

**Workforce Solutions Deep East Texas
415 S. First Street, Suite 110B
Lufkin, TX 75901
Business Services Committee Meeting Minutes
October 14, 2022**

I. CHAIR TYANE DIETZ CALLED THE BUSINESS SERVICES COMMITTEE MEETING TO ORDER AT 11:00 A.M.

CHAIR TYANE DIETZ ANNOUNCED IN ACCORDANCE WITH GUIDANCE FROM THE TEXAS WORKFORCE COMMISSION (WD LETTER 28-19) DATED NOVEMBER 19, 2019, REGARDING THE TEXAS OPEN MEETINGS ACT GOVERNMENT CODE CHAPTER 551 ALLOWING THE USE OF VIDEOCONFERENCING AS A METHOD FOR CONDUCTING BOARD MEETINGS, THE BOARD IS PROVIDING FOR PUBLIC PARTICIPATION IN ITS COMMITTEE MEETING AT THE ADDRESS LISTED ABOVE AND VIA VIRTUAL MEETING WEB LINK. SHE ALSO SAID THE MEETING IS BEING RECORDED AND THE OPEN SESSION PORTION OF THE MEETING IS AVAILABLE TO THE PUBLIC UPON REQUEST. PRESIDING OFFICER, TYANE DIETZ, WAS PHYSICALLY PRESENT.

AFTER THE ROLL CALL, MS. DIETZ CONFIRMED THAT A QUORUM WAS PRESENT:

Members Present: Lisa Balty, Tyane Dietz, Tim Ditoro, Wayne Haglund, Staci Hodges, Eddie Hopkins, Matthew Lowery

Members Absent: TJ Colwell, Anita Humphreys, Laurie King, Quincy Martindale, Rich Scott

Board Staff Present: Mark Durand, Debb Homman, Aubrey Jones, Karen Stubblefield, Misty Woodard

Visitors: Scott, Amey, Monica Peters-Clark, Shakia Roberts

CHAIR TYANE DIETZ REMINDED THE COMMITTEE MEMBERS OF THE CONFLICT OF INTEREST DECLARATION.

Chair Tyane Dietz asked that all members sign a conflict of interest declaration regardless of whether they have a conflict and send the form to Board Staff.

WELCOME OF GUESTS:

None

II. Public Comments

None

III. Discussion/Action: Approval of Minutes – July 15, 2022

Motion: Wayne Haglund made the motion to approve the minutes as presented.

Second: Eddie Hopkins

In Favor: All

Oppose: None

Abstain: None

Motion: Passes

IV. Information and Briefing Items

A. Provalus – Veteran-Friendly Award Recipient

Mark Durand stated there are a few new information items to discuss that came after the posting of the agenda. The first item is regarding the Railroad Commission receiving a 25 million dollar grant to fill in the old oil wells across Texas. The Railroad Commission is contracting with companies to fill these vacated wells. One company is located in Kilgore. This will likely open up job opportunities for parts of the Deep East Texas region. Mr. Durand will keep the Board updated as more details develop.

Mr. Durand announced Coldspring-Oakhurst Independent School District (ISD) is receiving the JET Grant to expand their welding program. Commissioner Alvarez will be visiting the ISD on October 19th regarding the grant. An invite has been extended to Board Members to attend.

Mr. Durand stated the Board received the contract from TWC for the High Demand Job Training Grant in the amount of \$112,000 with the Deep East Texas College & Career Academy (DETCCA) and the Jasper Economic Development Corporation. The Board has signed the contract.

Yesterday, the Board received the Texas Industry Partnership (TIP) Grant with Lufkin Education Foundation. It is currently being reviewed by Board staff.

The Board has received approval for the Crockett ISD and Crockett Economic Development High Demand Job Training Grant, but the Board has not received the grant.

Port-A-Cool and Panola College are submitting a Skills Development Fund Grant. Port-A-Cool plans to utilize the funding by training all of its employees in various areas, and will use Panola College as the training facility. The grant will be submitted around the end of October/beginning of November. Mr. Durand is hopeful the grant will be approved by mid-December, so training can start in January 2023. Port-A-Cool is expanding, allowing for additional jobs in Shelby County.

Mr. Durand announced TWC selected Provalus as the recipient of the Veteran-Friendly Award. Provalus will be recognized at the Annual TWC Conference.

B. JOBS NOW Report

Mr. Durand reported on “JOBS NOW” data, which includes jobs posted to the Workforce Solutions Deep East Texas (WSDet) webpage, social media posts to bring awareness to the available jobs, the number of users reached through those social media posts, and the number of times users click the link to the WSDet webpage from those posts. The report reflects data from May – September 2022. The five-month totals include 1,232 jobs posted on the WSDet webpage, 176 social media posts highlighting those jobs, 17,967 people reached through these social media posts (individuals may be counted more than once), and 1,211 link clicks to the WSDet webpage from the social media posts. This information reflects the importance of the WSDet presence on social media for outreach purposes. Mr. Durand reviewed data detailing the demographics of the Facebook Users that have “liked” the WSDet Facebook page. Mr. Durand pointed out the significant difference between female to male Facebook Users that utilize the WSDet Facebook page, with 81.3% of users being female. Of the Facebook Users following the WSDet Facebook page, only 4.6% are between the ages of 18 – 24. Board staff are strategizing on how to fill that gap, and outreach the 18 – 24 year old population in the WSDet region.

V. Discussion and Possible Action

A. Open Session Action, if any, as a result of Closed Session

None

VI. Reports

A. Business Services Initiatives

Monica Peters-Clark reported on Employer Relationships, and how workforce staff are fostering those relationships to increase employers' utilization of workforce services. Ms. Peters-Clark reviewed the goals and results, starting with the number of job orders by quarter. The goal for each quarter was to have 1,044 job orders, which includes jobs posted by employers and jobs posted internally. This goal was met each quarter. The goal of 3,500 customer referrals to these job orders was met each quarter. The job postings fill rate goal of 9% per quarter was met every quarter. Ms. Peters-Clark pointed out the percentage of jobs filled through job postings entered by Workforce staff was significantly greater than the total percentage of job postings fill rate, which included jobs posted by employers. Ms. Peters-Clark explained this is due to many employers not updating the job postings once the job is filled, or properly indicating the jobs being filled through Work in Texas. Workforce staff have been evaluating this area and working with the employers to achieve more accurate employer-posted job fill rates. The goal of 375 new employers in Work in Texas for the year was exceeded with 552 employers, which is slightly down from the 574 employers added the previous year. The goal of 17% of employers utilizing workforce assistance per quarter was not met each quarter. The actual percentage ranged from 13.18% to 15.61% of employers utilizing workforce assistance per quarter. Ms. Peters-Clark reviewed the number of hiring/recruiting events and career exploration events held for the year and pointed out the previous year consisted of many more virtual events than this year. The focus this year was getting back to in-person events. The goal of 88 hiring/recruiting events for the year was exceeded with 499 total events. The number of attendees for all these events was 2,225 participants and 582 employers. The number of reported hires from these events was 432 for the year. Ms. Peters-Clark noted this number is significantly greater from the number of hires the previous year, largely due to the in-person hiring events getting considerably more participation from job seekers than the virtual events. In addition, the number of recruiting events taking place within the Workforce Centers increased greatly this year, making it easier for employers to report hires to Workforce staff. Ms. Peters-Clark reported on the events geared toward youth, including Youth Summits, Career Prep and Summer Earn and Learn. The Career Prep event is a new event this year. Workforce staff visit smaller schools, along with a panel of employers from various industries, to provide information and resources to students. Forty-five youth completed the Summer Earn and Learn program this year, with 31 employers participating. These numbers are significantly higher than the previous year, with 21 youth completing the program and participation from 19 employers. Ms. Peters-Clark highlighted the various services Workforce extends to employers including referrals, outreach, orientation, job fairs, site recruitment, interview rooms, job development, subsidized/unpaid agreements, and labor market information. Strategic initiatives that have been implemented by Workforce staff to ensure the needs of employers are met include increasing awareness about the business engagement unit and access to services, supporting employers' talent management efforts, maximizing community partnerships to strengthen business engagement efforts, and developing methodologies to assess employer needs. Ms. Peters-Clark briefly reviewed the most cited credentials and certifications by employers, which include Class A and Class B Commercial Driver's License (CDL), healthcare related credentials, and Microsoft applications. Ms. Dietz asked that Workforce staff begin breaking down the larger categories of credentials, and focus on specific trainings that can be offered (i.e. If employers who cited Accounting are referring specifically to Quick Books, take the next step to refer customers to organizations offering Quick Books training.) LaTreasar Cartwright reported WIOA training completion and placements. The total number of WIOA training participants were 92; of which 37 are still currently attending training, 43 completed training and 12 did not complete training. Of the 43 participants that completed training, 40 (93%) have been placed in employment. Karen Stubblefield provided the Business Services Goals updates for the upcoming program year 2022-2023. Expectations from year to year increase, therefore, some of the goals have been adjusted to fit those expectations. For PY 2022-2023, the percent of employers utilizing workforce assistance quarterly goal is 18%; the number of employer referrals by staff

quarterly goal is 4,670; the number of new employers registered in Work in Texas quarterly goal is 100; the number of job fairs and recruiting events hosted by sub-recipient quarterly goal is 23, the job postings fill rate quarterly goal is 16%; the number of partners enrolled as Referral Partners on SkillUp Deep East Texas (Metrix) quarterly goal is 2; and the youth involved in career exploration YTD goal is 12,120.

VII. Take Up Other Action, As Needed

Board members and staff congratulated Mr. Tim Ditoro on his new position as the Vice President of Academic Affairs for Angelina College. Mr. Ditoro provided an update on the Skills Development Grant. Six (6) employers have submitted all paperwork and Mr. Ditoro anticipates an application for the grant will be submitted within the next month with possibly a mid-Spring start.

VIII. Adjourn

Tyane Dietz adjourned the Business Services Committee Meeting at 12:03 p.m.

Duly passed and approved on this 8th day of December 2022



Tyane Dietz, Chair

Attest



Lauren Phipps, Planning and Policy Specialist