

Workforce Solutions for the Heart of Texas

# Impact Report 2012





## —❧ MISSION ❧—

*To provide a well-trained workforce for employers in order to ensure the economic growth of the region.*



## —❧ VISION ❧—

*A highly valued workforce system that meets the economic demands of the Heart of Texas communities.*

## MESSAGE FROM THE CHAIRMAN OF THE BOARD AND EXECUTIVE DIRECTOR

Dear Friends,

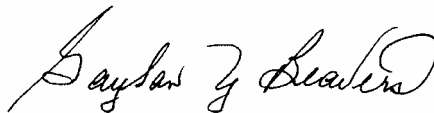
There was much to celebrate during this past year at Workforce Solutions for the Heart of Texas. From our perspective, it has been an amazing year filled with opportunities to meet challenges head on and to continue to strive for innovative ways to serve our customers.

We are honored by the exemplary dedication of our Chief Elected Officials, Board of Directors, Committee members and the staff of Workforce Solutions for the Heart of Texas. It is because of their commitment, that we have achieved our goals and are able to share with you highlights of this past year in our 2012 Impact Report.

However, we could not have accomplished these goals alone. We are very appreciative to you – our partners, our stakeholders, and our customers – for helping to play a role in shaping the future of Workforce Solutions and continuing to inspire and support economic growth of our region.

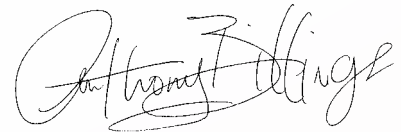
On behalf of the Board of Directors for the Heart of Texas Workforce Development Board, Inc. and Workforce Solutions for the Heart of Texas, we would like to thank you for your support in helping to advance our mission and vision.

Sincerely,



**Gaylan Y. Beavers**

Board Chair  
Heart of Texas Workforce Development Board, Inc.



**Anthony Billings**

Executive Director  
Workforce Solutions for the Heart of Texas

## HEART OF TEXAS WORKFORCE DEVELOPMENT BOARD, INC.

The Heart of Texas Workforce Development Board, Inc., is a local non-profit, governmental organization that governs the Workforce Development system for the Heart of Texas region and is responsible for the oversight, planning, and evaluation of workforce services. The Board of Directors is comprised of members appointed by the chief elected officials—the county judges from each of the six counties and the Mayor of Waco—and approved by the Governor of Texas. Members of the Board of Directors represent business, labor, education, community organizations, and government.

### *Chief Elected Officials*

Bosque County  
Judge Cole Word

Freestone County  
Judge Linda Grant

Limestone County  
Judge Daniel Burkeen

Falls County  
Judge Steve Sharp, Lead CEO

Hill County  
Judge Justin Lewis

McLennan County  
Judge Scott Felton

City of Waco  
Mayor Malcolm Duncan, Jr.

*PY11-12 Former CEOs*

*Mayor Jim Bush, City of Waco*

*Judge Jim Lewis, McLennan County*

### *Board of Directors*

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Ricky Edison, Hill County

Jason Vaden, All Counties

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Gloria Kirk, McLennan County

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James Lewis, McLennan County

*Chris Wolfe*

Pam McPeak, McLennan County

*Antonio Flores*

*James Gwaltney*

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# Commitment and Collaboration for a Well-Trained Workforce

Committed to staying true to our mission, each year, Workforce Solutions for the Heart of Texas collaborates and partners with local colleges and agencies with the goal of securing grant funds that help to fund innovative ideas for our region, create jobs and meet the training needs of employers by upgrading the skills of employees.

**Through our commitment and collaborative effort, we helped to secure \$4,134,371.00 dollars in grant funding for our Heart of Texas region.**

Our activities for 2012 included providing support for the following grant funded agencies:

\$95,915	Awarded to Texas State Technical College by the State Energy Conservation Office to fund the development of a Residential Energy Efficiency Specialists Certificate Program.
\$282,281	Awarded to Hill College by the Texas Comptroller of Public Accountants to fund a Virtual Reality Arc Welding program.
\$340,918	Awarded to McLennan Community College by the Texas Comptroller of Public Accountants to fund Registered Nurse Training Program.
\$443,986	Awarded to McLennan Community College by the Texas Workforce Commission to fund the training of new and incumbent employees of L-3 Communication.
\$660,000	Awarded to Heart of Texas Council of Governments by the U.S. Department of Housing and Urban Development to fund the conduction a Regional Plan for Sustainable Development.
\$998,874	Awarded to McLennan Community College by the Texas Workforce Commission to fund the training of employees of a six-member manufacturing consortium that include: Easy Gardener Products Inc., Imperial Woodworks Inc., Mars Chocolate North America, The Perry Co., Central Texas Corrugated and VanTran Industries.
\$1,311,397	Awarded to McLennan Community College by the Texas Workforce Commission to fund the training of new and incumbent employees of a healthcare consortium that include: Falls Community Hospital and Clinic, Hillcrest Baptist Medical Center and Providence Healthcare Network.

# BASF's Joe Arnold Speaks On The Critical Needs In A Texas Skilled Workforce

The Heart of Texas Workforce Development Board, Inc. welcomed Mr. Joe W. Arnold from Badische Anilin Soda Fabrik (BASF)—the world's largest chemical company—to speak at its monthly meeting held on the Hill College campus in April. Mr. Arnold is currently Director of Government Relations for BASF and Chair of the Workforce Committee for the Texas Manufacturing Association.

## Critical Needs in a Texas Skilled Workforce

75 million baby boomers are approaching retirement age leaving a critical need for skilled workers to fill that void. Arnold cited that “45% of the employees at BASF in Texas will be eligible for retirement over the next 5 years, so we need to find skilled workers to take fill those jobs”. BASF is not alone in their concerns for their current and future workforce. In a recent study, 80% of employers reported a shortage of qualified workers to fill their jobs.

## Misalignment Between Education and Jobs Available in Texas Today

“The shortage of skilled workers is because there are not enough people in the pipeline,” said Arnold. He cites a misalignment of training and education programs to current and future jobs. At BASF, the starting salary for Process Technician, which requires a two-year, technical degree, is \$48,000-\$52,000 annually with the potential to earn six figures with overtime.



*“The rules have changed. A bachelor’s degree is not the only path to prosperity. Technical training will prepare students with the skills that employers need.”*

— Joe Arnold, BASF

# CustomerContactChannels (C3) Honored At Texas Workforce Conference

CustomerContactChannels (C3) was honored at the Texas Workforce Commission's 16th Annual Texas Workforce Conference held November 28–30 in Grapevine. C3 received the Local Employer of Excellence award for the Workforce Solutions for the Heart of Texas, which honors private sector employers that are actively involved with Texas Workforce Solutions and has made a positive impact on employers, workers and the community.

C3, a global provider of contact center solutions, recently opened a new facility in McGregor, Texas, filling a much-needed void for jobs in the area. C3 immediately partnered with Heart of Texas to hire more than 500 full-time positions. C3 also took advantage of Texas Back to

Work, recruiting many workers who had previously been receiving unemployment insurance benefits.

C3 prides itself on a culture that encourages employee and leadership development, community development, and

career advancement in an environment that is both fun and exciting. C3 offers competitive compensation and benefits packages that include paid training, and also has a history of partnering with local charities and becoming a strong local business partner.



*“I commend C3 and Workforce Solutions for the Heart of Texas for working together to grow the local economy and provide good paying jobs in their community.”*

— TWC Commissioner Representing Employers  
Tom Pauken



# TWC Hosts Texas Business Conference In Waco

Workforce Solutions — helping to promote business resources in the region.

The Texas Workforce Commission (TWC) hosted Waco-area business owners and managers at the Texas Business Conference in February. The conference was geared to help employers recognize how laws affect them and their workforce.

TWC Chairman and Commissioner Representing Employers Tom Pauken and his staff presented practical, up-to-date information and high-tech tools to operate a successful business and manage employees effectively.

*“Texas is a great place to do business, and we need to do our part at TWC to encourage job creation and economic growth in the private sectors, while helping our employers address the regulatory challenges of employment law.”*

*— TWC Chairman and Commissioner Representing Employers Tom Pauken*





# Hiring Red, White & You! Veterans Job Fair

Workforce Solutions, in partnership the Texas Workforce Commission (TWC) and the Texas Veterans Commission hosted one of 28 veterans job fairs in November. The job fairs were part of TWC's Hiring Red, White & You! Campaign, a statewide, joint initiative supported by Gov. Rick Perry, Texas Medical Center surgeon general and University of Texas Health Science Center at Houston professor Dr. James H. "Red" Duke Jr., and the Texas Veterans Commission to connect our returning veterans in Texas with employers who are hiring.

*"The talent and experiences our veterans bring back from their service in the military are an important, and, all too often, untapped resource for our communities."*

*— Governor Rick Perry*



*“We have an obligation to do everything we can to ensure veterans have every opportunity to help them make a successful transition to the civilian world,” – TWC Commissioner Representing Labor Ronny Congleton.*

Thank you to each of the following companies that helped to provide an opportunity for employment at this year's Veteran job fair.

Aerotek Staffing Agency  
American Income Life  
Army and Air Force Exchange Service  
BBVA Compass Bank  
Boise Paper Holding  
Brazos River Authority  
Cargill, Inc.  
Caterpillar, Inc.  
City of Waco  
Color Spot Nursery  
Diversified Product Development  
Double B Foods  
FFE Transportation, Inc.  
Health Camp  
Heart of Texas Goodwill Industries  
Home Depot  
Interview Stream, Inc.  
Johnson Roofing Inc.

KCEN -TV  
KWTX -News 10  
KXXV-News Channel 25  
L-3 Communications  
Limestone County Detention Center  
Lowes  
McLennan County  
Oak Express  
On Time Staffing  
Performance Aircraft  
Pilgrim's Pride  
Pinkerton Government Services  
Placements Unlimited  
Pro Security Group  
Rent-A-Center  
Ross Dress for Less  
Sanderson Farms

Sonic  
Spherion  
Star Operations  
Student Transportation Specialists  
Sunland Distribution  
T Squared  
Texas Department of Criminal Justice  
Texas Department of Public Safety  
Texas National Guard  
Texas State Technical College  
The United States Social Security Administration  
Tuttle & Tuttle Trucking  
United States Army  
Waco Center for Youth  
Waco Transit System  
Whataburger  
Woody Butler



# Green Energy Oilfield Holdings Job Fair Attracts 300+

Green Energy Oilfield Services, in partnership with Workforce Solutions for the Heart of Texas, the City of Fairfield, Fairfield Industrial Development Corporation and the Fairfield Chamber of Commerce, held a Job Fair at the Fairfield Convention Center in Fairfield in January.

The Job Fair brought in a crowd of over 350 jobseekers from Fairfield, Teague, Mexia, Buffalo, Groesbeck, Donie, Franklin, Wortham, Hearne, Calvert, Corsicana, Bremond, Cayuga, Palastine, and other areas to fill approximately 160 open positions.

**80 job seekers secured employment** in areas ranging from Administrative/Clerical, Drivers and Supervisors, Diesel Mechanics, and Dispatch Operators to general laborers. Marla Collins, Human Resources Manager with Green Energy Oilfield Services, was very pleased with the turnout of the event and is grateful to the partners that assisted with the job fair.

Green Energy Oilfield Services is an oilfield service company that specializes in fluid management for oil and gas well drilling, production and servicing. Green Energy Oilfield Services is based in Fairfield, Texas.

## Community Partners

*City of Fairfield*

*Fairfield Chamber of Commerce*

*Fairfield Industrial Development Corporation*

*Green Energy Oilfield Services*

# LINK – Creating Jobs and Providing Access to Jobs

Five years ago, LINK service began providing residents of Riesel and Marlin with an affordable means of mobility into Waco as well as introducing public transportation service to Sanderson Farms. And throughout the years, LINK service expanded to include Chilton, Golinda, and Robinson and then to its first even late-evening employment service for employees of Sanderson Farms.

In 2012, LINK day service provided access to job and training opportunities for thousands of residents in Falls and McLennan counties. It has been a key link to jobs for service and entry level employees with limited mobility options and has provided a vital link to employment, training, and quality of life destinations for residents with disabilities.

Ridership increased by 20% on both the day and evening LINK service in 2012, due in part to the support our many regional partners, both public and private.



## Partnering in Creating and Providing Access to Jobs

City of Marlin, Honorable Elizabeth Nelson  
County of Falls, Honorable Steve Sharp  
Economic Opportunities Advancement Corporation  
Falls Community Hospital & Clinic  
Greater Waco Chamber of Commerce  
Jimi Lynn, State Farm  
McLennan Community College  
Metropolitan Planning Organization  
Restoration Haven, Inc.  
Sanderson Farms  
Texas Department of Assistive and Rehabilitative Services (DARS)  
Texas State Technical College  
Waco Transit System

*"It's a great benefit for us. We've heard nothing but praise from employees about the program and it helps us keep quality workers."*

*– Veronica Campbell, Sanderson Farms Human Resources Manager.*





# Recognizing Child Care Providers

## 3rd Annual ChildOne Early Childhood Recognition Banquet

*Tomorrow's Workforce Today*

In October, more than 200 child care providers, business and community leaders, and elected officials from throughout the Heart of Texas gathered for the 3rd Annual ChildOne Early Childhood Recognition Banquet to recognize the child care providers in the six-county region who care for and educate young children so that they are prepared to succeed in school.

ChildOne, an initiative of Workforce Solutions for the Heart of Texas, focuses on the health and development of young children. "The focus of the ChildOne initiative springs from the understanding that early childhood is a critical period for laying the foundation of future success in school and life," explains Julie Talbert with Workforce Solutions.

Special recognition was paid to the 28 Texas Rising Star (TRS) Certified Child Care Providers in the Heart of Texas Region. TRS Providers voluntarily go above and beyond the state's licensing requirements to improve the quality of services in Texas.



*“Child Care Providers do amazing work in their support of children, families, communities, and businesses. And, investing in early child care is critical to the economic development of our communities and our nation.”*

— Pam McPeak

*Choosing Quality-* The 2012 Texas Rising Star Certified Child Care providers were recognized for voluntarily meeting progressively high quality early education standards by going above and beyond the state’s licensing requirements to improve the quality of child care services in Texas.

## 2012 Texas Rising Star Certified Child Care Providers in the Heart of Texas Region

Ana Abad  
Aunt Rosie’s Day Care  
Baylor University – Piper Center  
Candy Cane Center  
County Child Care  
County Child Care 2  
Enriqueta Sauseda  
Kids and Company  
Kids Kare Academy  
Kidz Turn  
Lakeshore Baptist Learning Center  
LiL Doodlebugs  
Little Christian Academy  
Little Cougar Inc.

Little People’s Learning Center  
Marlin Head Start  
MCC Child Development Center  
Mother Goose Home Day Care  
Oaklawn Baptist Day Care  
Robin Walts  
Talitha Koum Nurture Center  
Tammy’s Learning Center  
Tennyson Playcare  
Tracy Miles  
Waco Child Development Center  
Waco Child Development Infant Center  
Wonderland Child Care

The event was made possible in part by the generous contributions of the ChildOne Sponsors.

Champion Level Sponsors are:



Investor Level Sponsors are:



Klaras Children’s Center ECI



Builder Sponsors are:

Diane and Wes Cowan for  
Experience Works, Inc.  
Little Cougar, Inc.



*Tomorrow's Workforce Today*

# Workforce Solutions Child Care Services

**Investing in Tomorrow's Workforce Today**

Quality early care and education is arguably the best investment that can be made to support the developing workforce. The benefits to children growing up in poverty are the greatest.

Workforce Solutions for the Heart of Texas Child Care Services is committed to investing in the region's future workforce by investing in quality early education. We are committed to doing so through:

## **Investing in Leadership**

### **Taking Charge of Change Leadership Academy**

13 Child Care Directors have graduated from this research-based year-long leadership academy. Our partners include: Central Texas College, McLennan Community College, Raising Austin, Temple College and Workforce Solutions of Central Texas.

## **Investing in Texas School Ready!**

Helping preschool education classrooms obtain the Texas School Ready, state-wide certification, which recognizes pre-k programs that successfully prepare students for kindergarten.

A total of 100 child care, Head Start, and Waco ISD Pre-K classrooms from 35 programs are participating in this innovative project that will serve more than 1,700 children in the 2012-2013 school year.







*The Bush School of Business found that every \$1 invested in quality early education yields a return of \$3.50. Communities throughout the Heart of Texas see this in increased grade promotion, fewer referrals to special education, greater math and reading scores, higher graduation rates, and safer communities.*



## Investing in Teachers

77 scholarships were awarded to full-time teachers pursuing certification and degrees in early education or child development. Our partners include Hill College, McLennan Community College and Navarro College.

Throughout the year, our Child Care Services provided more than 30 training opportunities for teachers. Training was provided to more than 1,000 teachers on topics ranging from Infant Brain Development, Conscious Discipline, to training on Pre-kindergarten curriculum, to quality after-school programming. “We want to be the source that child care providers turn to for high quality training in our region,” says Tamera Carter, Provider Services Manager for Workforce Solutions for the Heart of Texas Child Care Services.

## Investing in Innovative Ideas

Bringing solutions through innovative ideas is what we do. Whether it is through:

- Introducing technology into classrooms;
- Recognizing Child Care providers at our annual banquet;
- Providing creative ideas and resources through our ChildOne calendar and website or;
- Partnering in early literacy activities like the Waco Cultural Arts Fest and Storytime Christmas.

We are committed to bringing innovative and creative ways to aid in the healthy development of young children.

# 2012 Annual Awards of Excellence



Workforce Solutions hosted its *Annual Awards of Excellence* in January. The event honors members of the Heart of Texas region who add value to our communities and have both contributed to and benefited from the services provided by the Workforce Solutions Centers, the Workforce Development Board, and partners throughout the region. For the fifth year in a row, Ann Harder, Channel 25 News Anchor, emceed the banquet. Special guests included – in addition to the award recipients – local Elected Officials and members of the Heart of Texas Workforce Development Board of Directors.

Award recipients included the following exceptional businesses and individuals:

**Employer of the Year**

Associated Hygienic Products (AHP)

**Employer of Excellence for Bosque County**

Double B Foods

**Employer of Excellence for Falls County**

Falls Community Hospital & Clinic

**Employer of Excellence for Freestone County**

CEFCO Convenience Store

**Employer of Excellence for Hill County**

Family Diagnostic Medical Center

**Employer of Excellence for Limestone County**

Community Education Centers/Limestone Detention Center

**Employer of Excellence for McLennan County**

Cargill Foods

**Outstanding Child Care Provider**

Oak Lawn Baptist Day Care Center

**Outstanding Program Participant**

Ms. Deawathae Manson





**Outstanding Youth Participant**

Miss Shameka Mayes

**Outstanding Workforce Professional**

Candy (Morgan) Kostel

**Trailblazer Award**

Mr. Wesley “Ed” James

**Honorable Elenor Holmes Service to Community Award**

Honorable Cole Word

The event was possible, in part, due to the generosity of the following sponsors:

Silver Level:



Bronze Level:

ILSA, Inc., Wes & Diane Cowan for Experience Works, Inc. and the Cen-Tex Hispanic Chamber of Commerce

We'd like to extend a special thank you to Ann Harder, Channel 25 News Anchor; Pat Davis Design Group; TCP Catering; The Phoenix Ballroom, and Awards Specialties.



# Record Breaking 5th Annual Yes! Expo

Partnering to meet Future Workforce needs

## YES! Expo

The purpose of the YES! Expo is to:

- Expose youth to in-demand occupations with leading employers in high-growth industries
- Provide youth with a clear understanding of career opportunities available locally
- Expose youth to hands-on interactive exploration of careers
- Provide access to high school, dual credit, and college course
- Expose youth to careers that are new to them

### Platinum Sponsors



*Coca-Cola Enterprises*



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 **PROVIDENCE**  
Healthcare Network

**SPACEX**

  
**Luminant**

**MARS**  
chocolate  
north america



**WacoTransit**  
system





In May, Workforce Solutions hosted the 5th Annual YES! (Youth Employment Solutions) Expo, the premiere career exploration event in the Heart of Texas region. Over 1,700 high school students from 33 high schools attended the 2012 YES! Expo.

## Partners with Workforce Solutions for the YES! Expo:



## Celebrating 5 Years of Success



## Gold Sponsors



## Silver Sponsors

NeighborWorks Waco  
Greater Waco Aviation Alliance  
Heart of Texas Electric Co-op  
Hillcrest Medical Center  
NRG  
Hampton Inn  
Educators Credit Union

# Performance Data

## Performance Overview

*Serving our Employer and Jobseeker customers in the Heart of Texas*

Workforce Solutions for the Heart of Texas proudly provides assistance and services to employers, jobseekers, Veterans, youth and those seeking child care assistance. This section provides insight into Workforce Solutions' numerous accomplishments, as well as the number of customers served.

We are committed to increasing the number of employers and jobseekers we assist and finding innovative ways to effectively meet their needs.

### Service to Employers Customers

- 1,659 – Total number of Employer customers served.
- 2,499 – Total number of Job Openings Filled for employer customers.

### Service to Jobseekers Customers

- 27,977 – Total Number of Jobseeker customers served.
- 10,397 – Total Number of Jobseekers customers who received staff assisted services and gained employment, resulting in 71.26% entering employment.
- 156 – Total Number of Jobseekers customers who completed training and received a credential or certificate.
- 8,160 – Total Number of Unemployment Insurance claimants, who after receiving services, entered into employment.
- 76.34% – Percentage of Choices program participants who entered employment after receiving services of which 86.97% retained employment.
- 80.98% – Percentage of Supplemental Nutrition Assistance Program Employment & Training (SNAP E&T) participants entered employment after receiving services, of which 86.73% retained employment.
- 595 – Total Number of Offender customers served.
- \$30,109 – Average earnings per year for Jobseeker customers who received training.
- \$5,899 – Average earnings increase for Jobseeker customers who received workforce services.
- \$2,082 – Average earnings increase for At-Risk Jobseeker customers who received workforce services.

### Service to Veterans Customers

- 3,167 – Total Number of Veterans customers served.
- 1,589 – Total Number of Veterans customers who were assisted and gained employment.

### Service to Youth Customers

- 83 – Total Number of WIA Youth customers who completed high school or received a GED.
- 14 – Total Number of Youth customers who participated in a Certified Nursing Assistant (CNA) program.
- 9 – Total Number of Youth customers who completed CNA program and/or graduated.
- 8 – Total Number of Youth customer who completed a Welding program.

### Service to Customers needing Child Care Assistance

- 1,678 – Average Number of children receiving childcare each day.

### Performance for TWC Contracted Measures

- MET - All 10 of 10 contracted measures.
- EXCEEDED – In 5 of the 10 contracted performance measures goals.

### Ranking in the Top 10 Workforce Boards in the State

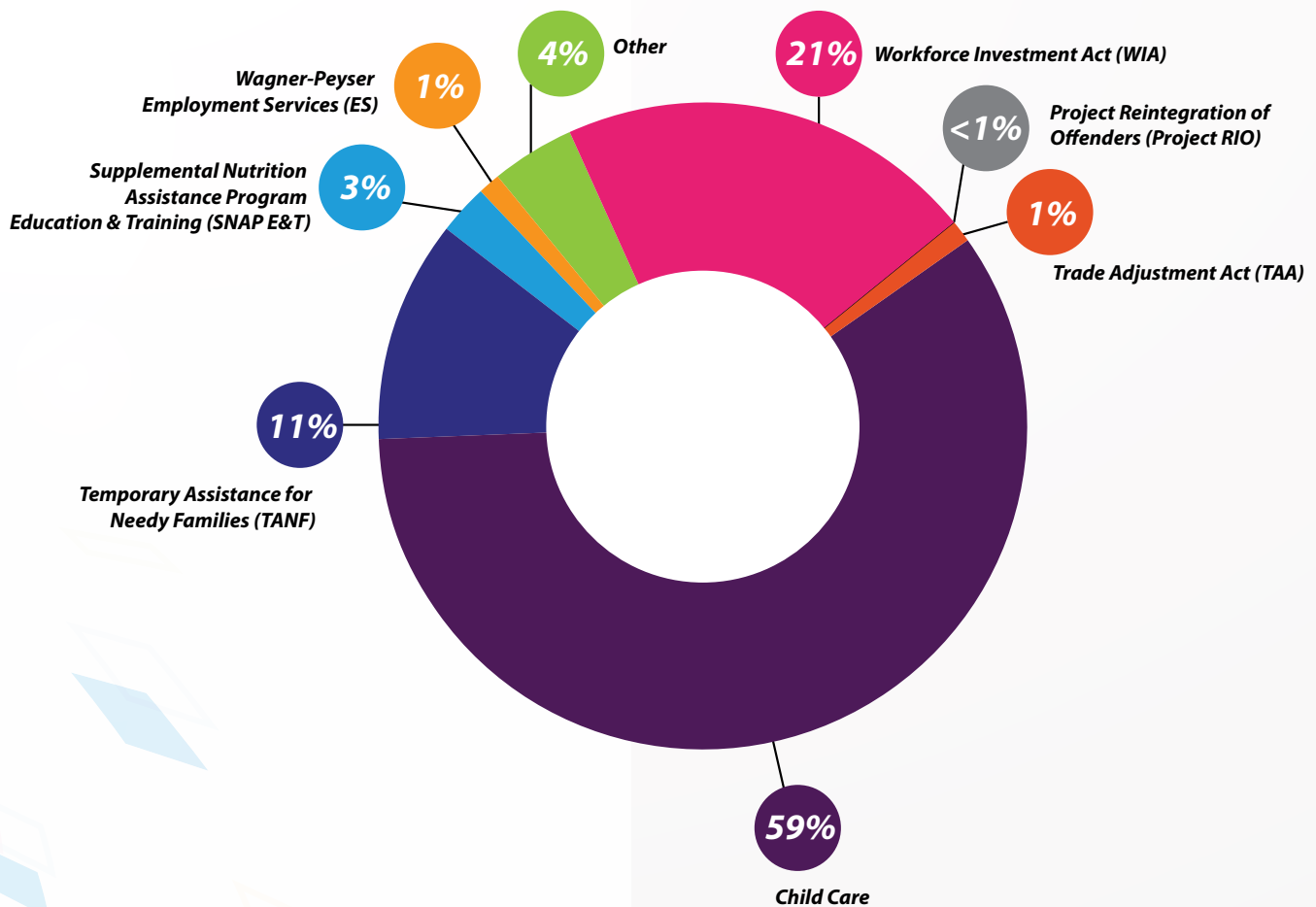
- 4th – Average Number of Children Served per Day.
- 8th – Employer Workforce Assistance
- 9th – Staff Guided Entered Employment.
- 9th – Workforce Investment Act (WIA) Youth Literacy/Numeracy Gains

*\*TWC – Texas Workforce Commission*

*\*WIA – Workforce Investment Act*

# Financial Data

Workforce Solutions for the Heart of Texas is funded by federal and state funds, and through private grants. In Fiscal Year 2011-12, Workforce Solutions for the Heart of Texas administered \$12,640,378.94 in program funds.





# WORKFORCE SOLUTIONS

★★★ HEART OF TEXAS ★★★

*Serving the Counties of: Bosque, Falls, Freestone, Hill, Limestone, and McLennan*

## Administrative Offices

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## Heart of Texas Workforce Development Board Staff

Anthony Billings, Executive Director

Melissa Briske, External Relations Coordinator/Public Information Officer

Aquanetta Brobston, Quality Assurance Coordinator/504 Coordinator/EO Officer

Rene Clayton, Manager of Business, Industry & Community Initiatives

Rochelle Goodnight, Executive Assistant

Judy Hedge, Workforce Technician

Kary Kuecker, Workforce Contract Manager

Vicki Meek, Budget & Contract Officer

Julie Talbert, Child Care and Transportation Contract Manager

Eunice Williams, Planner

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The Heart of Texas Workforce Development Board, Inc. is an equal opportunity employer/program and auxiliary aids and services are available upon request to include individuals with disabilities. TTY/TDD via RELAY Texas service at 711 or (TDD) 1-800-735-2989 / 1-800-735-2988 (voice).