



Strategic Committee

August 8, 2025



Meeting Minutes – May 9, 2025



Partner Updates: City of San Antonio Housing Bond

This item has been postponed and will be discussed at a future meeting.



Marketing

Penny Benavidez

Director of Public & Government Relations



Kerrville Community Response

Media Coverage:

*KSAT 12 News / Stephania Jimenez
July 29, 2025*

- **Segment Length: 2:23**
- **Interview Focus**
 - 6x Increase in Kerrville Career Center Foot Traffic
 - Tourism-related industries most affected
 - Workforce One Mobile Unit
 - Disaster Unemployment Assistance (DUA)
 - Job Search and Career Support Services

Workforce Solutions providing additional supports for flood victims

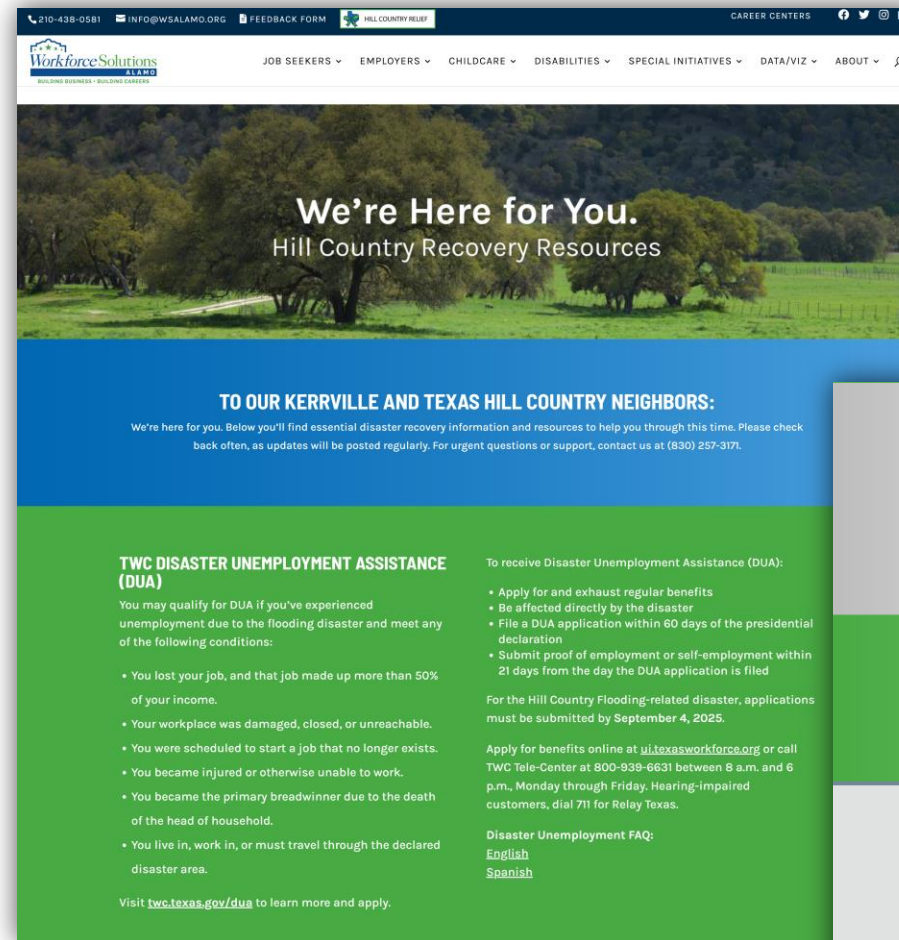




Kerrville Community Response

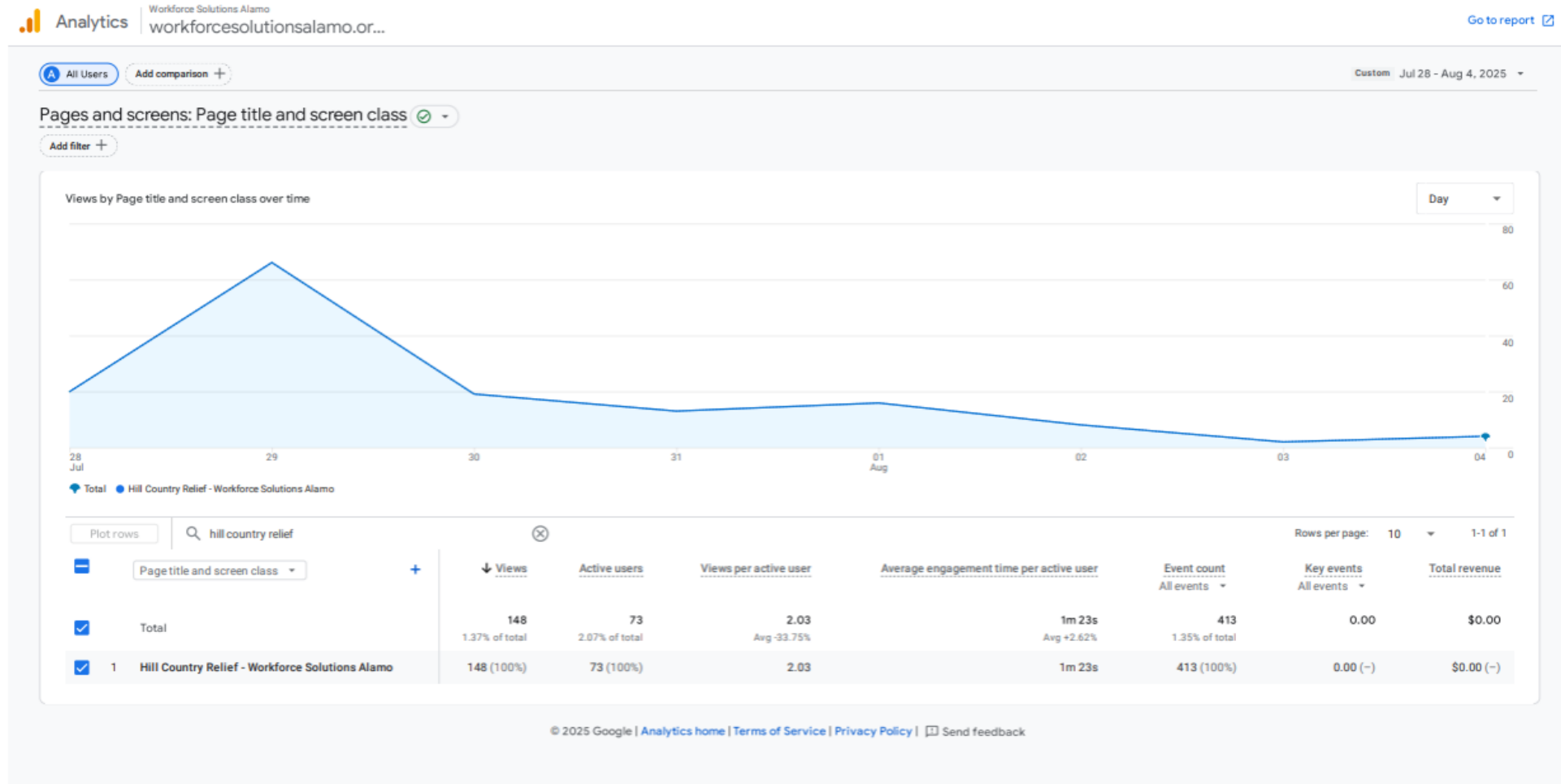
Website | Social Media *Disaster Recovery Information & Resources*

- **Dedicated Website Landing Page:**
 - Disaster Unemployment Assistance
 - SBA Disaster Assistance Loans
 - Kerr Together (Local resources)
 - Kerrville & Boerne Career Center Info.





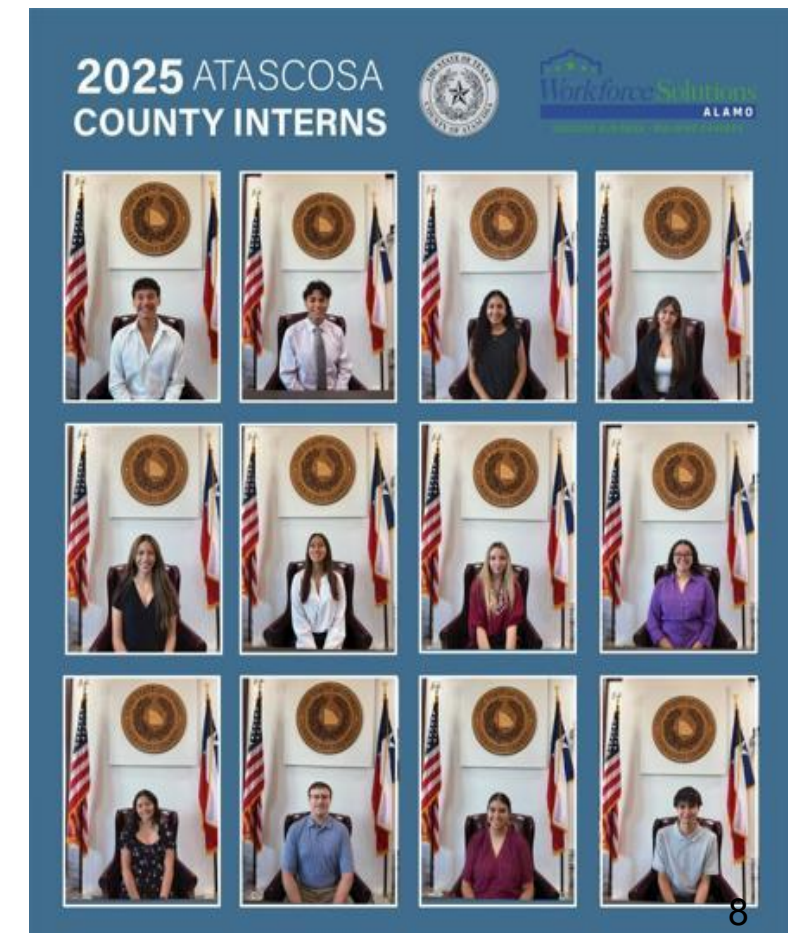
Kerrville Community Response



Media Coverage

Recent Media Coverage - July 2025

Media Outlet	Date	Topic
Pleasanton Express	July 1, 2025	Atascosa County Summer Interns
Hill Country Community Journal	July 18, 2025	All hands on deck responding to tragic flood event
Texas Public Radio	July 21, 2025	Labor Market Information: Dallas Fed: Texas may see 1.7% job growth in 2025
KSAT 12 News	July 29, 2025	WSA Providing Additional Supports to Flood Victims
KSAT 12 News	July 29, 2025	Fredericksburg Job Fair: Pioneer Memorial Library
KSAT 12 News	Aug. 4, 2025	Texas Veterans Commission Construction Industry Career Fair





Social Media Performance

Followers

Facebook Page + 0.4% **7,887**

LinkedIn Page + 2.5% **3,983**

Twitter 0% **1,786**

Instagram Bu... + 0.8% **1,523**

Posts

Instagram Busin... + 250% **28**

Facebook Page + 100% **24**

LinkedIn Page + 100% **24**

Twitter + 140% **24**

Social Media

f Top content by views

To Our Kerrville and Hill Country Neighbors:

We Are With You.

Beginning Monday, July 7
Our Kerrville Career Center will be open
7 a.m. - 7 p.m.
To serve those in need.

Workforce Solutions ALAMO
BUILDING BUSINESS • BUILDING CAREERS

In support of those impacted by the rece...

Sun Jul 6, 8:18pm

👁 4.4K ❤ 71
💬 4 ➡ 23

East Houston Job Fair

Helping Workers Achieve Their Career Potential

- Multiple Positions in Various Industries
- Connect With Multiple Employers

📅 July 23, 2025
9 AM - 12 PM

📍 Workforce Solutions Alamo Career Center - E. Houston
4535 East Houston Street
San Antonio, TX 78220

Workforce Solutions ALAMO
BUILDING BUSINESS • BUILDING CAREERS

Find the right job for you with help from...

Mon Jul 21, 7:01am

👁 3.3K ❤ 12
💬 0 ➡ 11

Intern Day SA! 2025
Where Young Professionals Take the Next Step.

📅 Thursday, July 31, 2025
9:30 a.m. - 2 p.m.

📍 San Antonio Food Bank
Old Highway 90 West
San Antonio, TX 78227

FOOD BANK **YES!**
TEXAS INTERN NETWORK **greater: SATX**

Workforce Solutions ALAMO
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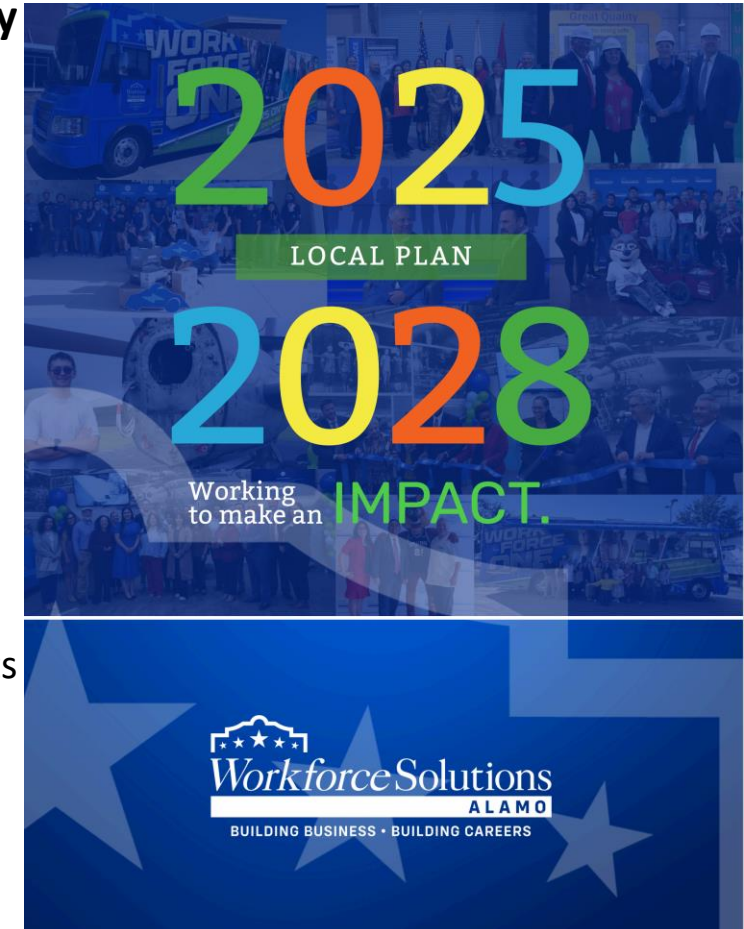
Interns! Don't miss Intern Day SA! 2025,...

Wed Jul 16, 11:00am

👁 2K ❤ 18
💬 1 ➡ 10

WSA Local Plan 2025 – 2028

- Approved plan added to website and link sent to TWC on July 31.
- Developing Strategic Communication Campaign to:
 - Raise awareness
 - Engage employers, educators, job seekers and community partners
 - Showcase alignment with the TWC Strategic Plan 2024-2031
- Channels & Tactics
 - **Digital:** Website, email, social
 - **Events:** Open houses, partner presentations, community/employer events
 - **Media:** Local news coverage, radio interviews, op-eds
 - **Print:** Flyers, posters, brochures for schools, chambers, and community
 - **Workforce One:** Road Show



CALL TO ACTION: Share your ideas / Penny Benavidez at pbenavidez@wsalamo.org



Questions





Programs Update

Victoria Rodriguez, Director of Workforce Services



Department of Labor (DOL) Infrastructure Grant



May 2025 Establish Budget
Determine Partners
MOUs
Possible Contract amendments

June 2025 Determine training
schedules

July – August 2025
Outreaching to potential
employers interested in
accepting newly trained
individuals and interested in
having incumbent workers
trained for possible promotions

Occupations

- Fiber Optics
- Electrical
- Welding
- Information Technology
- Quality Assurance Analysts & Testers
- Energy Vehicles

Training can be in any occupation as long as employment is related to RENEWABLE ENERGY, TRANSPORTATION and/or BROADBAND.



Workforce One Utilization



April

- Lackland
- Randolph

June

- RESEA Outreach

July

- Kerr county
- Fredricksburg
- Lackland
- Intern Day SA

August

- JBSA Career Summit
- BCFS Hiring Fair





TX FAME



TX FAME AMT Open
House Recap

AMT Signing Day

May 22, 2025

August 2025

**February 22,
2025**

August 13, 2025

FAME National
Conference

Fall Semester Start

Teacher Externship

Approximately 100 teachers will participate in five-day externships, both on-site and virtually, with 15–20 local businesses. The experience will help teachers align classroom instruction with real-world applications, ultimately better preparing students for future careers.



Accomplishments

- 96 teachers in 5-day externships
- Bridged classroom learning with real-world workforce needs
- 96 new WSA Ambassadors

Apply for 2026
Externship

Incorporate
CREW Teacher
Apprenticeship

Add Alamo
Colleges tour



Questions





CEO Report

Teresa Chavez, Chief Operations Officer

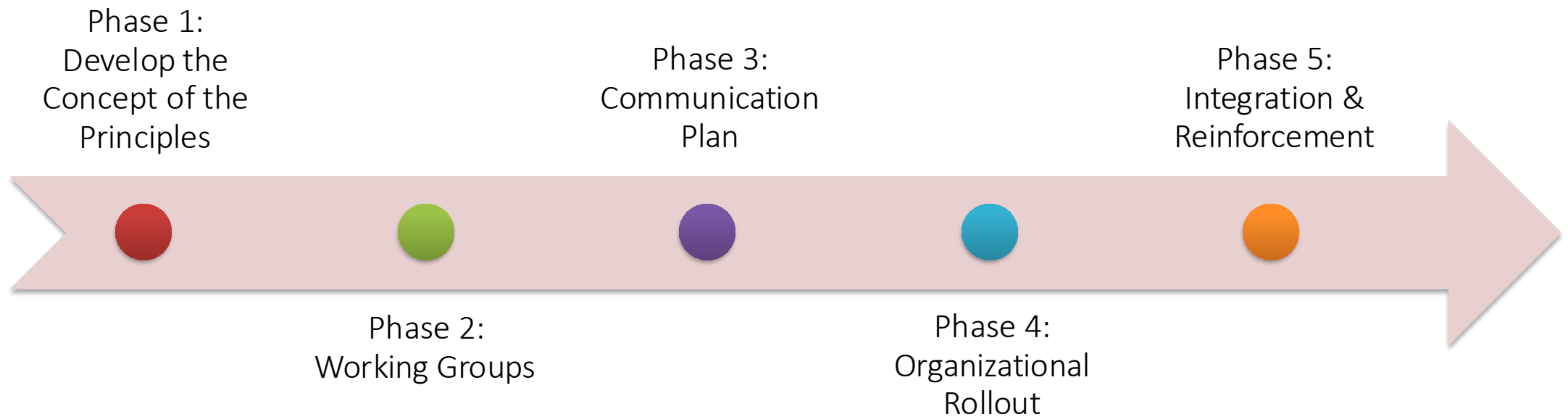


Workforce Solutions Alamo (WSA)

Principles



The **WSA Principles** are a foundational framework that prioritizes the empowerment, development, and engagement of both job seekers and employers within the workforce system.





Questions





Chair Report

Eric Cooper, Committee Chair





Questions



Thank you!

