

From left to right:

Linda O'Black –  
Report Card Committee

Addie Wiseman –  
Houston City Council Woman

Mark Guthrie – Vice Chairman,  
Gulf Coast Workforce Board

Jose Villareal – Chair,  
Report Card Committee

Frank Thompson – Chairman,  
Gulf Coast Workforce Board

GULF COAST WORKFORCE BOARD

## Gulf Coast Workforce Board Receives Awards

On March 4, 2005, The WorkSource –Gulf Coast Workforce Board was awarded the 2005 Special Achievement Award by the National Association of Workforce Boards for its exemplary employer-driven system and for building innovative strategic partnerships with the business community. The award was presented at the NAWB's national conference in Washington, D.C.

The Art Institute of Houston recognized The WorkSource on March 22 as one of the winners of its 2005 Annual Compass Awards. The Compass Award is presented to companies that assist students and graduates in their chosen field, going above and beyond the call of duty and demonstrating a commitment to their industry.

Several weeks earlier, The WorkSource was recognized with a Citation of Excellence ADDY award for a series of four posters depicting the Board's Core Values.

# worksource

## Gulf Coast Workforce Board Releases First Annual Report Card On State of Region's Labor Force

With an emphasis on determining success by measuring competitiveness, the Gulf Coast Workforce Board published its first Annual Report Card on the State of the Region's Labor Force on February 24, 2005.

The Workforce Report Card compares the Gulf Coast's labor market and the effect it has on the local economy against those of comparable metropolitan regions in the United States. Each region has been graded using a variety of indicators, and the report card presents what the Board believes employers, educators and community leaders in the Gulf Coast region must do to remain competitive.

San Antonio, Dallas, Denver, Atlanta, Miami and San Diego are the metropolitan areas viewed as the Gulf Coast region's competitors. The report card employs six separate dimensions

to measure workforce and economic competitiveness: industries and employers; labor force and knowledge jobs; market alignment; education; income, wealth and poverty; and places to be.

Workforce Board members spoke about several promising factors documented in the report card. Among them:

- The Houston-Gulf Coast region competes well with similar U.S. metro areas when measuring key elements of its workforce. For example, more than a third of the Gulf Coast's jobs are considered "knowledge jobs." The Gulf Coast also has the most diverse workforce of all the regions studied, and a relatively low unemployment rate.



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# Report Card continued...

- In addition, the Gulf Coast region's cost of living is quite competitive compared to other Sunbelt cities. Population growth and the percentage of the population moving into the region both reflect the Gulf Coast's region's general attractiveness as a place to live and work.
- During the past two decades, the region has greatly reduced its reliance on a single economic sector, and has a strong infrastructure in the Port of Houston and the presence of a major international airport.
- The region has a critical mass of financial, health care and corporate resources.

Although the Gulf Coast region clearly competes well with similar U.S. metropolitan areas, Board members emphasized a need to do better in four key areas: gaining more competitive employers; grooming a better-educated workforce; producing more and better jobs; and generating higher incomes.

A key finding was that the Gulf Coast region's greatest strength is also its greatest challenge. A growing, young and diverse workforce needs a top quality education system to ensure that workers will have the skills employers will need in the future.

Board members voiced their vision of the Gulf Coast as ranking "among the top 10 economic regions in the world." This status, they said, shapes their two-fold mission: helping employers solve their workforce problems and helping residents build careers, so both can compete in the global economy.

The full report card is available and can be viewed online at [www.theworksource.org](http://www.theworksource.org).

