3.8% a year earlier.
- **Labor force:** up ~26,900 over the year.
- **Total nonfarm employment:** up ~12,100 jobs (+1.0%) over the year.

High-level takeaway:

- Region is **still adding jobs** and remains **comparatively resilient**, but growth is modest and not evenly spread across sectors.

Area	Unemployment (latest)	Direction vs. 2024	Job Growth Story (2025)
U.S.	~4.4%	Higher	Slow, still positive
Texas	Low 4% range	Slightly higher	Very weak / near zero (Fed view)
Alamo Region (MSA)	~4.0%	Slightly higher	Modest growth, sector-uneven

Takeaway: National and state data say, “**slower and choppier**”, while the Alamo Region is **still adding jobs**—but it is becoming **harder to connect job seekers to the opportunities that exist**.



Alamo Region Sector Trends (Nov 2025)

Selected sector changes – San Antonio–New Braunfels MSA (Nov 2025 vs Nov 2024)

Industry	Annual Change (Jobs)	Annual % Change
Total Nonfarm	+12,100	+1.0%
Trade, Transportation & Utilities	+7,000	+3.3%
Private Education & Health Svcs	+9,800	+5.4%
Construction	+1,700	+2.4%
Financial Activities	+300	+0.3%
Professional & Business Services	-1,300	-0.8%
Leisure & Hospitality	-2,600	-1.8%
Information	-600	-3.0%



Alamo Region Sector Trends (Nov 2025) Cont.

Key points

- **Areas of growth**
 - Private Education & Health Services
 - Trade, Transportation & Utilities
 - Construction
→ Consistent with strong demand for **health care** and **logistics** roles.
- **Areas of concern**
 - Leisure & Hospitality
 - Professional & Business Services
 - Information
→ Indicates **softness in discretionary services** and some **higher-skill office sectors**.
- **Overall:**
 - Region shows **moderate but positive employment growth**, but **not all sectors are sharing equally in that growth**.



WSA Signals & How to Read the Data

Job postings (demand) – Unique postings

- October: **20,194** (peak)
- November: **15,795**
- December: **17,019** (still ~16% below Oct; ~8% above Nov)

Top occupations

- Registered Nurses: **1,088 postings** in November (dominant occupation).
- Next tier: retail sales, truck drivers, customer service roles.

How to interpret:

- Employers are still posting jobs, especially in health care and frontline service roles.
- The region has modest overall job growth, led by health care and logistics.
- Some sectors (leisure, parts of professional services, information) are flat or contracting.
- Placements are falling even as postings and labor demand persist.

Placements (through WSA)

External placements:

- October: **1,288**
- November: **652**
- December: **536**

Internal placements:

- October: **472**
- November: **418**
- December: **192**



Conclusion

The labor market is **cooler than in 2024**, with more underemployment and uneven sector performance, but **both Texas and the Alamo Region remain comparatively resilient**. For WSA, the challenge is **less about a lack of openings** and more about **aligning workers to available jobs, supporting transitions out of softer sectors, and reading the different data sources correctly (BLS, TWC, Dallas Fed, WSA internal)**.



Questions





CEO Report

Adrian Lopez, Chief Executive Officer



CHILD CARE

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





Questions





Chair Report

Eric Cooper, Committee Chair





Questions



Thank you!

