

A decorative graphic on the left side of the page consisting of several purple hexagons of varying sizes arranged in a cluster.

GULF COAST WORKFORCE BOARD COMMUNICATIONS COMMITTEE

Thursday, September 15, 2022

AT 10:30 A.M.

By Hybrid Meeting

at 3555 Timmons Lane, 2nd Floor meeting room D

or via Zoom at https://us06web.zoom.us/webinar/register/WN_rtsI5h5bQKGx2Bqyqzd3ZA

AGENDA

- 1. Call to Order and Introductions**
Doug Karr, Chair
- 2. Communications Update**
- 3. Scheduling of Future Meetings**
- 4. Other Business**
- 5. Adjourn**

In compliance with the Americans with Disabilities Act, the Workforce Board will provide for reasonable accommodations for persons attending meetings. Requests should be received 24 hours prior to the function by contacting Deborah Duke at 713.993.4522 or deborah.duke@wrksolutions.net.

Communications Committee Update



Workforce TV: Your Career Your Choice

Your Career Your Choice – Powered by Workforce Solutions premiered on **Saturday, August 6 at 3:00 p.m.** The program will air through October 29.

Principal production of all episodes was completed on August 9.

9 of 13 episodes have been submitted for air. The remaining 4 episode are in the post-production stage.



Workforce TV: Your Career Your Choice



EDC Partnerships

The following successful EDC partnership events have been conducted and will serve as models for future meetings:



Sept 29, 2021



Apr 19, 2022



May 26, 2022



Feb 24, 2022



Apr 20, 2022



Aug 11, 2022

Tomball EDC

On May 26, 2022, Tomball Economic Development Corporation, in partnership with Workforce Solutions, hosted an event with local employers and human resource representatives. A presentation on local economic data was followed by a robust discussion with local business leaders about workforce development challenges, and new ways to engage with and expand the pool of available talent in the area.



Wharton EDC

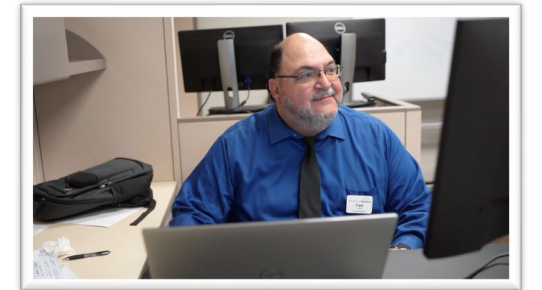
On August 11, 2022, Wharton Economic Development Corporation and The City Development Corporation of El Campo, in partnership with Workforce Solutions, hosted an event with local employers and human resource representatives, to explore new approaches to workforce development, discuss implementing programs aimed at upskilling the existing local workforce, and exploring new strategies to build a talent pipeline for the future.



Employer Spotlight Videos

Completed

- South Post Oak Recycling
 - Brandi Harleaux, CEO
 - Johanna Lopez, Workforce Solutions
- GenesysWorks
 - Katherine Taylor, Exec. Dir.
 - Crosby Brito, Workforce Solutions
- UH Honor College
 - Cindy Paz, Exec. Dir.
 - Michelle Miner, Apprentice
 - Fred Lopez, Workforce Solutions



Thank you.

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September 15, 2022

Workforce Solutions

Quarterly Communications
Committee Meeting

An orange circle with a thin white border, containing the word "purpose" in a white, lowercase, sans-serif font. The circle is positioned over the bottom left of the page, partially overlapping the background image of a hand writing.

purpose

Initiatives for this Quarter

Brand Awareness & Marketing (Agency, Employer, Individual)

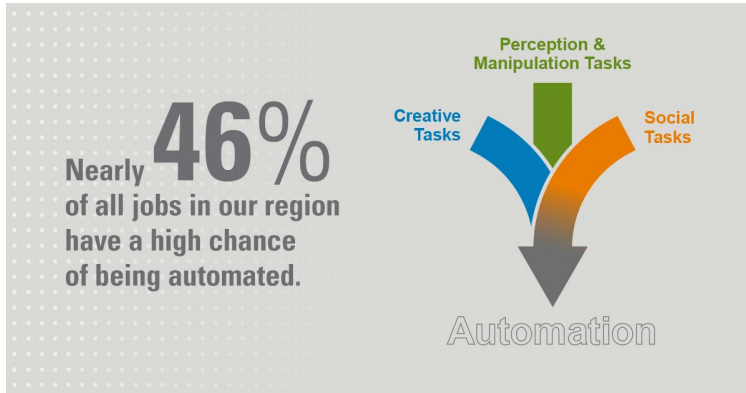
- Employer Quarterly Content Strategy, Calendar and Social Media Assets for Use on LinkedIn, Blog/Landing Pages, Newsletters, etc.
- Completed Employer Newsletter
 - Communications team to distribute
- Homepage, Employer and Individual Landing Pages
 - Workforce Solutions' Digital Development Partner Ingeniux is developing webpages
- Completed development of Three SharePoint Sites to House Brand Standards Guide, Templates and Assets
 - Created distinctly branded sites for Agency, Employer and Individual
- Website RFQ/RFP Support
 - Workforce Solutions reviewing previous deliverables and discussing next steps

Internal Communications

- Continue Discussions on Pulse Survey Recommendations to Build Trust System-wide
- Developed Strategic Communications Plan with Staff Experience Presentations for Board Staff and Staff Experience 1 presentation for RMT and Managers & Supervisors
 - With additional discussions, Savage to develop next level of presentations to further communicate staff experience vision

Initiatives for this Quarter

Employer LinkedIn Assets



Initiatives for this Quarter

Employer Newsletter



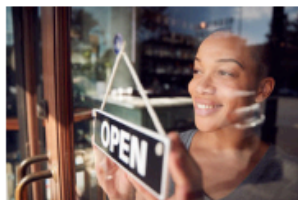
Welcome back!

In our second newsletter, we focus on ways you can attract and retain talent – especially hourly workers – when you can't offer higher wages. From training to benefits to flexibility, there are several ideas for consideration. We specifically highlight how our On-the-Job Training programs are a powerful tool to help you meet challenges such as upskilling and reskilling today's workforce, finding cultural fits and filling roles quickly.

[Read Letter](#)

Meet Juliet Stipeche

Juliet comes to us as an established pillar of the Houston community with a wealth of leadership roles and experience in law, education, politics, healthcare, and governance. As a second-generation Latina, Juliet says she feels personally connected to Workforce Solutions' purpose of empowering lives and keeping our region a great place to do business, work and live. Having watched her parents establish themselves in this country, she knows the importance of educational attainment, social capital, and the dignity of a good career to help persons thrive. Juliet's passion and caring spirit shines through in her service, work, and personality. "I am delighted and honored to serve our region's employers and residents by creating solutions that address the most critical challenges they face today."



Beyond Salary – How to Attract and Retain Hourly Workers

Workers have more bargaining power than ever given the current labor environment. Learn what employers of hourly employees can do to remain competitive without offering higher hourly wages.

[Read More](#)



On-the-Job Training – Your Key Advantage to Attract and Retain Hourly Workers

With new skills required for today's jobs, many employers are realizing the need to reskill or upskill incoming talent. Additionally, employers are experiencing a shortage of candidates to fill open roles. On-the-Job Training is the perfect opportunity to alleviate the pain of these circumstances. Find out what the program is and how it can help with your talents needs – from partial wage reimbursement to employee coaching and more.

[Read More](#)

Local Employment Statistics

➔ **4.8%**
Regional
Unemployment Rate

+ 900
Jobs

July 2022 (not seasonally adjusted)

[View Monthly Jobs Report](#)



Small Business Success:

How On-the-Job Training Helped South Post Oak Recycling Center Thrive

Watch how CEO Brandi Harleaux leveraged recruiting and training support to address hiring hardships.

[View Video](#)

Initiatives for this Quarter

Labor Market Information Social Media Assets

LinkedIn



LMI Landing Page



Initiatives for this Quarter

SharePoint Brand Standards Development – Agency

Workforce Solutions

Home

Brand Story

Brand Guidelines

Messaging

Brand Assets & Forms

Templates

Contact

Edit

Share

New

Page details

Analytics

Published 7/11/2022

Edit

Welcome to the Workforce Solutions Online Brand Guidelines

READ THE INTRODUCTION →

Learn more about Workforce Solutions Messaging

Download Workforce Solutions PowerPoint Templates

View and download images from our Library

Download Workforce Solutions Signage Templates

Workforce Solutions Logo

The Logo

The honeycomb image in the Workforce Solutions logo represents a source of activity and production and it symbolizes the linkage of the many system components as well as the Agency, Individual and Employer brands.

To ensure that a corporate signature is displayed and implemented effectively presentation standards are essential. When the corporate signature is treated consistently, it becomes the visual cornerstone that supports the Workforce Solutions message and identity across the entire organization in all brands, products and functions.

The Workforce Solutions' corporate signature is formed by two elements – the honeycomb mark and customized type. These two elements must always be used in combination; one can never be used separately from the other. The corporate signature must be used on all communications in the consistent manner shown.*

The space and placement set between the mark and type should never be altered so that the signature is always reproduced in a consistent manner and the elements always remain as a unit.

* The Workforce Solutions name may be used without the logo in special cases, such as outdoor signage with landform restrictions. Any exceptions to using the corporate signature must be pre-approved by the Workforce Solutions Board staff.

Horizontal Orientation



Stacked Orientation (available by request)
Occasionally, a stacked version of the logo may be necessary in special circumstances. Please contact Board staff for approval of usage and appropriate logo file.



Logo Files

The Workforce Solutions logo is available in various file formats.

Logo colors

The Workforce Solutions logo is available in color (PMS, CMYK and RGB), all black (monochrome), all white (monochrome) and in an alternate color format.

Initiatives for this Quarter

SharePoint Brand Standards Development – Employer

Workforce Solutions

[Home](#)[Brand Story](#)[Service Story](#)[Brand Guidelines](#)[Messaging](#)[Brand Assets & Forms](#)[Templates](#)[Contact](#)[Edit](#)

New

Send to

Promote

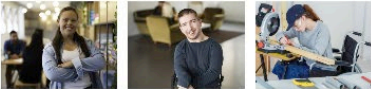
Page details

Analytics

Photography

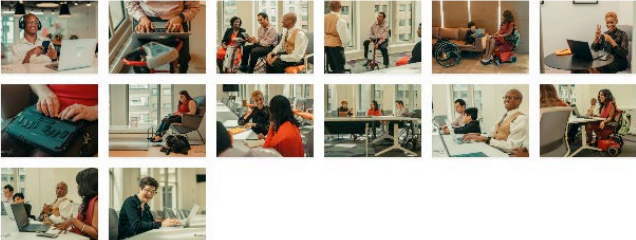
Click to preview an image and then right-click and select Save image as... to download it.

Accessibility Photos




Disability:IN Photos

Stock license allows Workforce Solutions to reuse this stock photography for any purpose; however it cannot be shared with others in adapted form. Credit must be provided to Disability:IN through image watermark or credit line.



Childcare Photos




Templates

Contact

Edit

Brand Story



This narrative speaks to the meaningful difference we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have at the highest level. This story exists to energize and align us internally in service of bringing these outcomes to life. It applies to the full range of stakeholders we impact from customers to staff to the community at large and is not intended to be externally facing messaging.


Our region is more than just a point on a map. It is the home of millions of people and the location of thousands of businesses. And the relationship between those two groups is what keeps our region bustling with activity and rich in promise. Our 13-county area must be a hub for interdependent relationships that lift people and businesses up to their highest heights; and promote them in their goals for success.

That can't happen if we lag behind the times or miss opportunities as they arise. That can't happen if ties are broken between employers and employees, or if we don't identify opportunities to grow skills and capacity. If our region fails in its ability to support thriving businesses and industrious individuals, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

At Workforce Solutions, we exist to keep our region a place where people want to do business, to work and live. When we identify and pursue every opportunity to bring vibrancy to the labor market, we generate more promise and hope. Our region becomes a magnet for amazing businesses and amazing talent. People flock here for jobs and businesses rush for the opportunities to grow. We become a place where people and businesses want to plant their roots, because they see a future here, and that future is bright. Abundance follows, and as a result, we become an important player in the global economy and all in our region thrive.



Initiatives for this Quarter

SharePoint Brand Standards Development – Individual

[Home](#) [Brand Story](#) [Service Story](#) [Brand Guidelines](#) [Messaging](#) [Brand Assets & Forms](#) [Templates](#) [Contact](#) [Edit](#)

[+ New](#) [Send to](#) [Promote](#) [Page details](#) [Analytics](#)

PowerPoint Templates



WFS Individual Standar...

August 24

WFS Individual Wide pptx

August 24

PowerPoint is one of Workforce Solutions most widely used communications tools and consistency in the development of these presentations will ensure coherence is maintained across Workforce Solutions three brands.

Microsoft® PowerPoint presentation Templates for Workforce Solutions' Individual brand are available in wide 16:9 format and standard 4:3 format.

The Template provides a title(s), divider(s) and content slide examples, and incorporates the appropriate brand elements, fonts and colors.

Microsoft Office Theme for Workforce Solutions

It is recommended to install the Microsoft Office theme on your desktop computer when working with any of the Microsoft Office templates for Workforce Solutions. The theme will install the Workforce Solutions color palette and fonts for all of your Microsoft Office applications (Word, Excel, PowerPoint, etc.)

Download MS Office Theme for Workforce Solutions

Installing theme files on Windows

The easiest way to locate the themes folder in Windows is to open an Explorer window enter the following text in the **location pane** at the top:

%AppData%\Microsoft\Templates\Document Themes.

1. Pressing **Enter** will re-direct the window to the local **Document Themes folder** where the theme files are located.
2. Copy the **wfs_individual_colors.thmx** file to the **Documents Themes folder**
3. **Start** or **Restart** your Microsoft Office application(s) and the Workforce Solutions color palette and default font(s) are ready to use in your documents.

Installing theme files on MacOS

In MacOS, MS Office template files are stored inside the **user's home folder** in:

/Library/Group Containers/UBF8T346G9.Office/User Content/Themes

1. By default, the **Library folder** is hidden by the operating system, so to reveal it you need to hold down the **Option** key while clicking **Go** in the Finder menu. Then you will see **Library** as an option in the **Go menu**.
2. By using the path above, navigate to the **Themes** folder and copy the **wfs_individual_colors.thmx** file to the **Themes folder**.
3. **Start** or **Restart** your Microsoft Office application(s) and the Workforce Solutions color palette and default font(s) are ready to use in your documents.

[Selines](#) [Messaging](#) [Brand Assets & Forms](#) [Templates](#) [Contact](#) [Edit](#)



This narrative speaks to the meaningful differences we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have on our customers. This story exists to energize and align us internally in service of bringing these outcomes to life and serves as the foundation from which all external messaging is crafted. It applies specifically to our customers and is not intended to be externally facing messaging.

We all share dreams, hopes and aspirations for rich and fulfilling lives. And, we understand there are thousands of obstacles and unknowns that stand between you and making these dreams realities. Perhaps it's a lack of time to balance professional aspirations and family realities. Or