



# Strategic Committee

November 7, 2025



# Meeting Minutes – August 8, 2025

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# Marketing Update

Penny Benavidez, Director of Public & Government Relations





# Media Coverage

## *Recent Media Coverage - July 2025*

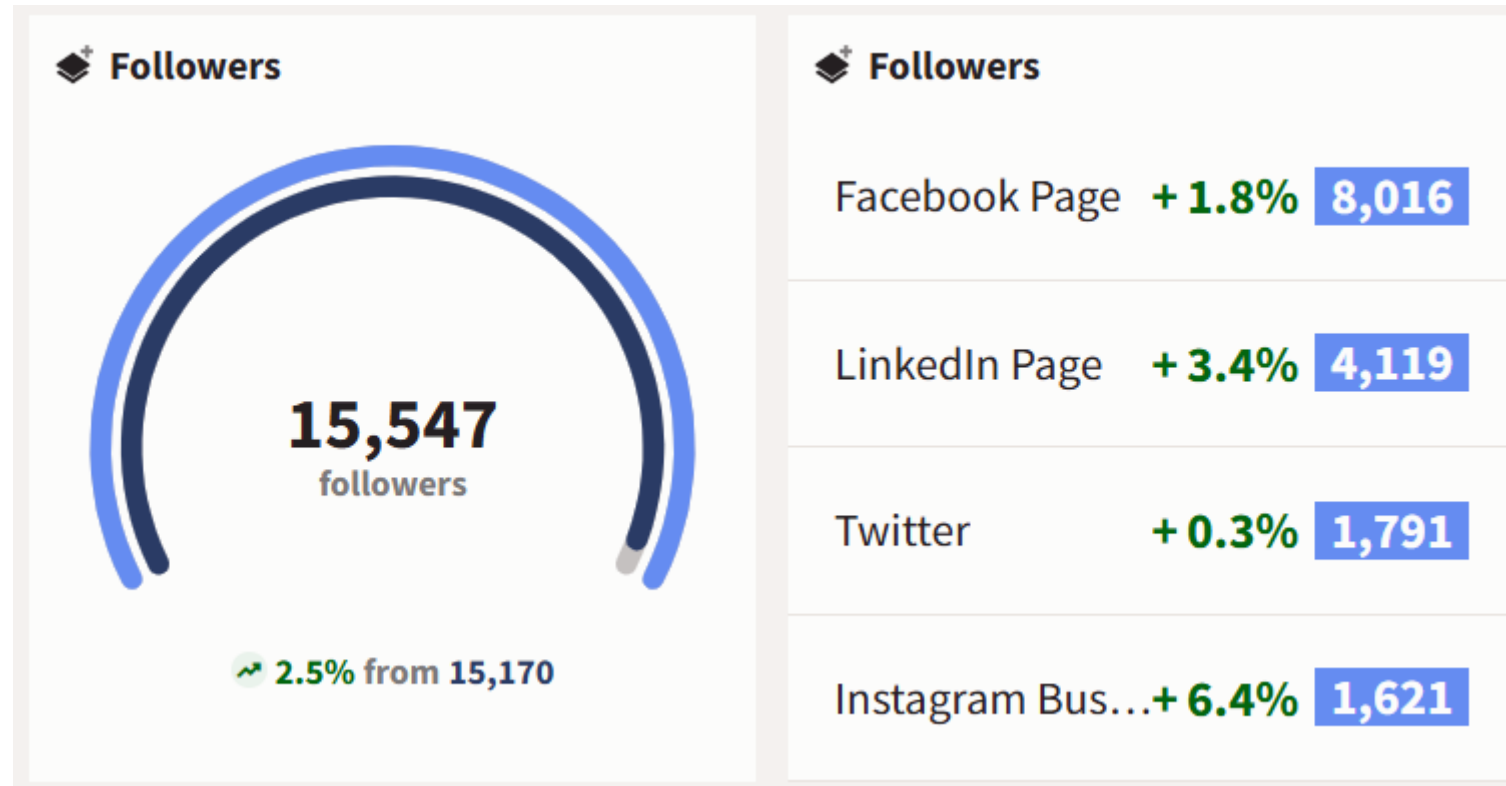
Media Outlet	Date	Topic
Texas Public Radio	Sept. 1, 2025	Labor Day /Labor Market Interview
Wilson County News	Sept. 1, 2025	Labor Market
Bandera Bulletin	Sept. 30, 2025	Emergency Preparedness
KABB, KENS 5, News 4	Oct.9, 2025	Alamo HIRES / NDEAM
KENS 5 Great Day SA / KTSA Radio	Nov. 10	Hiring Red, White & You!
Spectrum News – In Focus Community Affairs Program	Nov. 5, 2025	Career Development / WSA Services and Resources





# Social Media Performance

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# Social Media

f Top posts > Impressions

**Alamo H.I.R.E.S. Event**  
Inclusive Job & Resource Fair

**BENEFITS OF ATTENDING:**

- Empowering employment opportunities for people with and without disabilities
- More than 30 participating employers
- Connect with local resources and training opportunities
- Bring a resume and dress professionally

**October 9, 2025**  
9 a.m. - 1 p.m.

**Workforce Solutions Alamo**  
3652 Bluemel Rd., San Antonio, TX 78229

WA **Oct 01, 19:00**

Register to attend the Alamo H.I.R.E.S. Inclusive Job & Resource Fair taking place Thursday, October 9, in celebration of National Disability Employment Awareness Month. Connect with more than 30 employers, build networks and access meaningful career resources for job seekers with and without disabilities. 📅 Date: Thursday, October 9, 2025 ⌚ Time: 9:00 a.m. - 1:00 p.m. 📍 Location: Datapoint Career Center, 3652 Bluemel Rd., San Antonio, TX 78229 Bring your resume, dress professionally and take the next step forward. Register here: <https://www.eventbrite.com/e/alamo-hires-ndeam-2025-tickets-1492369069059?aff=website> #WorkforceSolutionsAlamo #JobFair #NowHiring #TexasJobs #AlamoArea #NDEAM

**14,329** impressions

**Datapoint Job Fair**

**Numerous Employers, Great Benefits**

**HERE'S WHAT YOU CAN FIND WHEN YOU ATTEND:**

- Workforce Career Center Resources
- Access To Multiple Employers

**Please bring the following when attending:**

- Resume
- Dress to Impress for Possible Interviews

**Workforce Solutions Alamo**  
Datapoint Career Center  
3652 Bluemel Rd., San Antonio, TX 78229

WA **Oct 20, 16:02**

Turn ambition into action this Workforce Wednesday! Meet numerous employers and explore exciting career paths at Workforce Solutions Alamo's Datapoint Job Fair to help you take the next step in your journey. 📅 Date: Wednesday, October 22, 2025 ⌚ Time: 9:00 a.m. - 12:00 p.m. 📍 Location: Workforce Solutions Alamo Datapoint Career Center, 3652 Bluemel Rd., San Antonio, TX 78229 Bring your resume and dress to impress for possible interviews! Register here: <https://www.eventbrite.com/e/datapoint-job-fair-job-seeker-tickets-1228182590189?aff=social> #WorkforceSolutionsAlamo #WorkforceWednesday #JobFair #NowHiring #TexasJobs #AlamoArea

**5,182** impressions

**Seguin Manufacturing Job Fair**

**HERE'S WHAT YOU CAN FIND WHEN YOU ATTEND:**

- Meet With Potential Employers
- Explore Job Openings

**Don't Forget:**

- Bring Your Resume
- Dress to Impress for Interviews

**October 1, 2025**  
9 a.m. - 12 p.m.

**Workforce Solutions Alamo**  
1411 East Court Street, Seguin, TX 78155

WA **Sep 26, 22:00**

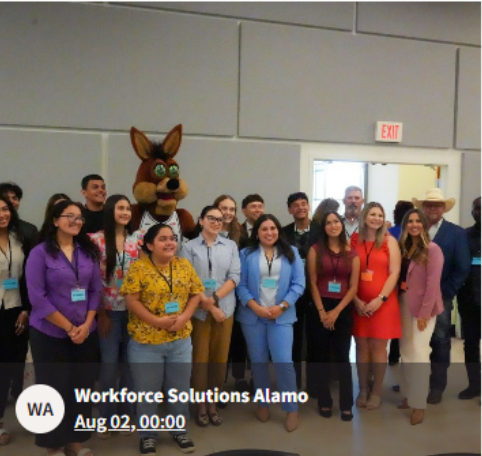
Meet hiring employers and explore new opportunities in Seguin! Workforce Solutions Alamo is hosting the Seguin Manufacturing Job Fair on Wednesday, October 1. This event gives job seekers the opportunity to connect directly with local employers and learn more about available manufacturing career paths. 📅 Date: Wednesday, October 1, 2025 ⌚ Time: 9:00 a.m. - 12:00 p.m. 📍 Location: Workforce Solutions Alamo Seguin Career Center 1411 East Court Street, Seguin, TX 78155 Grow your network and take the next step toward your future! Register here: <https://www.eventbrite.com/e/seguin-manufacturing-job-fair-job-seeker-tickets-1228127254679?aff=social> #WorkforceSolutionsAlamo #JobFair #NowHiring #AlamoArea #CareerOpportunities #WorkforceWednesday #Manufacturing

**2,628** impressions



# Social Media

in Top posts > Engagement rate



Yesterday, Workforce Solutions Alamo proudly hosted Intern Day SA 2025, a day filled with energy, inspiration, and powerful conversations that highlighted the bright future of our region's young leaders. Workforce Solutions Alamo is deeply grateful to our featured speakers and presenters who shared their experiences, advice, and encouragement with our interns and attendees. Thank you to RJ Marquez from KSAT12, Manny Vasquez of The Grit in Me, and Mike Zucker and Amber O'Casey from Alamo Colleges District for lending your voices and expertise to this important event. A special thank you to the interns from Atascosa County, who took part in our discussion panel. Your leadership is exactly what our future needs! We were also joined by a very special guest; the San Antonio Spurs Coyote who helped make the day even more memorable! Events like Intern Day SA would not be possible without the support of our partners, the San

**46.05%** engagement rate



We were honored to co-host the Alamo Quality Pathway Conference "Ignite the Wonder" this weekend with our incredible partners, Education Service Center, Region 20 and United Way of San Antonio and Bexar County. The event united early education professionals from across the Alamo region for a day of invaluable training and inspiration. We are so grateful for the dedication of every early childhood professional who attended. Your commitment to providing quality care plays a crucial role in shaping the lives of young children and their families in our community. Thank you to all our guest speakers and presenters, and a special thank you to our generous sponsors: Child's Play, hand2mind, Lakeshore Learning Materials and Learning Beyond Paper, Inc. One attendee, Erica, shared: "This event reminded me why I chose this field. Hearing from passionate educators and learning strategies I can bring back to my center has recharged me. I

**33.65%** engagement rate



Find a new job and explore career opportunities at the New Braunfels Food Bank Job Fair designed to connect you with local employers and exciting job prospects! 📅 Date: Wednesday, August 6, 2025 ⌚ Time: 9:00 AM – 12:00 PM 📍 Location: 1620 S. Seguin Ave, New Braunfels, TX 78130 Whether you're starting out or looking to advance your career, this event is your chance to network and take the next step forward. See you there! Register here: <https://lnkd.in/gQMuvJrS> #WorkforceSolutionsAlamo #NewBraunfelsTX #JobFair #AlamoArea #NowHiring #TexasJobs #NetworkingEvent #JobSearch

**14.37%** engagement rate



# TWC Chairman, Joe Esparza

## Manufacturing Meet & Greet *October 8, 2025*

- Recognition of Commissioner's appointment to Chairman
- Roundtable discussion with area Manufacturing representatives





**JOIN US**



**JOE ESPARZA, TWC CHAIRMAN**

**MEET & GREET**

Come meet the new  
TEXAS WORKFORCE COMMISSION  
CHAIRMAN, JOE ESPARZA.

Learn about his vision for workforce  
development & connect with manufacturing  
community partners and leaders.

Refreshments will be provided

[www.workforcesolutionsalamo.org](http://www.workforcesolutionsalamo.org)

**OCTOBER 8, 2025**

**TIME**  
9:30 a.m. - 11:00 a.m.

**LOCATION**  
WORKFORCE SOLUTIONS ALAMO  
DATAPOINT CAREER CENTER  
3652 Bluemel Road - 2<sup>nd</sup> floor  
San Antonio, Texas 78229

**RSVP TO:**  
[communications@wsalamo.org](mailto:communications@wsalamo.org)



# October Events & Celebrations



## Alamo Quality Pathway Conference



***“Collaboration was the heartbeat of the day; sharing ideas, asking hard questions, and leaving united around what matters most: high-quality, equitable early education.”***

***- Erica***

## Manufacturing Month

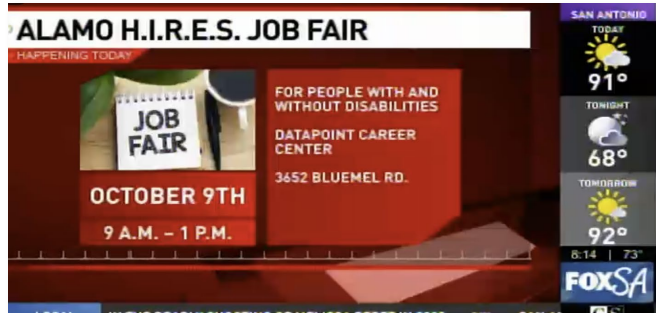




# October Events & Celebrations



## *Alamo HIRES / NDEAM*



## *Atascosa County State of the County October 16<sup>th</sup>*





# O'Connor Career Center

## Branding / Signage Plan *Construction Focused*

- Refreshed identity to serve job seekers and employers with excellence.
- Updated branding elements including interior/exterior signage, furniture, etc. to create a welcoming and professional environment.
- Ribbon-Cutting/Ground break Event planned for early Q1 2026.

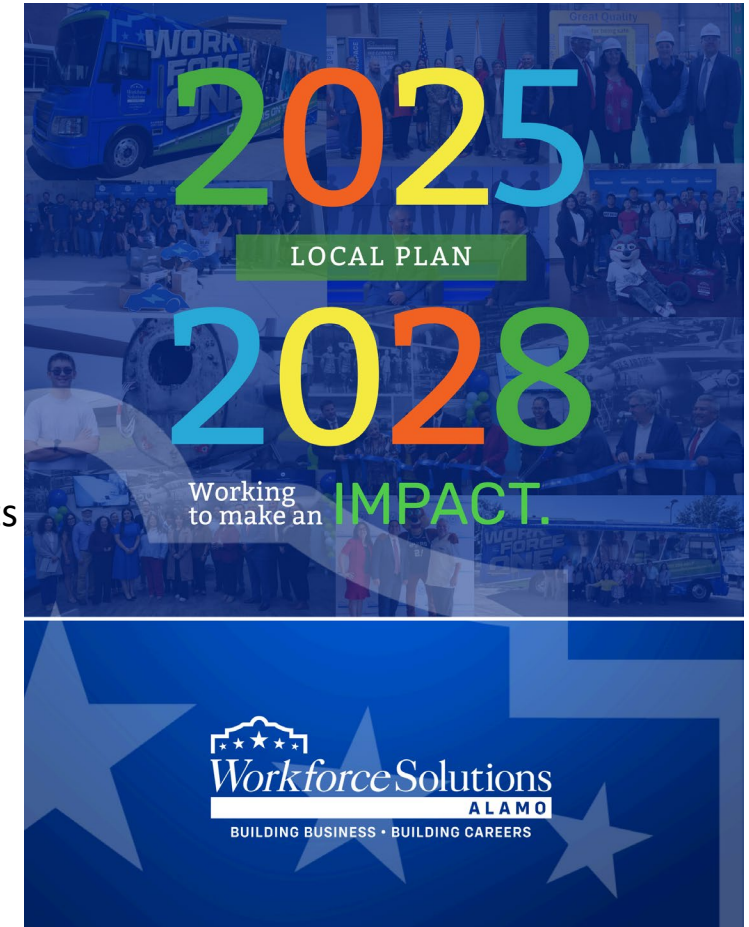


# WSA Local Plan 2025 – 2028

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- **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

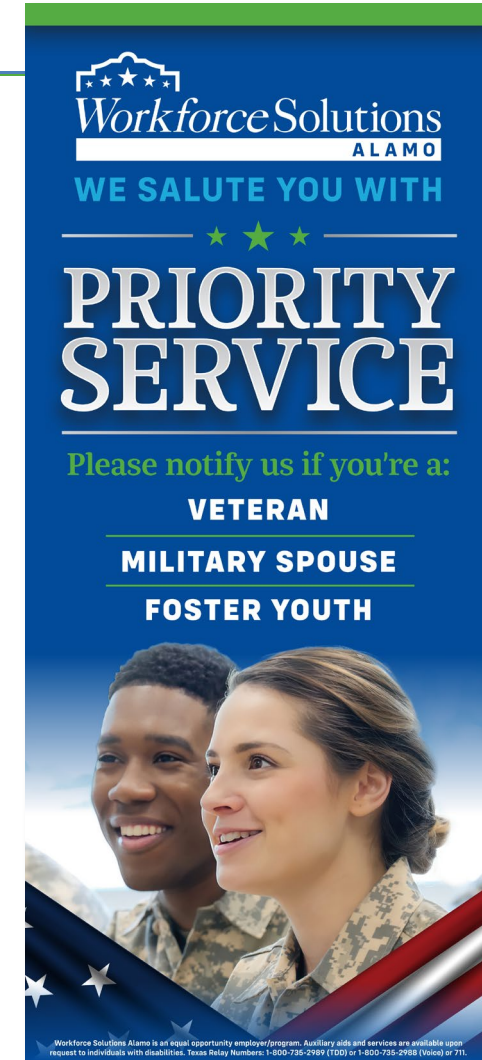
**CALL TO ACTION:** Share your ideas | Penny Benavidez at [pbenavidez@wsalamo.org](mailto:pbenavidez@wsalamo.org)





# Priority of Service Banners

- **Priority of Service Banners developed and distributed to:**
  - 16 Career Centers
  - Workforce One Mobile Unit
- **Priority of Service Provided to:**
  - Veterans
  - Military Spouse
  - Foster Youth



# Hiring Red, White & You!



Thursday, November 13, 2025

9 AM to 1 PM

Boeing Center at Tech Port

*Serving Veterans, Transitioning Service Members,  
Military Spouses and Families*

- 9 to 10 AM: Priority Service Hour for Veterans
- 10 AM to 1 PM: Open to All Job Seekers
  - Federal Workers
  - General Public
- More than 100 Employers and 15 Community Resources
- Nov. 12<sup>th</sup> Resume and Job Preparation Workshop – E. Houston Center
- Pre-Registration Encouraged at [www.workforcesolutionsalamo.org/hrwy](http://www.workforcesolutionsalamo.org/hrwy)

**\*Saluting Veterans at the San Antonio Veterans Parade – Nov. 8th**

## Hiring & You!

Red, White

### Largest Hiring Event of the Year

Serving Veterans,  
Transitioning Service Members,  
Military Spouses and Families

**November 13, 2025**  
**9:00 AM – 1:00 PM**  
**Boeing Center at Tech Port**  
3331 General Hudnell Dr, San Antonio, TX 78226

**9 AM - 10 AM Priority Service Hour**

**10 AM Open to All Job Seekers**



**Register Here!**



[www.workforcesolutionsalamo.org](http://www.workforcesolutionsalamo.org)

Workforce Solutions Alamo is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations at least 48 hours in advance) Texas Relay Numbers: 1-800-735-2989 (TDD) or 1-800-735-2988 (Voice) or 711.





# 2026 Fiesta Medal Design Contest

## Theme:

*“Creating Careers. Connecting Communities”*

- **Artwork Submissions Due November 30<sup>th</sup>**
- **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:

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

- Full submission guidelines are available online at:  
[www.workforcesolutionsalamo.org](http://www.workforcesolutionsalamo.org)

**Fiesta Medal Design Contest!**

Calling All Young Artists!  
Submit your 2026 Workforce Solutions Alamo Fiesta Medal Design Today!

**Theme:** “Creating Careers, Connecting Communities” - Help us design our official 2026 Fiesta Medal. Original artwork should represent the Workforce Solutions Alamo mission of connecting people to careers.

**Rules:** **Who Can Enter?** - Contest is open to elementary, middle and high school students in the 13-County Alamo Region: Atascosa, Bandera, Bexar, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, McMullen, Medina and Wilson counties.

**Artwork:** **Artwork Guidelines -**

- -A high-resolution, high-quality photo of the artwork taken with a smartphone or camera.
- Image of artwork should be submitted as an attachment to the email – jpeg or png file.
- High-Resolution digital artwork file (AI artwork and copyright images will not be accepted.)
- Medal shape can be round, square or unique (but suitable for production).

*\*See full submission guidelines at [www.workforcesolutionsalamo.org](http://www.workforcesolutionsalamo.org)*

**Submit:** **Submit & Upload** artwork by 5 p.m. on November 30, 2025 by email to [Communications@wsalamo.org](mailto:Communications@wsalamo.org).

**Subject Line:** 2026 Workforce Solutions Alamo Fiesta Medal Design Contest

**Body of Email:** Include Artist Name, Age, School Name, Grade Level, County of Residence and Contact Information

*\*See full submission guidelines at [www.workforcesolutionsalamo.org](http://www.workforcesolutionsalamo.org)*

**Prizes**

One winner from each school category - Elementary, Middle and High School will be recognized. Among the three category winners, awards will be given as follows:

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

For full contest details, please visit:  
[www.WorkforceSolutionsAlamo.org](http://www.WorkforceSolutionsAlamo.org)

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**Your Design Here**



# Questions







# Programs Update

Victoria Rodriguez, Director of Workforce Services



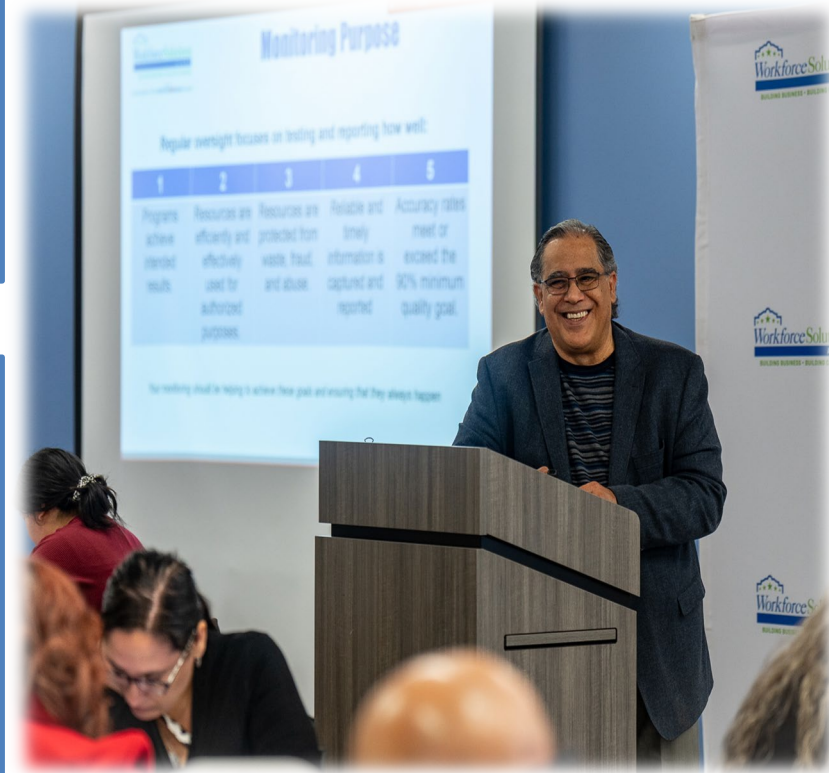
# Contractor Showcase

## Focus:

- Reinforced collaboration, data-driven reflection, and planning for continuous improvement.
- Clarified partner expectations in IT, facilities, quality assurance, marketing, and fiscal management.

## Performance Highlights:

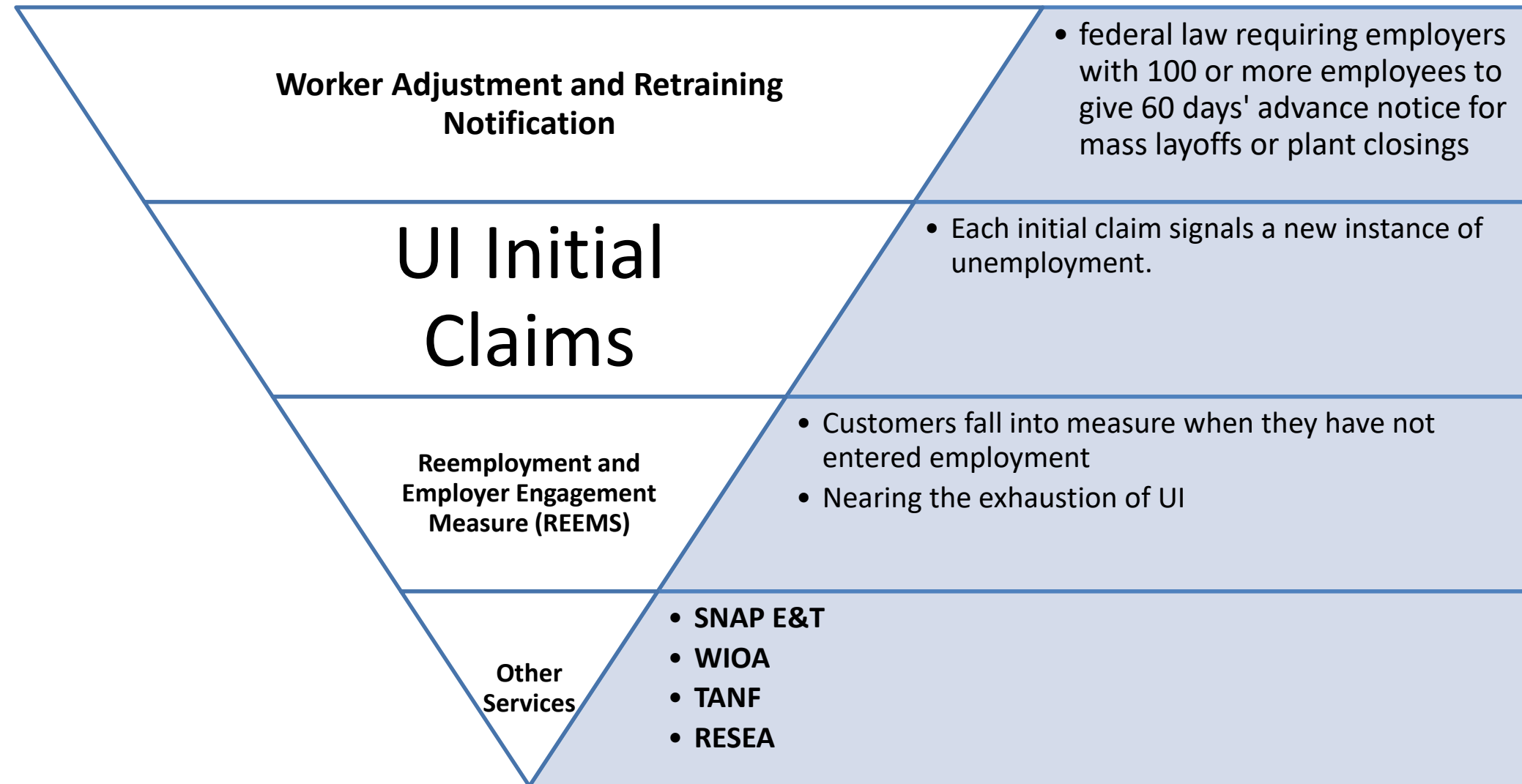
- Childcare Quality: Mentor visits increased from 4,074 (2024) to 5,251 (2025); 113 TECPDS completions recorded to date.
- Childcare Services: FY26 goals include 95% completion of 12,994 childcare units and 90% accuracy in fiscal and program monitoring.
- Adult Program: Served 636 participants through WIOA Adult & Dislocated Worker programs; \$1.34M invested in training and employment services (avg. \$2,106/participant).
- Youth Program: Over 200 youth placed in work experience; \$1.14M in wages supporting skill development and career readiness.







# Unemployment Data







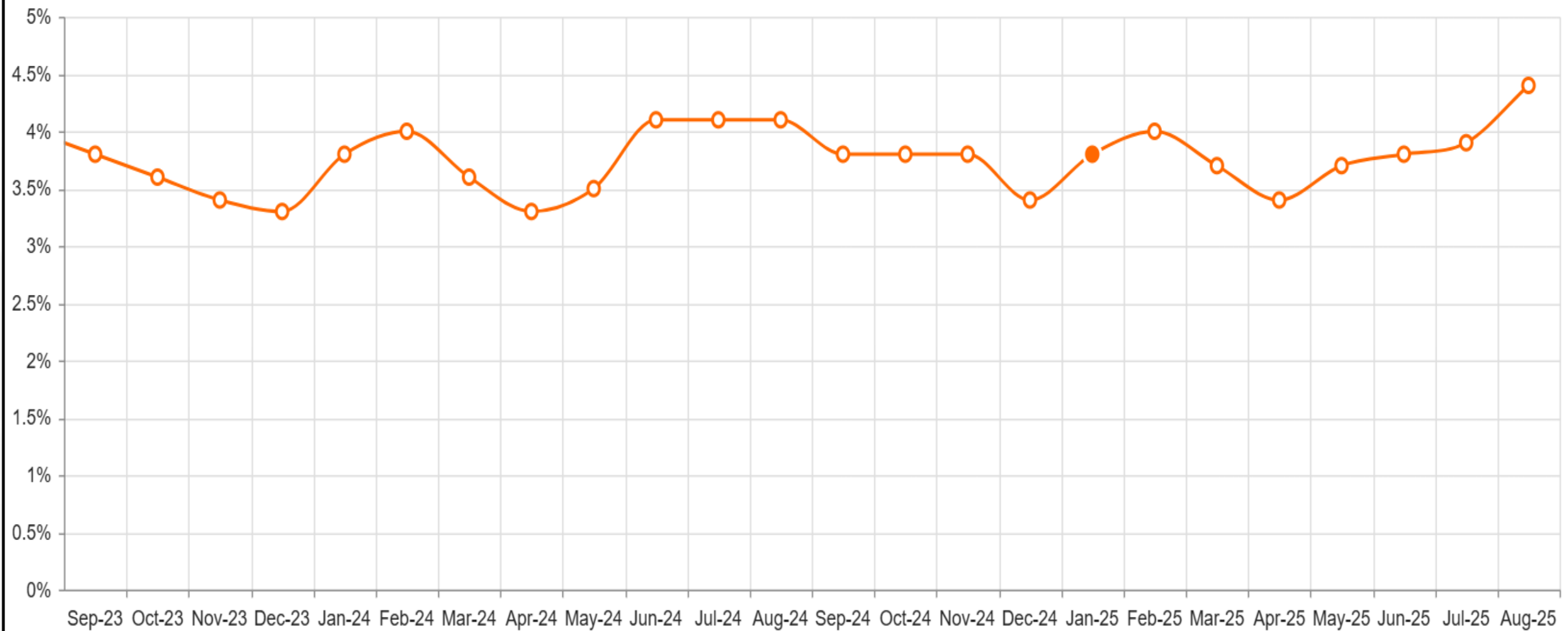
# Unemployment Data

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Continued Claims for the Week of the 12th				
	Aug-25	Jul-25	Aug-24	Yearly Change
Alamo	9,658	10,728	8,145	1,513
TX	137,964	151,993	124,660	13,304

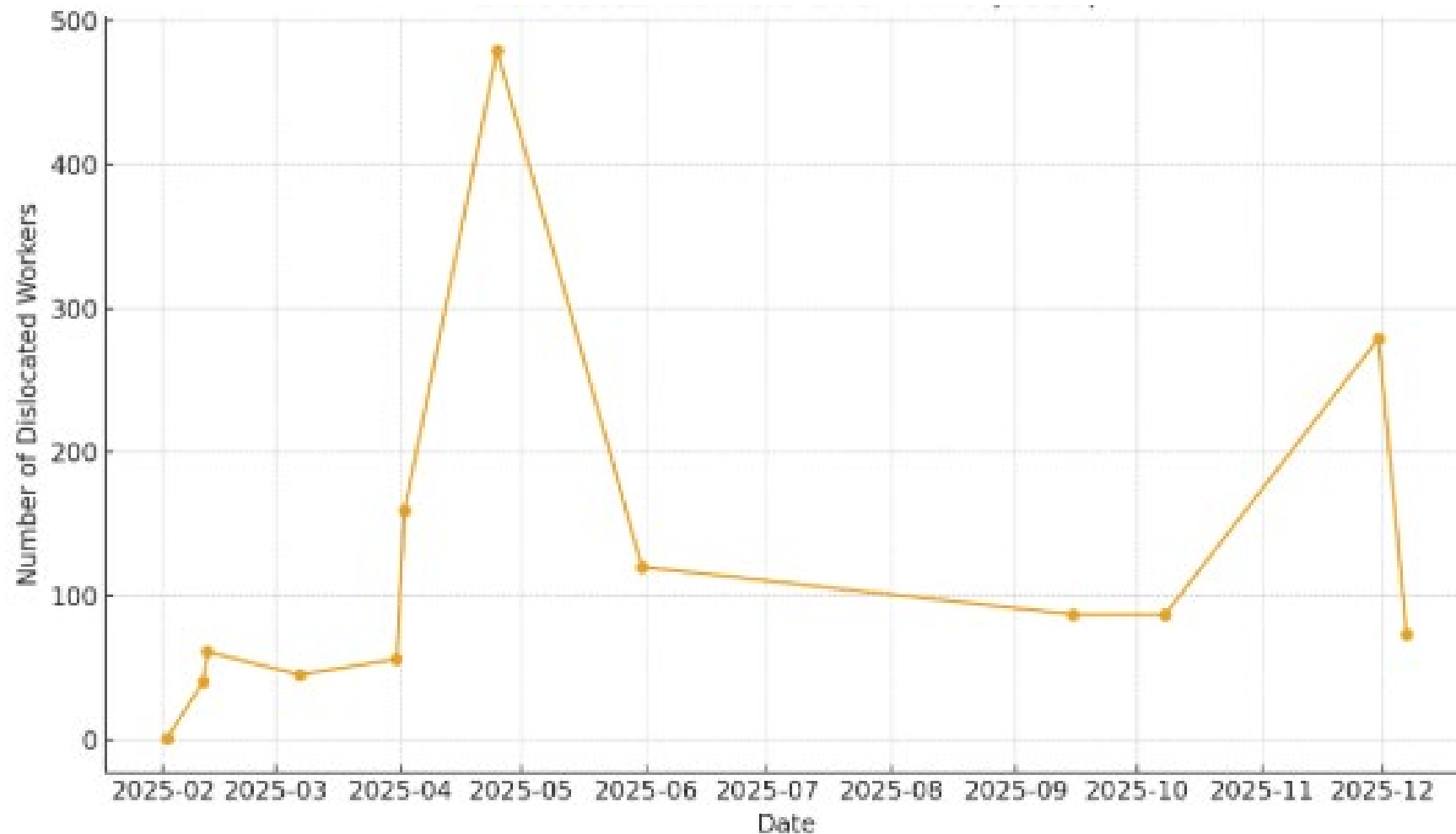


## Historical Unemployment Rates





# Warn Notices Update







# Strategy

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## Short-Term Strategy:

- Analyze current demographics from Unemployment Insurance (UI) lists and assess trends.
- Gather data on current and available job openings.
- Compare findings to identify gaps in skills and workforce needs.

## Immediate Strategy:

- Conduct outreach to individuals listed in the UI database.
- Leverage Workforce One and other platforms to engage customers where they are.
- Expand marketing efforts for hiring events and workforce services—such as *Hiring Red, White & You!* and *Career Maps*.



# Questions





# Policy Updates

Before Change 8 (WD 27-19 Change 5)	After Change 8 (WD 27-19 Change 8)
Focused on general data validation and participant eligibility verification.	Ensures work authorization verification and data validation requirements.
No specific timeline for verifying work authorization.	Requires initial verification and reverification every <u>3 months for temporary authorization.</u>
Allowed local flexibility in implementation.	Classified as No Local Flexibility (NLF) — must follow TWC policy exactly.
Based on TEGl 23-19 C2; boards had discretion in methods.	Standardized statewide oversight to ensure accountability and compliance.
Emphasis on accuracy of performance data.	Adds emphasis on eligibility, compliance, and service termination if authorization is lost.





# Policy Updates

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- Implemented via MR 677 Change 3.
- Staff providing technical assistance and seeking TWC clarification as needed.
- Challenges: tracking hiring fair outcomes, timely customer service, and authorization management.
- Improvements Underway: WIT system enhancements and new check-in procedures to improve accuracy, efficiency, and customer experience.



# Questions





# CEO Report

Adrian Lopez, Chief Executive Officer





# Alamo Colleges & WSA Partnership

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# Impact of Government Shutdown

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# Questions







# Chair Report

Committee Chair





# Questions



# Thank you!

