

WORKFORCE SOLUTIONS BORDERPLEX  
STRATEGIC GOALS 2021-2023



**Objective**

1. Effectively utilize relevant dashboards and infographics at Board, Committee, and internal meetings to inform better decision-making.

**Update**

All dashboards are fully implemented.

100%

**Objective**

2. Integrate childcare family population in all programs and initiatives to ensure services and programs are comprehensively impacting all customers.

**Update**

Child Care Services and Workforce Program contractors collaborated to begin the integration of parents who are looking for employment by assisting them with registering in Work In Texas to begin job searching.

75%

**Objective**

3. Acquire \$500,000 in non-formula funds to utilize towards clients who do not typically qualify, enhance services, and/or develop innovative economic development programs.

**Update**

WSB has been awarded over 1 million dollars in non-formula funding.

100%

**Objective**

4. Automate workflow and process improvements by creating efficiencies with cross-functional software applications and enhancing our internal digital literacy and skills.

**Update**

Monday.com has been implemented with Staff and is currently being utilized throughout the organization.

HR System will be re-procured in the next coming months.

50%

**Function/Area of Interest:**  
Resource Maximization & Efficiency

**Strategic Goal:** Increase, simplify, and enhance WSB services

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**Objective**

5. Develop and implement a comprehensive strategy for the Pop-Ups and small center access points.

**Update**

The Aligned Partner Network continues to develop its partner sites; we have active MOUs with Horizon EDC, the City of Socorro HUB, and the El Paso County Housing Authority (Fabens, TX). Promotional materials and plans are being developed for each site, and our partners are coordinating with us on how to serve their community best and promote our partnership. The Chamizal Community Center site is still pending activation. WSB staff are ready to report to work at Chamizal as soon as the agreement is solidified.

75%

**Objective**

6. Develop various options for enrollments into programs ranging from “self-managed,” to “express,” to “guided,” to “concierge.”

**Update**

WSB's website now includes the link for customers to complete the pre-eligibility online. We will schedule a meeting with the contractor to discuss the outcomes of the website link and address any issues. A QR code will be provided to the communications department to ensure all flyers regarding WIOA eligibility contain this code.

75%

**Objective**

7. Develop methods and channels to embed jobseekers with disabilities into all workforce programs and initiatives.

**Update**

WSB is currently working with TWC on an Explore Apprenticeship program for students with disabilities. We are currently in the planning stages and outlining the program.

50%

**Objective**

8. Establish the “New Economy Readiness Workshops” at different scales based on customer abilities such as “basic digital literacy,” “remote work,” and “freelancer (entrepreneurial)” workshops.

**Update**

Remote work workshops are offered individually and work with the customer's schedule. In addition, the Basic Digital Literacy curriculum is currently being developed, and classes are anticipated to begin at the end of January 2023. Lastly, financial literacy workshops will be provided to customers to include various topics such as budgeting and basic credit 101.

75%

**Objective**

9. Develop Digital Solutions Program for childcare providers (digital literacy + kits)

**Update**

The NextForce DTS pilot has helped over 60 childcare providers. The DTS team continues to assist childcare providers by identifying and assessing technology needs, purchasing related equipment or software, and helping integrate and maximize the use of LinkedIn Learning training. WSB is working on a grant submission with EP County to draw-down ARPA funds to continue and expand the program.

100%

**Function/Area of Interest:**  
Innovative Programs & Services

**Strategic Goal:** Enhance customer experience with innovative and simplistic service and data-driven product design.

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**Objective**

10. Spend at least \$1,000,000 in training/employment into occupations across three in-demand industries: healthcare, technology, advanced manufacturing.

**Update**

WSB continues to focus on the three main in-demand industries. To date, we have exceeded the goal. WSB has supported IT-related training and certification, healthcare support by providing paid work experience and support nursing students with training costs and support services, and provided paid work experience and internships related to Advance Manufacturing.

100%

**Objective**

11. Develop a Women's Solutions Bureau to identify gaps in gender equity and establish methods to increase access for under-represented populations among various occupations and programs.

**Update**

A total of 54 women took part in basic home repair mini workshops so they could have the ability to perform their own repairs and spark interest in the construction field. We had 7 women participating in the Refrigeration & HVAC Technology program. Five of them presented the final exam for the Basic Employer Ready Electrical Certification, and 4 passed and received the certification. WSB will be relaunching SheBuild sessions as an ongoing opportunity for underserved women in Q1.

75%

**Objective**

12. Launch, brand and promote NextForce as the division focused on youth and develop a range of programs targeted at youth subgroups:

a) Opportunity Youth; b) college drop-out recovery; c) high school CTE (Career and Technical Education) entrepreneurs (Grind Talk Crew)

**Update**

a) -The Opportunity Youth Action Network held a convening at the end of April to identify the sub-population that will be the first focus of the group: high-school graduates that have not enrolled in post-secondary or entered the workforce. -WSB has also partnered with Big Brothers Big Sisters and has received an Aspen Institute planning grant that targets Opportunity Youth. The planning grant will run through June 2023 and involves planning strategies for a pilot that will allow OY to complete a short-term training program.

-Services for foster youth are now being provided onsite at the Pride Center to keep them engaged.

b) WSB is working with Sul Ross University to identify stop-outs and attempt to re-enroll them.

50%

**Objective**

13. Support economic development efforts in the rural areas.

**Update**

Alpine ISD was awarded a Start-Up and Expansion grant from TWC and will be awarded a Child Care Quality initiative grant from WSB. Alpine ISD hired a director and assistant director who have already been approved and certified by Child Care Regulations (CCR) as such. They are on the next phase of moving towards obtaining thier zoning and fire inspections, and ordering of education material and equipment to set up the rooms for inspections.

50%

**Function/Area of  
Interest: Economic Recovery**

**Strategic Goal: Develop  
programs and initiatives to  
support an improved  
regional economy.**

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**Objective**

14. Establish the West Texas Aerospace Coalition and Training Center.

**Update**

WSB continues to be part of the West Texas Aerospace Defense Manufacturing coalition. In September 2022, the coalition led by UTEP won a \$40 million grant through the Build Back Better Regional Challenge to further support the advanced manufacturing and the A&D sectors. WSB supported UTEP with an NSF multi-million dollar grant to continue to expand opportunities.

75%

**Objective**

15. Develop the Early Education Center of Excellence with Early Matters El Paso partners.

**Update**

Reconnecting with Early Matters El Paso to begin the conversations on the direction and next steps.

25%

**Objective**

16. Develop and launch the WSB Business Solutions Center (in-person and virtual services) to provide consultative and customized workforce recruitment and retention services.

**Update**

WSB has renewed letters of agreements with the local chambers, Borderplex Alliance and Paso Del Norte Foundation to help align business strategies.

50%

**Objective**

17. Develop the framework for a Healthcare Center of Excellence.

**Update**

CEO met with MCA and has had conversations with key hospital representatives regarding coordination and support efforts to establish a regional clinical rotation coordinator. WSB will also meet with Texas Tech to develop an additional TIP grant to support nursing students. WSB continues to explore options.

50%

**Objective**

18. Establish a plan to train and employ at least 100 transitioning soldiers into upper quartile occupations by December 2023.

**Update**

Collaboration with Ft. Bliss continues with TAP (Transitional Assistance Program) to include the active CSP's (Career Skills Programs) on base. Garrison Command will meet with WSB to expand on the Pathway for Heroes grant. The city of El Paso has also extended their support and we will continue meeting with them to discuss the city's bridge program for transitioning service members, military spouses, and veterans in our community. WSB will meet with the Texas Transition Alliance to discuss our recent DOL award specific for transitioning service members and discuss initial plans.

75%

**Function/Area of Interest:**  
Community-wide Collaboration

**Strategic Goal:** Provide value to the community by establishing partnerships & leveraging resources.

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**Objective**

19. Utilize the customer satisfaction survey tool and process to improve and enhance service delivery.

**Update**

We continue to analyze and share responses with staff every two quarters. Meanwhile, Board continues monitoring strategies to ensure the implementation of the corrective action plan.

75%

**Objective**

20. Publish an annual Wage Analysis & Return on Investment Report and present to all six county governing bodies and economic development partners. Develop a standard "Status of the Workforce" presentation to present on-demand at business, civic and community meetings.

**Update**

Wages 2020, 2021 and ROI 2021, 2022 completed and shared with all staff and community. WSB staff has presented "Status of the Workforce" in different events and meetings to businesses and community organizations.

75%

**Objective**

21. Develop a public (version) dashboard of workforce data accessible by businesses and partners.

**Update**

WSB is outreaching out to vendors for quotes to develop these public dashboards. We are also selecting the topics that will be shared with the public.

50%

**Objective**

22. Enhance messaging to reach broader audiences.

**Update**

WSB purchased new domains to support the development of sub brands for focused audiences connected to strategic goals: youth, women/equity, and businesses.

We are deploying a mass Spanish campaign for childcare services with plans to expand large, paid campaigns to all audiences by May.

Off the Clock parody series targeting the general public and adult audience continues through the fiscal year's end with three episodes aired.

75%

**Function/Area**

**of Interest:** Marketing,  
Communications &  
Outreach

**Strategic Goal:** Increase and  
enhance the value and  
credibility of workforce  
board(s).