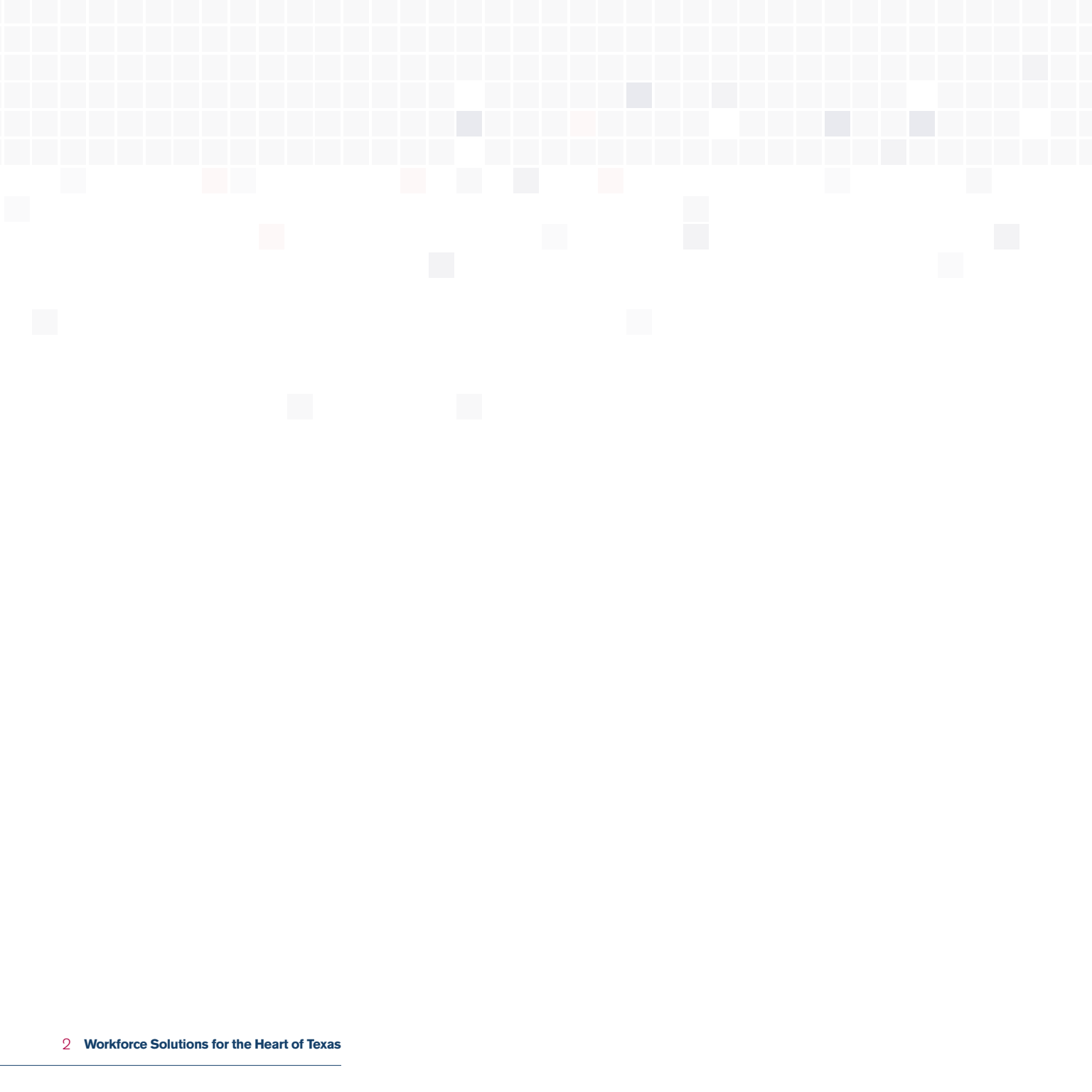


WORK **SOLUTIONS**  
FORCE ★★★ HEART OF TEXAS ★★★

# IMPACT REPORT

2013



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## VISION

A HIGHLY VALUED WORKFORCE SYSTEM  
THAT MEETS THE ECONOMIC DEMANDS  
OF THE HEART OF TEXAS COMMUNITIES.

## MISSION

TO PROVIDE A WELL-TRAINED WORKFORCE  
FOR EMPLOYERS IN ORDER TO ENSURE  
THE ECONOMIC GROWTH OF THE REGION.

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# LETTER FROM THE BOARD CHAIR AND THE EXECUTIVE DIRECTOR

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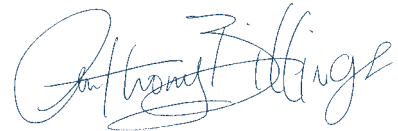
This Impact Report highlights Workforce Solutions for the Heart of Texas' extraordinary progress during 2013 and in it you will find that the stories and numbers within this report demonstrate our commitment to achieving our vision. It is a snapshot of an organization in motion.

It is our honor to report on how our organization addressed challenges and created opportunities for growth and advancement throughout 2013. All of our accomplishments have been possible through the generous contributions of our sponsors, the commitment of our partners, Chief Elected Officials, Board of Directors, Committee members, and Workforce Solutions for the Heart of Texas staff.

We look forward to the future with confidence and, on behalf of Workforce Solutions for the Heart of Texas, thank you for your support in helping to advance our vision and mission.



Willis Reese  
Board Chair  
Heart of Texas Workforce Development Board, Inc.



Anthony Billings  
Executive Director  
Workforce Solutions for the Heart of Texas

# BOARD OF DIRECTORS

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**Willis Reese (Board Chair)**

*Falls County*

**John Fry (Chair Elect)**

*Limestone County*

**Alvin Pollard, Sr. (Secretary/  
Parliamentarian)**

*McLennan County*

**Shirley Crockett (Treasurer)**

*McLennan County*

**Keith Stanford (At-Large  
Member)**

*McLennan County*

**Gaylan Beavers (Past Board  
Chair)**

*McLennan County*

**Ronald (Ron) Bowlin**

*Bosque County*

**Wesley Carter**

*McLennan County*

**Howard Childs**

*McLennan County*

**Diane Cowan**

*McLennan County*

**Norman Conner**

*McLennan County*

**Warren Davis**

*Freestone County*

**Richard (Ricky) Edison**

*Hill County*

**Robert Humphrey**

*McLennan County*

**Bill Hunter**

*McLennan County*

**Paige Key**

*Bosque County*

**James Lewis**

*McLennan County*

**Carlos Luna**

*McLennan County*

**Pam McPeak**

*McLennan County*

**Michelle Moore**

*McLennan County*

**Roy Nash**

*McLennan County*

**Kathleen (Kathy) Stubbs**

*Limestone County*

**De Smith**

*McLennan County*

**Nolene Sykora**

*All Counties*

**Teodoro (Ted) Taveras**

*Limestone County*

**Rosemary Townsend**

*McLennan County*

**Jason Vaden**

*All Counties*

**Sandra Whitlatch**

*McLennan County*

# CHIEF ELECTED OFFICIALS

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**Judge Steve Sharp**  
**Lead Chief Elected Official**  
*Falls County*

**Judge Cole Word**  
*Bosque County*

**Judge Linda Grant**  
*Freestone County*

**Judge Justin Lewis**  
*Hill County*

**Judge Daniel Burkeeen**  
*Limestone County*

**Judge Scott Felton**  
*McLennan County*

**Mayor Malcolm Duncan, Jr.**  
*City of Waco*

## THE HEART OF TEXAS REGION

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SERVING THE COUNTIES  
OF BOSQUE, FALLS, FREESTONE,  
HILL, LIMESTONE, AND MCLENNAN

# RESPONDING TO THE WORKERS OF WEST, TEXAS

As a nation mourned the devastation caused by the West Fertilizer Plant explosion, Workforce Solutions mobilized to provide West residents with information, rapid response services, and customized hiring events.

Drawing on strong relationships, Workforce Solutions partnered with the North Central Texas Workforce Board to quickly dispatch its Mobile Workforce Unit, which became the on-site headquarters and central hub for employment services in West.



*Jobseeker meets with Employer at Job Fair in West*

“I KNEW WE NEEDED TO HELP OUR EMPLOYEES FIND NEW JOBS AS SOON AS POSSIBLE AND WE WERE ABLE TO PROVIDE THAT OPPORTUNITY WITH THE HELP OF WORKFORCE”

—West Rest Haven Nursing Home Human Resource representative Janet Brady.



Within 72 hours, the Rapid Response team deployed to assist affected businesses and displaced workers, including the 150 workers at the West Rest Haven nursing home.

The Rapid Response team provided assistance on Displaced Workers services, Unemployment Insurance, job search, financial planning, stress management, resume writing, and interviewing techniques, among other services.

Two customized job fairs were held to help affected workers and West residents find employment. More than 400 services were provided to more than 200 affected workers, and more than 100 displaced workers secured employment as a result.

## THE WALLSTREET JOURNAL

“WORKFORCE SOLUTIONS  
FOR THE HEART OF TEXAS  
HELPING TO FIND WORK FOR  
THE ROUGHLY 200 WEST  
RESIDENTS WHO LOST JOBS IN  
THE BLAST”

More than **400** services were  
provided to more than **200**  
affected workers.

# VETERANS ARE OUR PRIORITY

---

Workforce Solutions is committed to priority of service for those who have served, our Veterans.

Throughout the year, Workforce Solutions aids veterans in transitioning from military service to the civilian workforce.

Our services to Veterans range from job search techniques, resume assistance, job referrals to job preparation workshops and job fairs.

Committed to serving those who have served, Workforce Solutions partners each year with the Texas Workforce Commission, the Texas Veterans Commission, and the Texas Medical Center to hold the statewide Red, White and You job fair.

This year, on over 40 employers, along with resource agencies, attended the Red, White and You job fair hosted by Workforce Solutions on November 14th. The goal is to connect Texas veterans and their spouses with area employers looking to hire these talented and experienced individuals.

“THE TALENT AND EXPERIENCES OUR  
VETERANS BRING BACK FROM THE SERVICE IN  
THE MILITARY IS IMPORTANT”.

– Gov. Perry



**2,554**

Total Number of  
Veterans Served

---



**2,014**

Total Number  
of Veterans  
Employed

---



# MEETING EMPLOYER WORKFORCE NEEDS

Workforce Solutions recognizes the critical need of employers to find qualified workers to build and maintain successful businesses. The Business Services Unit is dedicated to helping employers find, develop, train, and retain a quality workforce.

This year, the Business Services Unit served over 2,000 employers in the Heart of Texas region providing services that included assistance with job postings, candidate referrals, candidate testing and assessments, and customized job fairs and hiring events.

Workforce Solutions Business Services has helped to meet the workforce needs of many employers in the region, often times customizing services for employer workforce needs.

**2,075**

Total Number of Employers  
Served

---

**652**

Total Number of Hiring  
Events held for Employers

---

**2,390**

Total Number of Jobseekers  
hired through Business  
Services efforts

Major employers served this year include:

### CABELA'S

- Assisted with the hiring of more than 160 jobseekers
- Served as the new hire orientation and training site for 150 new employees
- Made special IT modifications to allow for customized training lab.

### HEB

- Held multiple hiring events for new HEB Plus grocery store
- Served as site for HEB interviews to place current staff at new store and to hire 115 additional new employees
- Assisted over 1,000 job seekers apply for open positions.

### STRIPES CONVENIENCE STORE

- Assisted Stripes in recruiting of applicants for the opening of three stores by outreaching to over 1,000 job seekers
- Helped over 900 jobseekers at our Centers to apply online
- Continued assistance provided to Stripes for additional seven new stores opening

In addition to helping businesses find qualified workers, Workforce Solutions assisted 32 companies with outplacement services. The Rapid Response team helped employers and employees smoothly transition into the future.



# SPOTLIGHTING SUCCESS



Nominated by her peers, Tamara Carter, Child Care Services Manager, received the 2013 Outstanding Workforce Professional for her service and dedication to serving the Heart of Texas residents.



After dropping out of high school, Mr. Olan Nalley admitted he was anxious and scared to take the GED test. But with encouragement from his Youth Career Coach, Mr. Nalley passed two GED exams and is on his way to completing his GED and ultimately pursuing a degree from TSTC.



After relocating from Mexico to the United States, Ms. Maria Cristina Cleveland's pedestrian credentials were no longer recognized. But Ms. Cleveland didn't let that stop her from pursuing and ultimately obtaining her Teacher's Certification.



Krista Dawson, with the help of Workforce Solutions' Youth Program offered through Communities in Schools graduated high school and was one of 20 students to be accepted into TSTC's Aviation Maintenance Program.



Virgil Teter, Vice President of News for KWTX- TV, received the 2013 Honorable Elenor Holmes Service to Community Award by Workforce Solutions. Mr. Teter was honored for his exceptional contribution to the community, the employers, and the jobseekers of our region.

After being laid off, Rose Robertson knew that transportation would be a challenge in finding a new job. However, after learning about the LINK, transportation to work was no longer a challenge for Ms. Robertson who is now happily employed and riding LINK to and from work.



# SERVING OUR JOBSEEKERS

Quality early care and education is a high priority of Workforce Solutions for the Heart of Texas and we are committed to investing in today's workforce to prepare and develop our future workforce. Workforce Solutions for the Heart of Texas Child Care Services invests in the following ways:

Workforce Solutions for the Heart of Texas helps jobseekers prepare for workforce and find their next job. In 2013, Workforce Solutions assisted a total of 26,084 jobseekers.

Whether the next step for a jobseeker was to sharpen up a resume and interviewing skills, further their education, or to find assistance with childcare, Workforce Solutions helped.

Staying true to our mission of providing a well-trained workforce, Workforce Solutions:

- Assisted 26,084 jobseekers search for employment
- Aided 10,258 Unemployment Insurance (UI) claimants
- Placed 56.76% of UI claimants to work within 10 weeks
- Helped a total of 7,346 UI claimants get back to work
- Assisted 7,965 jobseekers find employment
- Provided childcare assistance to over 1,600 children
- Helped jobseekers who completed training see an average annual earnings increase of \$11,868
- Provided access to over 650 hiring events

Serving our jobseekers also included assistance with job search, information on the job market, career guidance and assessments, access to training classes, workshops, and resources for training.





**26,084**

Total Number of  
Jobseeker Assisted

---

**#1**

In the state for Average  
Number of  
Children served per day

---

**\$11,868**

Average increase in annual  
earnings after completing  
training

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**650+**

Number of Hiring Events  
jobseekers had access to



# INVESTING IN TODAY'S WORKFORCE PREPARING FOR TOMORROW'S

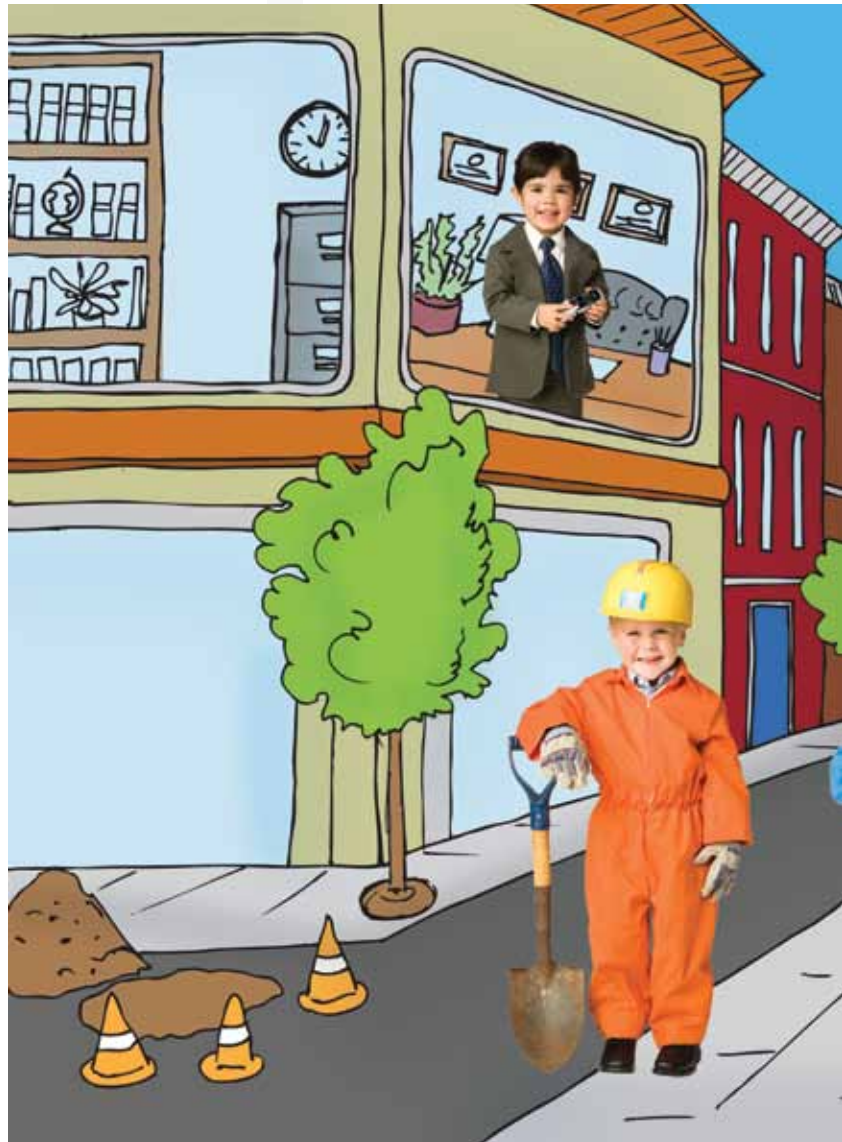
More than **1,600 children**  
attend regulated child care each day  
through the Child Care Services  
Program.

Over **\$300,000** invested  
in quality child care

More than **\$5 million** dollars  
spent for the care and education  
of low-income children so  
that their parents can work or  
complete their education.

## 26 Texas Rising Star Certified Providers

Newly Certified: Infants 1,2,3,  
Happy Kids, & Miss Jane's  
Preschool  
34 Texas School Ready!  
classrooms





## **Investing in Leadership**

10 Taking Charge of Change Leadership Training graduates  
Director Mentoring Provided

## **Investing in Qualified Teachers**

30 child care trainings provided  
865 teachers attended training  
40 teachers awarded college scholarships  
Teacher Mentoring Provided

## **Investing in Learning Environments**

22 iStartSmart Desktop & Tablets installed in preschool  
classrooms  
16 Frog Street PreK Curriculum provided to centers  
Two playgrounds funded

## **Educating the Community**

8,000 ChildOne parent resource calendars distributed  
ChildOne Online Resource Map for parents and providers  
Annual ChildOne Provider Recognition Banquet  
400 families visited Storyland at Waco Cultural Arts Fest  
More than 15,000 hits to Child Care website

# AWARD WINNING INITIATIVES



Connecting you to work, college, and training

Winning Solutions is what Workforce Solutions is about. The LINK and the YES! are initiatives that help us meet our mission of providing a well-trained workforce for employers in order to ensure the economic growth of the region.

## NEW EVENING LINK

### *A solution for businesses and workers*

Workforce Solutions was awarded a third Job Access and Reverse Commute grant from TXDOT to continue current LINK services and expands to offer more.

In January, the NEW Evening LINK began providing residents of the greater Waco area with door-to-door evening bus service from 8:30 p.m.–11:45 p.m. Monday through Saturday. In its first year, 2,883 residents got an affordable and reliable ride home after work or night classes.

LINK now provides three services. The Marlin LINK provides daily service to Riesel, Marlin, Chilton,

Golinda, and Robinson with connections to all Waco Transit routes as well as service to Sanderson Farms. The Late-Evening Sanderson Farms LINK provides a ride home for workers getting off after midnight.

## 37,725

Total passenger trips provided on all LINK services

## 2,883

Workers & students got a ride home on the new Evening Link

## 32%

Increase in passenger trips in 2013 vs. 2012

### **“MARLIN” LINK**



Connect to All Waco Transit Routes!  
Low-cost service for residents of  
Riesel, Marlin, Chilton, Golinda, and  
Robinson.

### **NEW! LATE EVENING LINK**



Looking for an affordable and  
reliable ride home from work at  
night? Waco Transit's NEW Evening  
LINK may be your solution!

### **SANDERSON FARMS LINK**



LINK will get you to work at  
Sanderson Farms, and will get  
you home too!  
Late evening shuttle service  
available.



The Youth Employment Solutions (YES!) initiative focuses on helping youth to learn more about college and career options and helping them towards their desired education and employment goals.

The YestoYouth.com website helps both in and out of school youth explore careers, find a job, finish their education and gain knowledge about making good financial decisions.

The YES! Expo is an annual event that is part of the YES! initiative. The expo is the premiere career and college readiness event in the Heart of Texas region. Its purpose is to expose high school students to in-demand occupations with leading employers in high-growth industries and to the knowledge and skills needed for future workforce success.

On May 18, 2013, Workforce Solutions hosted the 6th Annual, a record breaking event. More than 1,800 high school students had the opportunity to speak with 122 exhibitors about careers, college options and dual credit.

*As we enter our 7th year of YES! (Youth Employment Solutions), we have updated our logo. Visit our website for more exciting changes at [yestoyouth.com](http://yestoyouth.com).*



YES! Expo named  
**2013 Outstanding  
Partnership of the Year**  
and  
**2013 Community  
Partnership Award for  
Career Education**  
by the Texas Association of Partners in  
Education



# STRENGTH IN NUMBERS

There is always strength in numbers and the accomplishments of Workforce Solutions are greatly attributed to the commitment of our partners, our sponsors, and contributors. It is through their giving that our organization thrived in 2013.

For your help and generosity Workforce Solutions thanks you:

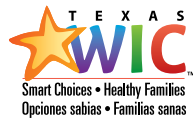
## ANNUAL AWARDS OF EXCELLENCE



## CHILDONE BANQUET



EOAC Head Start  
& Early Head Start



## CHILDONE CALENDAR



EOAC Head Start  
& Early Head Start



Artist: Juli, age 6

**McLennan  
Community College**  
**Child Studies and  
Education Program**

## RED, WHITE AND YOU



## YES! EXPO



Waco Convention Center

Wes and Diane Cowan from  
Experience Works, Inc.

# HONORING BUSINESSES AND INDIVIDUALS

Each year, Workforce Solutions for the Heart of Texas honors exceptional businesses and individuals in the Heart of Texas region that have added value to our communities and have both contributed and benefitted from the service provided by our organization.

In January, Workforce Solutions hosted its 16th Annual Awards of Excellence to honor our businesses and individuals for supporting the economic growth of the region.

Our 2013 Award Recipients included:

## **Employer of the Year**

Customer Contact Channel (C3)

## **Employer of Excellence for Bosque County**

Double B Foods

## **Employer of Excellence for Falls County**

Jimi Lynn State Farm Insurance

## **Employer of Excellence for Freestone County**

Green Energy Oilfield Services

## **Employer of Excellence for Hill County**

Travel Centers Petro, Carl's Corner

## **Employer of Excellence for Limestone County**

Swarco Reflex

## **Employer of Excellence for McLennan County**

The Exchange

## **Outstanding Childcare Provider**

MCC Child Development Center

## **Outstanding Program Participant**

Maria Cleveland, WIA Dislocated Worker

## **Outstanding Youth Participant**

Frederick Daniel Boswell, III

## **Outstanding Workforce Professional**

Tamera Carter, Workforce Solutions Childcare Services

## **Honorable Elenor Holmes Service to Community**

Virgil Teter, KWTX- TV



*Green Energy Oilfield Services*



*Jimi Lynn State Farm Insurance*



*The Exchange*



*Swarco*





## ANNUAL EARLY CHILDHOOD PROVIDER RECOGNITION BANQUET

Child care providers, business and community leaders, and elected officials gathered to celebrate the important work of child care providers.

MCC Child Development Center was honored as the Outstanding Child Care Provider of the Year.

Twenty-six certified Texas Rising Star (TRS) centers and homes were recognized for their commitment to exceeding child care licensing standards and providing quality care and education. TRS providers serve more than 1,800 children a day in the Heart of Texas.

This annual event increases awareness of the Child Care Services Program and the growing number of providers voluntarily participating in child care quality improvement projects.



*MCC Child Development Center 2013 Provider of the Year*



*Miss Jane's Preschool*



*Infants 1, 2, 3*



*Lil' Doodlebugs*

# INNOVATIVE SOLUTIONS:

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Identifying ways to apply new innovations in technology to enhance the delivery of workforce services, education, and training, is a goal of Workforce Solutions for the Heart of Texas.

In 2013, Workforce Solutions met this goal by investing in technology advancements that allow for continuous high – quality customer service.

These investments for continuous improvement include:

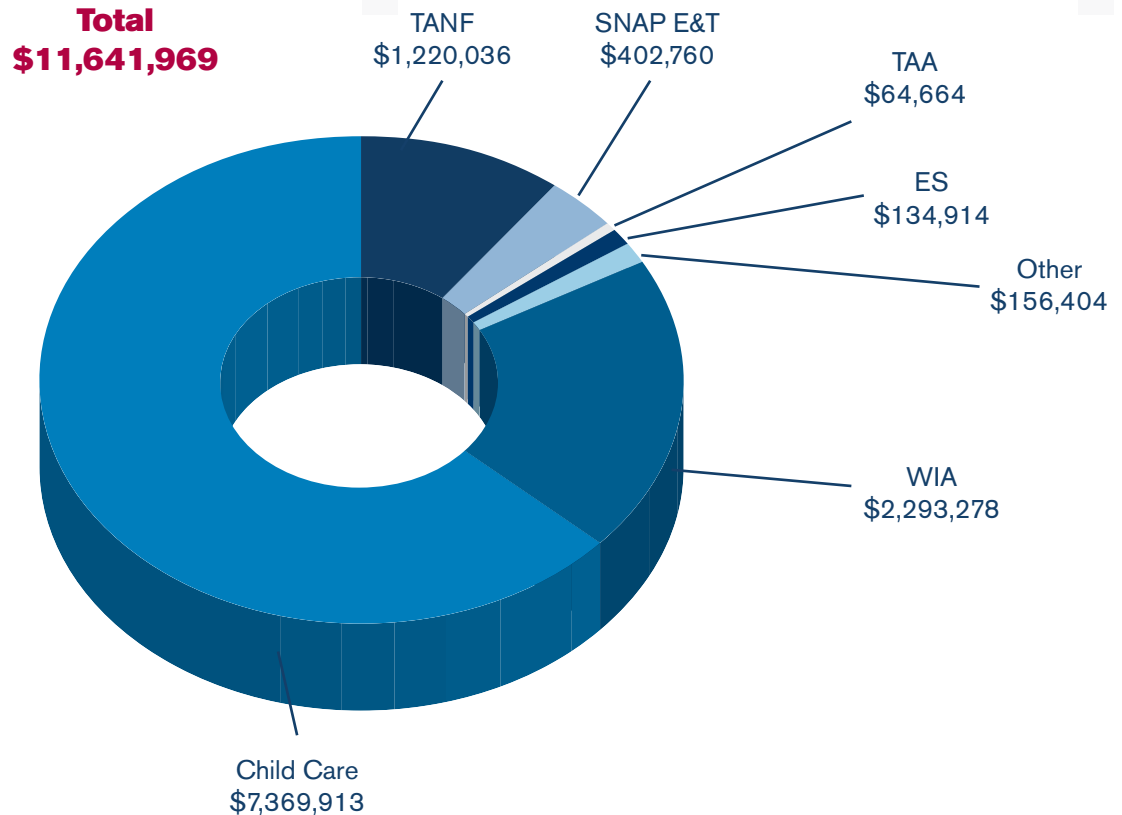
- Nine iPads that provide on the spot, customer service in a matter of seconds.
- Upgrading of over 200 computers and laptops to provide our customers with the latest computer technology
- Video Boards that display information to direct customers to activities that will help lead them to employment
- Workforce Center Customer Tracking system that identifies jobseekers and alerts staff so that customized services can be provided.



# FINANCIAL DATA

Workforce Solutions for the Heart of Texas is funded by federal and state funds, and through private grants. In Fiscal Year 2012-2013, Workforce Solutions administered \$11,641,969.00 in program funds.

## FUNDING FY 12-13



HEART OF TEXAS WORKFORCE  
DEVELOPMENT BOARD, INC.  
BOARD STAFF



**Anthony Billings**

*Executive Director*

**Aquanetta Brobston**

*Quality Assurance Coordinator/Equal  
Opportunity Officer/504 Coordinator*

**Rene Clayton**

*Manager of Business, Industry &  
Community Initiatives*

**Rochelle Goodnight**

*Executive Secretary*

**Lilian Signey- Hall**

*Project Support Specialist*

**Judy Hedge**

*Workforce Technician*

**Kary Kuecker**

*Contract Manager of Workforce  
Centers & WIA Youth*

**Vicki Meek**

*Budget & Contract Officer*

**Julie Talbert**

*Contract Manager for Child Care &  
Public Transportation*

**Eunice Williams**

*Planner*

*Administrative Offices*

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