

To: Gulf Coast Workforce Board Members

From: Rodney Bradshaw  
Mike Temple

Date: June 1, 2011

Subj: Board Meeting Materials for Tuesday, June 7, 2011

The next meeting of the Gulf Coast Workforce Board is scheduled for **10:00 a.m., Tuesday, June 7, 2011**, in the second floor Conference Room A, 3555 Timmons, Houston.

**Chairman's and Committee Reports.** Audit /Monitoring Committee Chair Garcia will report on the last meeting. The committee plans to meet in July in advance of the Procurement Committee to review contract compliance and performance.

**Action Items.** Budget Committee Chair Estrada will bring recommendations from the most recent meeting. Reductions in federal and state funding make it necessary to adjust budgets in our current year. Also, stimulus funding increased service levels for financial aid to a point which we cannot maintain. Currently, we have wait lists for any type of financial aid, including scholarships and help with child care expenses. If, by July, attrition from child care is insufficient to reduce costs, we may need to target enrollments funded with stimulus dollars. Funding for Project RIO (Re-Integration of Offenders) was eliminated in the State legislative session, as well.

Our best estimates for the next year reduce funding by \$37 million or 17 percent from current levels. We need to identify more efficient ways to serve customers in the new fiscal environment. Our Procurement Committee will meet in advance of the August meeting with the challenge of developing 2012 contract recommendations accordingly.

We bring a staff recommendation for a relatively modest amount of dollars to try a new online service for customers. We have six responses to a Request for Proposals to offer customers an online career assessment/planning service, with an eye toward reducing costs. Included in the meeting information is a summary of each proposal and a recommendation to pilot the low cost proposal.

**Information Items.** Finally, we present summary information on system performance and offer some additional information in a new format. We continue to see some good news in the enclosed economic data, including reduced initial and continuing unemployment insurance claims from year ago levels.

As always, we appreciate your time and effort in the service of this Board. Please call if you have any questions. We look forward to seeing you Tuesday.

# The Gulf Coast Workforce Board Tentative Agenda

**Tuesday, June 7, 2011 at 10:00 a.m.**

H-GAC Conference Room A

3555 Timmons Lane, Second Floor, Houston, Texas 77027

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1. **Call to Order and Determine Quorum**
2. **Adopt Agenda**
3. **Hear Public Comment**
4. **Review April 2011 meeting minutes**
5. **Declare Conflicts of Interest**
6. **Consider Committee Reports**
  - a. *Audit/Monitoring.* The committee chair will present an update from the May 25, 2011 meeting.
7. **Take Action**
  - a. *Budget.* Consider proposed reduction in 2011 Board budget to \$218 million.
  - b. *Procurement.* Consider recommendations to negotiate a contract to pilot online career counseling and planning tools in amount not to exceed \$5,000.
8. **Receive Information**
  - a. *System Performance.* Staff will summarize current performance against Board measures and grantor requirements.
  - b. *Expenditures.* Staff will report on current expenditures.
9. **Look at the Economy**

Staff will discuss current economic data and trends in the Gulf Coast labor market.
10. **Adjourn**



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**MINUTES OF  
THE GULF COAST WORKFORCE DEVELOPMENT BOARD  
TUESDAY, APRIL 5, 2011**

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**MEMBERS PRESENT:**

Gerald Andrews	Willie Alexander	Elaine Barber
Carl Bowles	Charles Cook	Bill Crouch
Joe Garcia	Mark Guthrie	Barbara Hayley
John Hebert	Bobbie Henderson	Tracie Holub
Eduardo Honold	Guy Robert Jackson	Valeria Jackson-Forrest
Birgit Kamps	Jeffrey Labroski	Ray Laughter
Mindy May	Ronald McKinley	Michael Nguyen
Linda O'Black	Allene Schmitt	Richard Shaw
Myles Shelton	Gil Staley	Tom Stinson
Frank Thompson	Evelyn Timmins	Bill Weaver

**H-GAC STAFF MEMBERS PRESENT**

Rodney Bradshaw  
Mike Temple  
David Baggerly  
Ron Borski

Mr. Frank Thompson, Chair, called the meeting to order at approximately 10:00 a.m., on Tuesday, April 5, 2011, in the 2nd floor, H-GAC Conference Room A, at 3555 Timmons Lane, Houston, Texas. Mr. Thompson determined that a quorum was present.

**ADOPTION OF AGENDA**

Mr. Thompson asked for an adoption of the agenda as presented. A motion was made and seconded to adopt the agenda. The motion carried.

**PUBLIC COMMENT**

No one signed up for public comment.

## **MINUTES FROM FEBRUARY 1, 2011**

Mr. Thompson asked if there were any additions or corrections to the minutes for the February 1, 2011 meeting. A motion was made and seconded to approve the minutes as presented. The motion carried.

## **DECLARATION OF CONFLICT OF INTEREST**

No one declared a conflict of interest.

## **CHAIRMAN'S AND COMMITTEE REPORTS**

### Career Office

Ms. Tracie Holub explained that the Workforce Solutions' Honeycomb Service Excellence Awards recognize exemplary work by staff throughout the system. Twice a year, a committee composed of contractor and Board staff makes awards from nominations received in two categories: Innovation/Initiative and Teamwork.

For Spring 2011, the committee received nominations:

Innovation and Initiative	Go beyond prescribed job duties to implement new ideas resulting in a better Workforce Solutions where customers get the help they need more efficiently.	5 nominations
Teamwork	Cooperation among more than one contractor and at least two of the three system parts	3 nominations

The Innovation and Initiative award was presented to:

- ❖ **Charles McBride, Rod Snyder, Angela Nickerson and Carol Rackley**  
(Interfaith of the Woodlands)

This group established the Financial Assistance - Customer Service Center concept and tested the system across multiple pilot centers. Three key performance results met in the pilot:

- ✓ Improved customer service by developing a uniform customer tracking system with timely follow up
- ✓ Reduced error rates / tracking errors to meet requirements thus reducing customer "wait times" for critical services like child care

- ✓ Improved system efficiency by removing paper files from offices, reduced staffing costs in offices and centralized electronic files for online viewing by offices and contract management

The Teamwork award was presented to:

- ❖ **Beverly Giles** (ResCare), **Teresa Jackson** (Houston Works) and **Carol Leal** (Interfaith)

The multi-contractor team identified the need to develop a training manual and presentation to improve use of TWIST/MIS reports to track customer performance.

- ✓ The team captured best practices for using TWIST/MIS reports which maximizes office staff time and provides timely information to customers
- ✓ The team developed a training manual, best practices presentation and implemented a cascading training process for office staff
- ✓ The team represents a good collaboration among our career office contractors.

### Education

Ms. Barber explained that at the December meeting, Education Committee Chair, Kathy Shingleton provided a summary of the presentation made by Dr. Robert Wimpleberg and Ms. Donna Scott and reported that the Committee had invited All Kids Alliance to speak at the April meeting.

Dr. Wimpleberg provided an overview of their model and regional academic baseline indicators.

### Audit/Monitoring

Mr. Joe Garcia stated that the Audit/Monitoring Committee met on Wednesday, March 23, 2011. Mr. Garcia explained that since the last meeting the Regional Quality Assurance Team completed reviews at Pasadena, Texas City, Cypress Station and Bay City. We are seeing improvement in cooperation records and quality work applications following putting our contractors on performance improvement plans and forming a work group on work applications. New language was added on how offices are rated. Instead of meeting or not meeting standards, we now assign a ranking based on how the office compares with the other offices, i.e., above average, average, below average.

Mr. Garcia explained that the Board recently received a Texas Workforce Commission sanction for recordkeeping. Mr. Garcia explained that we are currently working hard to address these issues and taking steps to improve the problem.

Mr. Garcia explained that as we reported at the last meeting, we continue to work with Houston Works' whose billings to us did not tie to their internal financial records. We are also waiting on a copy of their annual audit due March 31, 2011.

From the resolution of the NCI billing report, we are working to improve the financial aid commitment system so that it can more accurately account for, record and spend resources for customers.

Mr. Garcia asked members to consider joining the Audit/Monitoring Committee.

### **ACTION ITEMS**

- a. Employer Services. Consider recommendations to adopt revised key industries and high-skill high-growth targeted occupations.

Mr. Gerald Andrews stated that Employer Services met on Monday, March 21, 2011 by teleconference to review and recommend the updated lists for the target industries, demand occupations and "hot jobs" used by the Board. The 3 supporting lists are: 1) Targeted Industries, 2) High-Skill, High-Growth Occupations and 3) Where the Jobs Are. These lists guide the Board's strategic investments, but also help our residents build careers in industries and occupations with good prospects and higher wages.

#### Targeted Industries

We began, as always, with labor market data. We used NAICS-level employment and wage data and projections for the 10-year period from 2008 to 2018 and looked for industries that fit the following criteria:

1. Industries with a projected employment growth rate equal to or greater than the average growth rate for all industries in the region for the period 2008 to 2018 ( $\geq 19.4\%$ )
2. Industries having a projected employment growth of at least 6,500 new jobs from 2008 to 2018 (an average of 650 jobs per year)
3. Industries with an average weekly wage of at least \$700 per week.

In addition to industries meeting the above criteria, we included in our targeted list: Oil and Natural Gas Extraction and Manufacturing. There are several different groups of employers within this larger sector and because of the importance of these employers to the area economy and gross regional product, we have created the sector and added it to our list. We have been working for several years with the large oil and gas companies, oilfield service firms, refiners and petrochemical manufacturers on a variety of workforce needs.

The proposed updated list for the Board's Target Industries is attached. The changes include the following additions:

- NAICS 2362 Nonresidential Building Construction
- NAICS 2371 Utility System Construction
- NAICS 3331 Agriculture, Construction, and Mining Machinery Manufacturing which was added to the definition of Oil and Natural Gas Extraction and Manufacturing

### High-Skill, High-Growth Occupations

The high-skill, high-growth list is made up of larger, high-skill, well-paying occupations critical to the Gulf Coast region's economic future. They offer the best job opportunities to area residents now and will likely continue doing so over the next ten to 15 years.

### **Qualifying Criteria**

Occupations meet the following criteria to be included on the high-skill, high-growth occupations list. They must have:

- projected employment for 2018 equal to or greater than the average for all occupations in the region (4,519)
- a projected employment growth rate equal to or greater than the average growth rate for all industries in the region (19.4 %)
- minimum education requirements of a post-secondary certificate or degree, long-term on-the-job training, or work experience in a related occupation
- median hourly wages equal to or greater than the median for all occupations in the region (\$16.08 per hour)

### **Scholarship Occupations**

Students preparing for employment in occupations on the list that meet two of the following three criteria are eligible for — but not guaranteed — scholarships from Workforce Solutions or one of its partners. To qualify, two of the three following statements must be true. The occupation must be one:

- with chronic shortages of qualified workers to fill existing or projected job openings;
- where the number of workers expected to graduate from the requisite education or training programs falls significantly below the number of job openings;
- whose employment is over represented in the targeted industries relative to all industries in the region.

The Scholarship Occupations list is a subset of the High-Skill, High-Growth list. We've focused this list – the one we will use in our career offices to help guide staff in putting our dollars into scholarships – on those occupations for which we can provide about two years of support for a successful outcome. All of the Scholarship Occupations come from the High-Skill, High-Growth list and are those currently in demand in our target industries and range of others.

### **Modifying the List**

An employer or group of employers with a demand for skilled workers can ask us at any time to modify our list. We will discuss with employers their shortage occupations, expected numbers of hires, wages and training requirements.

### Where the Jobs Are

We use the “Where the Jobs Are” list to identify those occupations that are growing. We don’t use wage or other kinds of criteria to refine the list; it consists entirely of those jobs in which we expect to see openings over the next 10 years.

Occupations on this list are those with projected annual average job openings equal to or greater than 170 per year.

A motion was made and seconded to adopt the updated Targeted Industries; High-Skill, High Growth Occupations; Occupations Supported by Scholarship; and Where the Jobs Are to better focus available workforce resources in the region. The motion carried.

- b. Procurement. Consider recommendations to negotiate contracts for remaining early education quality funds not to exceed \$1.150 million.

Mr. Mike Temple explained that in 2009, The Board received an additional \$7 million to provide quality child care services to providers as a result of Recovery Act funding. The Board also received an additional \$33 million of Recovery Act Funds for direct care.

We initially contracted with 6 organizations to provide a variety of resources and services including training, equipment and supplies to child care providers and children throughout the region. At our request, the State approved the use of \$3 million of the \$33 million targeted for direct child care funds for early education and care quality.

The Recovery Act funds for Early Education and Care Quality was originally scheduled to end on December 31, 2010, but was later extended to June 30, 2011.

Mr. Temple explained three of the six Early Education and Care Quality contracts have ended. Another contract is scheduled to end on April 30, 2011. We have recovered approximately \$1.1 million of unspent funds from those contracts. Our recommendation is to not send any money back as it is needed in our area for early education and care quality improvement activities. To expedite the use of these funds, we issued a Request for Proposal in March and received 5 proposals in response. Staff reviewed and ranked the proposals as shown in the chart below.

2011 Recommendations

Rank	Proposer	Requested	Recommended
1	Houston Area Urban League	71,523	71,523
2	Collaborative for Children	1,200,000	1,065,000
3	University of Houston Clear Lake	480,564	
4	Houston Achievement Place	67,140	
5	Rainbow of Love Adoption Agency	148,000	
	<b>Total</b>	<b>\$1,967,227</b>	<b>\$1,136,708</b>

A motion was made and seconded to authorize staff to amend contracts with the Houston Area Urban League and Collaborative for Children to provide additional Early Education and Care Quality Improvement services in the region through June 30, 2011. The motion carried.

**RECEIVE INFORMATION**

System Performance

Mr. David Baggerly reviewed the System Performance measures for February 2011. These measures gauge progress toward meeting the results set out in the Board's strategic plan. There are two sets of measures: one for the entire regional workforce system and one for the Board's operating affiliate, Workforce Solutions. The report is based on Workforce Solutions measures.

*For Workforce Solutions*

More Competitive Employers –

Employers Receiving Services (Market Share) – we expected to provide services to 37,120 employers this year which is 28% of the 132,569 employers identified for the Gulf Coast area. Through February, we provided services to 22,669 employers.

Employer Loyalty – our performance indicates our employer customers value our services and return to us for additional services. Of a possible 18,060 employers, 14,729 returned to The Workforce Solutions for additional services.

More and Better Jobs –

New jobs created – This information is captured quarterly and reflects a two year average. We worked with employers who added 3,431 new jobs annually.

Customers employed by the 1<sup>st</sup> quarter after exit – Reporting for one quarter (October 09 – March 10), 139,857 of the 211,389 customers who exited from services were employed in the quarter after exit.

Higher Real Incomes –

Exiters with Earnings Gains of at least 20% - Reporting for one quarter (April 09 – September 09), 54,811 of the 236,781 who exited had earnings gains of at least 20%.

A Better Educated and Skilled Workforce –

Customers pursuing education diploma, degree or certificate who achieve one – Through December, 1,021 of the 4,227 customers pursuing an education diploma, degree or certificate achieved one.

In addition to the Board's measures, Workforce Solutions works to meet the state's expectations for performance on indicators related to the money we received from the Texas Workforce Commission.

For the performance year that began October 1, 2010, we are meeting or exceeding the target for nine of fifteen measures. The six measures we are not meeting are:

- Claimant Reemployment. The target for this measure is 59%. Our performance in February (10/09-3/10) was 48.8%.
- Claimant Reemployment Within 10 Weeks. The target for this measure is 47%. Our performance in February (7/10-11/10) was 44.2%.
- WIA Youth Placement in Employment/Education. The target for this measure is 58%. Our performance in February (10/09-3/10) through December was 45.8%.
- WIA Youth Attainment of Degree or Certificate. The target for this measure is 53%. Our performance in February (10/09-3/10) was 44.1%.
- Average Choices Single Parent Participation Rate. The target for this measure is 40%. Our performance through February (10/10-2/11) was 28.1%.
- Average Choices Two Parent Participation Rate. The target for this measure is 55%. Our performance through February (10/10-2/11) was 39.6%.

We continue to work closely with our customers to improve performance on all measures.

Expenditure Report

Mr. Rodney Bradshaw reviewed the Financial Status Report for two months ending February 28, 2011. Mr. Bradshaw explained that everything looks good and he noted that we are a running little ahead on training dollars at this time. This is due to people starting class in January.

### **LABOR MARKET REPORT**

Mr. Ron Borski explained that the Houston-Sugar Land-Baytown Metropolitan (H-S-B MSA) declined four-tenths of percentage point in February to 8.4 percent, two-tenths of a percentage point lower than it was one year earlier. February's initial claims (IC) for unemployment benefits numbered 15,957, a decrease of 6,151 IC's over the month and 4,617 (22.4%) from February 2010. Total nonagricultural employment in the H-S-B MSA added 9,600 jobs in February with the pace of overall job growth slowing as the public sector faces major budget shortfalls scaling back seasonal hiring. The pace of job gains for February was off considerably from one year ago when the H-S-B MSA added 14,800 jobs. Weaker job gains reduced the rate of over-the-year growth to 2.0 percent, down from a 2.3 percent increase in January. All private super sectors with the exception of Professional and Business Services managed to maintain pace or improve the rate of over-the-year job growth in February. While the rate of job growth for the H-S-B MSA continues to be better than that of the nation, there was a significant dip in February. Despite an overall better labor market, looming budget deficits leave to question what will happen to public sector jobs throughout 2011.

Mr. Frank Thompson spoke about state and federal legislative issues. Mr. Thompson expressed concern regarding House Bill 3784 which would mandate all 600+ members of the 28 local workforce boards to publically disclose personal financial information about themselves, their spouses and dependent children. The bill would impose criminal and civil penalties for non-compliance. Furthermore, the bill seeks to impose the conflict of interest requirements of Texas Government code 572 on members of local workforce boards.

Mr. Mark Guthrie further elaborated on this issue. Guy Robert Jackson also spoke out regarding the bill.

### **ADJOURN**

There was no further business to come before the Board, the meeting was adjourned.

## **Audit/Monitoring Committee**

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### **June 2011 Monitoring Update**

#### **Recent Activity**

**Career Offices.** The Regional Quality Assurance Team completed annual reviews at two career offices, Southwest and Rosenberg. The reports are not published yet. These 2 offices are doing better on keeping good records. We are seeing improvement in cooperation records. Work applications and referrals still need improvement.

**Employer Services.** The Regional Quality Assurance Team performed an extensive review of the Employer Services Division operated by Employment & Training Centers, Inc. We found that most career office managers do not understand the role of the business consultants. The Employer Services Division is performing at an acceptable standard of operations.

**Financial reviews.** As we reported at the last meeting, we continue to work with Houston Works' whose billings to us did not tie to their internal financial records. We received a copy of their annual audit. The audit had the same basic findings as ours. The management letter states Houston Works needs to improve fixed asset accounting. It is not keeping up with depreciation of fixed assets in the general ledger.

## Procurement Committee

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# Career Guidance and Planning System Pilot

### Background

We think we can improve the quality of service we offer customers by using an online, interactive system to provide guidance about occupations and careers in our region, and assistance in career planning. There are numerous products on the market offered at a wide range of prices. Before we make a substantial investment in purchasing or leasing such a system, we think it is a good idea to use the system on a limited basis — take it for a test drive in 4 or 5 Workforce Solutions sites — to see what our customers think, and if it helps us provide better service.

A couple of months ago, we released a Request for Proposal (RFP) to solicit bids from organizations to test an online career guidance and planning service through a short-term pilot.

We asked bidders to offer a system that:

- Is easy for our customers to use and helpful, and which appeals to our diverse customer base;
- Is a turn-key product, but is able to be customized in terms of both look and content and is able to be branded as Workforce Solutions;
- Supports data collection and reporting functions for administrative use; and
- Minimizes duplication.

We also asked bidders to offer a system that helps customers:

- Learn about occupations and careers;
- Learn about themselves through the use of simple self-assessment tools;
- Identify career goals, marketable skills, and need for additional or new skills;
- Learn about educational programs and other opportunities to acquire skills and reach their career goals; and
- Look for work by providing suggestions on job hunting strategies and self-marketing appropriate for the person and the desired job, occupation or career.

Additionally, we asked bidders to:

- Locally train our staff on the system and provide on-going technical support;
- Customize and brand the system should we decide to lease it beyond the pilot phase; and
- Provide us with statistics and information we can use to evaluate the product and its fit with our business model.

## Current Situation

We received six proposals from the following organizations:

1. Bridges Transition
2. Kuder
3. Economic Modeling, LLC
4. Worldwide Interactive Network
5. Career Builder
6. Monster.com

A staff review team read and scored each of the six proposals. We asked the top two ranking bidders, Bridges and Kuder, to provide us with presentations and demonstrations of their systems via a web conference.

We think the Bridges product:

- Is more intuitive, easier to use and more helpful than the Kuder product
- Already includes national, state and regional labor market information, employment projections and wages whereas Kuder only has national data.
- Fits better with our business model of open, universal access for customers to all our services.
- Is as robust and provides as high quality information and service as the Kuder product, but is a less expensive solution.
- May appeal to more of our customers because the entire system is available in both English and Spanish
- Will provide customers with a seamless solution to online career guidance and planning because the bidder can fully brand the system as Workforce Solutions

We recommend awarding Bridges Transition a 6-month contract for a pilot project to test Bridges' Choice Planner career guidance and planning system in a amount not to exceed \$4,225.

Should we determine the Bridges product helps our customers and adds value to the service we provide, we will return to the Board for permission to negotiate a longer-term contract for full implementation.

## Action

Authorize staff to negotiate a six-month contract with Bridges Transition in amount not to exceed \$4,225 for a pilot test of the Choice Planner online career planning system.

## Gulf Coast Workforce Board Proposal Summary Bridges Transition

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	4-site pilot \$3,500 or 5-site pilot for \$4,225
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ 19,572,125 \$ n/a \$ n/a
Total Staff, Current Year and Prior Two Years:	Not applicable

<p style="text-align: center;">Service &amp; Results Summary</p>	<ul style="list-style-type: none"> <li>• Bridges Transition is a wholly-owned subsidiary of XAP, a for-profit company based in Culver City, California. They offer <i>Choices Planner CT</i>, an occupation and educational exploration and planning system and Ability Profiler, a research-based aptitude assessment instrument that is integrated with their Choices Planner product.</li> <li>• Choices Planner offers assessment activities; information about jobs and careers; information about schools, programs, tuition costs, sources of financial aid; and career and education planning. Customers can look at skills and abilities demonstrated on previous jobs and crosswalk those to other types of work. Customers can crosswalk results of occupation exploration and assessments to live job openings through SimplyHired.</li> <li>• Bidder offers two versions - one for younger people in middle school, and another for high-school students and older. Both systems are fully bilingual in English and Spanish. Customers can toggle back and forth. System includes national, state and regional level labor market information.</li> <li>• Customer can save work (such as resumes and letters) and web sessions (such as results from exploration and research) in an ePortfolio.</li> <li>• System can be fully customized and branded as Workforce Solutions.</li> <li>• Products are vendor-hosted and web accessible. Offers 1-year site licenses. Each licensed site is given a unique access code that allows people to use the system. Each site controls who obtains the</li> </ul>
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## Gulf Coast Workforce Board Proposal Summary Bridges Transition

	<p>access code. Sites can provide access to specific customers, groups of people or to any/all customers, effectively providing universal access to the services.</p> <ul style="list-style-type: none"> <li>• Has reporting generating capabilities.</li> </ul>
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Price	<ul style="list-style-type: none"> <li>• Choices Planner is \$475 per licensed site for 6 months</li> <li>• Ability Profiler is \$250 per licensed site for 6 months</li> <li>• Webinar training of staff on products are \$300 per session</li> </ul> <p>Bidder offers two options for a 6-month pilot project:</p> <ul style="list-style-type: none"> <li>• Total cost for 4 sites = \$3,500</li> <li>• Total cost for 5 sites = \$4,225</li> </ul>
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Staff Comments	<ul style="list-style-type: none"> <li>• System was intuitive and easy to use</li> <li>• Products provided a great deal of information about occupations, careers, schools and financial aid</li> <li>• Staff thought the transferrable skills module was easy to use and helpful</li> <li>• Bidder provided staff proposal review team with access to their system/products for evaluation.</li> <li>• We liked the system's two optional <i>guideways</i> that help customers navigate the system in a linear, step-by-step approach. One is for customers with little or no work experience. The other focused on people who do have some work experience. However, customers can use any part of the system and access information in any sequence the customer wants.</li> <li>• Because the system already includes local/regional information about employment and wages, we can provide better service to our customers and save us the cost of adding that information to the system.</li> <li>• This proposal is the least cost option for a 6 month pilot project</li> </ul>
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# Gulf Coast Workforce Board Proposal Summary CareerBuilder

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	Based on number of customers who use the system \$142/person for 500 users = \$71,000 \$137/person for 1,000 users = \$137,000 \$104/person for 2,500 users = \$260,000 \$52/person for more than 2,500 users = \$130,000+
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ (did not provide financial information) \$ \$
Total Staff, Current Year and Prior Two Years:	Not applicable

Service & Results Summary	<ul style="list-style-type: none"> <li>• CareerBuilder is a for-profit company headquartered in Chicago, Illinois. They offer an online career planning and guidance system that will provide information about occupations and careers, and <i>Career Strategists</i>, CareerBuilder staff who will contact customers to provide them with career counseling information and services that CareerBuilder offers.</li> <li>• Uses a guided approach where customers must take an upfront assessment. Process ends with matching customers to jobs listed in CareerBuilder database.</li> <li>• Provides information about labor supply and demand based on people who are looking for work and job postings in their database.</li> <li>• System provides tips, advice and tutorials on looking for work, writing resumes and marketing oneself to employers.</li> <li>• Can save work (such as resumes and letters) and web sessions (such as results from exploration and research) in an ePortfolio.</li> <li>• Provides administrative reporting function.</li> <li>• System is vendor-hosted and web accessible. No site licenses required.</li> <li>• Bidder offers a tiered pricing structure based on the number of customers who use the system. Customers create their usernames and passwords to access the system. We would be charged monthly a fee based on the number of new users.</li> </ul>
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Gulf Coast Workforce Board  
Proposal Summary  
CareerBuilder

Price	<p>Bidder offers tiered pricing based on the number of users.</p> <ul style="list-style-type: none"><li>• \$142/person for 500 users = \$71,000</li><li>• \$137/person for 1,000 users = \$137,000</li><li>• \$104/person for 2,500 users = \$260,000</li><li>• \$52/person for more than 2,500 users = \$130,000+</li></ul>
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Staff Comments	<ul style="list-style-type: none"><li>• Bidder's core business expertise is their job bank and job listings search function, advice about looking for work, and labor market information taken from companies that have listed job openings in their job bank.</li><li>• Did not like that customers must take a self-assessment before using any of the other tools and information. Prefer solutions that provide optional guideways and allow users unguided access to information and modules within the system.</li><li>• Bidder did not provide proposal review team with a way to access their system for evaluation as part of the proposal. Made it difficult to get a good feel for what they were offering us and our customers.</li><li>• Does not appear to provide state and local/regional labor marketing information on employment, projected employment and wages.</li><li>• Does not appear to have an education planning function.</li><li>• Appears to be an expensive solution.</li></ul>
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Gulf Coast Workforce Board  
 Proposal Summary  
 Economic Modeling LLC (EMSI)

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	\$12,500
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ (Did not provide financial information. Audit will be completed later this year for 2010. Did not have audit for 2009.) \$ \$
Total Staff, Current Year and Prior Two Years:	Not applicable

Service & Results Summary	<ul style="list-style-type: none"> <li>• Economic Modeling LLC is a for-profit company based in Moscow, Idaho. The company specializes in detailed information about regional economies for assessment and planning purposes.</li> <li>• They offer <i>Career Coach</i>, an online system that provides information on wages, employment, job postings, and education and training.</li> <li>• Customers can compare wages, employment trends and other data for two occupations. Customers can look at skills gap between a job they want and a previous jobs. Customers can connect to job postings for specific occupations through Indeed.com.</li> <li>• Can include a list of our approved education vendors and programs.</li> <li>• Proposes to co-brand a welcome/landing page with our logo.</li> <li>• System is vendor hosted and web accessible. Has reporting function.</li> <li>• The system does not require login credentials; designed to be universally accessible.</li> </ul>
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Price	<ul style="list-style-type: none"> <li>• \$10,000 – unlimited access to their system for 6 months</li> <li>• \$2,500 – implementation of project , create a site for us and custom mapping of occupations to regional schools and training providers</li> </ul>
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Staff Comments	<ul style="list-style-type: none"> <li>• Bidder’s expertise appears to be in integrating labor market data from many sources, and providing detailed labor market information for strategic and program planning.</li> </ul>
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Gulf Coast Workforce Board  
Proposal Summary  
Economic Modeling LLC (EMSI)

	<ul style="list-style-type: none"><li>• The system does not include self-assessment tools (ability, interest, aptitude).</li><li>• The system does not include an ePortfolio function</li><li>• Customers cannot save work or web sessions for future use.</li><li>• Staff liked bidder's approach to making the system universally accessible.</li><li>• Does not include a career planning function.</li><li>• The bidder did provide the proposal review team with access to their system for evaluation.</li><li>• The system was intuitive and easy to use but provided significantly less functionality for customers than other bidders' systems.</li></ul>
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Gulf Coast Workforce Board  
 Proposal Summary  
 Kuder, Inc.

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	\$24,500
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ 5,821,010 \$ 5,962,459 \$ (not available)
Total Staff, Current Year and Prior Two Years:	Not applicable

<p>Service &amp; Results Summary</p>	<ul style="list-style-type: none"> <li>• Kuder is a for-profit company based in Adel, Iowa. Bidder offers <i>Journey</i>, a career guidance and planning system for adults, and <i>Navigator</i> the equivalent for young people in 6<sup>th</sup> to 12<sup>th</sup> grade.</li> <li>• Kuder products include 3 assessment tools (work values, skills and interest) available in English and Spanish. System offers information about occupations, schools, programs, financial aid, and helps people apply for scholarships. Has a transferrable skills module where customers identify previous jobs, and the system suggests other occupations that use the same skill sets.</li> <li>• Has administrative reporting function.</li> <li>• Can push out information to customers using various media (e.g., email blasts, text messages) either to individual customers or groups (such as by type of user).</li> <li>• Can save work (such as resumes and letters) and web sessions (such as results from exploration and research) in an ePortfolio.</li> <li>• System has an education planning module.</li> <li>• System is vendor-hosted and web accessible.</li> <li>• Kuder charges by the number of users. We essentially purchase a specific number of user licenses, and control the distribution of those licenses.</li> </ul>
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Gulf Coast Workforce Board  
 Proposal Summary  
 Kuder, Inc.

Price	<ul style="list-style-type: none"> <li>• 6-month pilot using Kuder Navigator and Journey at 4 or 5 of our sites and an unlimited number of users cost is <b>\$24,500</b></li> <li>• Undiscounted, shelf-price <u>after</u> pilot project:           <ul style="list-style-type: none"> <li>○ 500 users = \$7,500</li> <li>○ 1,000 users = \$12,500</li> <li>○ 2,500 users = \$15,000</li> <li>○ 25,000 users = \$37,500</li> <li>○ 50,000 users = \$75,000</li> <li>○ 100,000 users = \$100,000</li> </ul> </li> </ul>
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Staff Comments	<ul style="list-style-type: none"> <li>• Evaluators didn't like that the system requires customers to self-identify themselves as a user type – seeking a new job within the same company, laid off, an adult with a disability, ex-offender, veteran, retired person, just out of school looking for a first job etc.</li> <li>• Reading level of Kuder seems to be higher than the 6<sup>th</sup> to 8<sup>th</sup> grade level</li> <li>• Bidder provided the proposal review team with access to their system for evaluation. Gave us a good feel for the system/product.</li> <li>• Staff thought the system had a social-service feel to it. There is a front-end module that asks customers to self-identify their needs and barriers. This conflicts with our operational service delivery module. We don't ask customer to identify "barriers" such as mental illness, addiction, housing, etc.</li> <li>• System does not include local/regional level labor market information. We could add that content for a fee.</li> <li>• Staff used transferrable skills module and did not find the results realistic or helpful.</li> <li>• System seems designed for client organizations – like us – to control access to it. We want a system or service to be available to any customer who thinks it might help them. Kuder would charge us for each customer that uses the system. Could be a very expensive solution.</li> <li>• Only parts of the system, the assessment instruments, are available in both Spanish and English.</li> <li>• Kuder offers to co-brand the system and develop a custom landing/portal page. The rest of the system would not be branded.</li> <li>• Uses Google.com for job search. Is not as robust as other products.</li> </ul>
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# Gulf Coast Workforce Board Proposal Summary Monster.com

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	\$100,000
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ (Did not provide financial information.) \$ \$
Total Staff, Current Year and Prior Two Years:	Not applicable

<p>Service &amp; Results Summary</p>	<ul style="list-style-type: none"> <li>• Monster.com teamed with Career Edge System (CES). Monster.com is based in McLean, Virginia.</li> <li>• Monster.com offers to develop a custom web portal with Workforce Solutions branding. We can specify content. Will link to other Monster.com tools such as:             <ul style="list-style-type: none"> <li>— Monster Career Articles – tips, advice and news-like articles on looking for work, writing resume, and interviewing advice</li> <li>— Monster Career Benchmarking Tool – customers can compare themselves with others in a similar field</li> <li>— Monster Career Mapping Tool – customers can explore career pathways</li> </ul> </li> <li>• Monster.com’s portal will link to CES product, a web-based career exploration and entrepreneurship training system.</li> <li>• CES includes an audio guided approach to system. Includes activities for identifying transferrable skills and interviewing.</li> <li>• Has an ePortfolio function.</li> <li>• Customers must take self-assessment before moving through modules. Guides people through the process using questions, information and tutorials.</li> <li>• Provides workbooks with progress reports for self-employment, career development and job readiness curricula for “re-entry and probation clients, seniors, veterans and adults.”</li> <li>• Customized Monster.com web portal would have unrestricted access. Access to CES system would be restricted to customers to whom we provide a logon credential.</li> </ul>
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Gulf Coast Workforce Board  
 Proposal Summary  
 Monster.com

Price	<p>Bidder offers three options</p> <ol style="list-style-type: none"> <li>1. <u>For 0 to 1,000 users = <b>\$85,000</b></u> <ul style="list-style-type: none"> <li>Development and implementation - \$53,000</li> <li>Monster career content license \$ 5,000</li> <li>Travel \$ 2,000</li> <li>Subcontract to CES \$25,000</li> </ul> </li> <li>2. <u>For 1,000 to 2,500 users = <b>\$90,000</b></u> <ul style="list-style-type: none"> <li>Development and implementation - \$53,000</li> <li>Monster career content license \$ 5,000</li> <li>Travel \$ 2,000</li> <li>Subcontract to CES \$30,000</li> </ul> </li> <li>3. <u>For 2,500 + users = <b>\$100,000</b></u> <ul style="list-style-type: none"> <li>Development and implementation - \$53,000</li> <li>Monster career content license \$ 5,000</li> <li>Travel \$ 2,000</li> <li>Subcontract to CES \$40,000</li> </ul> </li> </ol>
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Staff Comments	<ul style="list-style-type: none"> <li>• Bidder's approach is expensive.</li> <li>• We asked for a turn-key system. Bid is to design and build a custom homepage/web portal that provides information and links to CES system. Offers two unrelated, unconnected products.</li> <li>• CES portion of bid uses out-of-date terminology, references to funding streams that no longer exist and has a program-focused approach.</li> <li>• Proposal entails custom developing a front-end portal that can include content we specify but will largely link to information and tools Monster.com already has available.</li> <li>• CES appears to be a tool that targets people with limited experience and skills, particularly people with low reading skills</li> <li>• CES appears to exclusively use a guided approach to exploring jobs and careers. Requires customers to take an upfront self-assessment.</li> <li>• Bidder did not provide proposal review team with access to their system for evaluation. Made it difficult to get a good feel for what they are offering us and our customers.</li> </ul>
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Gulf Coast Workforce Board  
 Proposal Summary  
 Worldwide Interactive Network, Inc.

Project:	Operate a 6-month career guidance and planning pilot
Funds Requested:	\$100,000
Area Served:	13 counties

Organization Type:	For Profit
Total Revenue, Current Year and Prior Two Years:	\$ (Did not provide financial information.) \$ \$
Total Staff, Current Year and Prior Two Years:	Not applicable

Service & Results Summary	<ul style="list-style-type: none"> <li>• Worldwide Interactive Network, Inc. (WIN) is a for-profit company based in Kingston, Tennessee.</li> <li>• Bidder offers two products, StrategicCompass and myStrategicCompass.</li> <li>• StrategicCompass appears to be a web-based tool geared more for planners and program administrators. Bidder states it helps analyze local and regional economic trends, education and workforce data, and gaps in workforce supply and demand.</li> <li>• myStrategicCompass appears to be a tool for the general public to explore careers and occupations.</li> <li>• Has an ePortfolio function, resume builder, career planning and information on occupational training.</li> <li>• MyStrategicCompass can be reskinned as Workforce Solutions, and imbedded in our site.</li> <li>• Both products are vendor hosted and web accessible.</li> </ul>
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Price	<p>WIN provides us two options.</p> <p><b>1. \$52,800</b>        10 user accounts of StrategicCompass - \$7,800        5 sites with 500 users/site of myStrategicCompass - \$32,000        4 live and 4 webinar training sessions for staff - \$13,000</p> <p><b>2. \$82,800</b>        500 user accounts of StrategicCompass - \$32,800        5 sites with 500 users/site of myStrategicCompass - \$32,000        4 live and 4 webinar training sessions for staff, 5 sessions for public - \$18,000</p>
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Gulf Coast Workforce Board  
Proposal Summary  
Worldwide Interactive Network, Inc.

Staff Comments	<ul style="list-style-type: none"><li>• Appears bidder's primary product, StrategicCompass, is a tool more geared for planners and program administrators in education or workforce, not for use by the general public and our customers.</li><li>• Most of the proposal was about using StrategicCompass and does not apply to what we were looking for in the RFP.</li><li>• Bidder states that the challenge they see with this pilot project and their product is "utilization". Their system is complicated and overwhelms users. It takes a while to learn the system. We are looking for something intuitive and easy to use.</li><li>• Bidder will not provide any financial information or documents until they are awarded a contract.</li><li>• Bidder did not provide the proposal review team with access to their products for evaluation. Made it difficult to get a good feel for what they are offering us and our customers.</li></ul>
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**Gulf Coast Workforce Board**  
**System Performance**  
April 2011

## Board Measures

These measures gauge progress toward meeting the results set out in the Board's strategic plan. There are two sets of measures: one for the entire regional workforce system and one for the Board's operating affiliate, Workforce Solutions.

We report on the Workforce Solutions measures at each Board meeting.

## More Competitive Employers

<b>Measure</b>	<b>Annual Target</b>	<b>Current Performance</b>	<b>Performance Last Year</b>
<u>Employers Receiving Services (Market Share)</u> We expect to provide services to 37,120 employers this year which is 28% of the 132,569 employers identified for the Gulf Coast area. Through April, we provided services to 30,153 employers.	28%	22.7%	19.2%
<u>Employer Loyalty</u> Our performance indicates our employer customers value our services and return to us for additional services. Of a possible 24,047 employers, 19,932 returned to Workforce Solutions for additional services.	74%	82.9%	85.7%

## More and Better Jobs

Measure	Annual Target	Current Performance	Performance Last Year
<u>New jobs created</u> This information is captured quarterly and reflects a two year average. We worked with employers who added 3,592 new jobs annually.	2,000	3,592	2,883
<u>Customers employed by the 1st Qtr after exit</u> Reporting for three quarters (Oct 09 – June 10), 212,888 of the 320,640 customers who exited from services were employed in the quarter after exit.	79%	66.4%	73.8%

## Higher Real Incomes

Measure	Annual Target	Current Performance	Performance Last Year
<u>Exiters with Earnings Gains of at least 20%</u> Reporting for three quarters (April 09 – Dec 09), 83,155 of the 341,057 customers who exited had earnings gains of at least 20%.	41%	24.4%	29.9%

## A Better Educated Workforce

Measure	Annual Target	Current Performance	Performance Last Year
<u>Customers pursuing education diploma, degree or certificate who achieve one</u> Through April, 1,482 of the 4,480 customers pursuing an education diploma, degree or certificate achieved one.	35%	30.8%	24.6%

## Production

In addition to the Board's measures, Workforce Solutions works to meet the state's expectations for performance on indicators related to the money we receive from the Texas Workforce Commission.

For the performance year that began October 1, 2010, we are meeting or exceeding the target for twelve of fifteen measures. The three measures we are not meeting are:

- Claimant Reemployment. The target for this measure is 59%. Our performance thru April (10/09-6/10) was 50.0%.
- Average Choices Single Parent Participation Rate. The target for this measure is 40%. Our performance through April (10/10-4/11) was 31.1%.
- Average Choices Two Parent Participation Rate. The target for this measure is 55%. Our performance through April (10/10-4/11) was 44.2%.

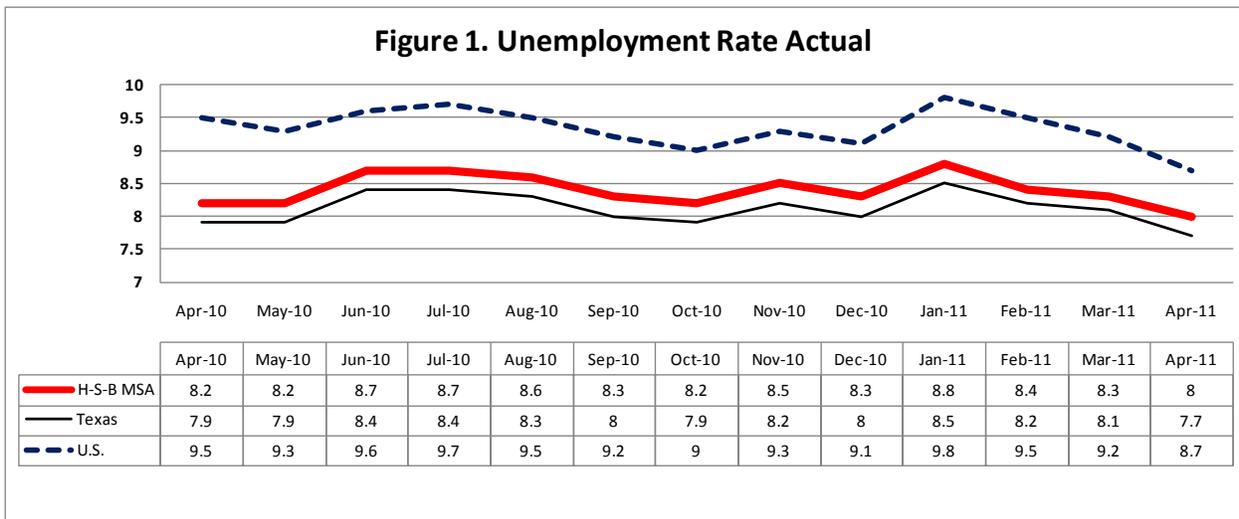
We continue to work closely with our contractors to improve performance on all measures.



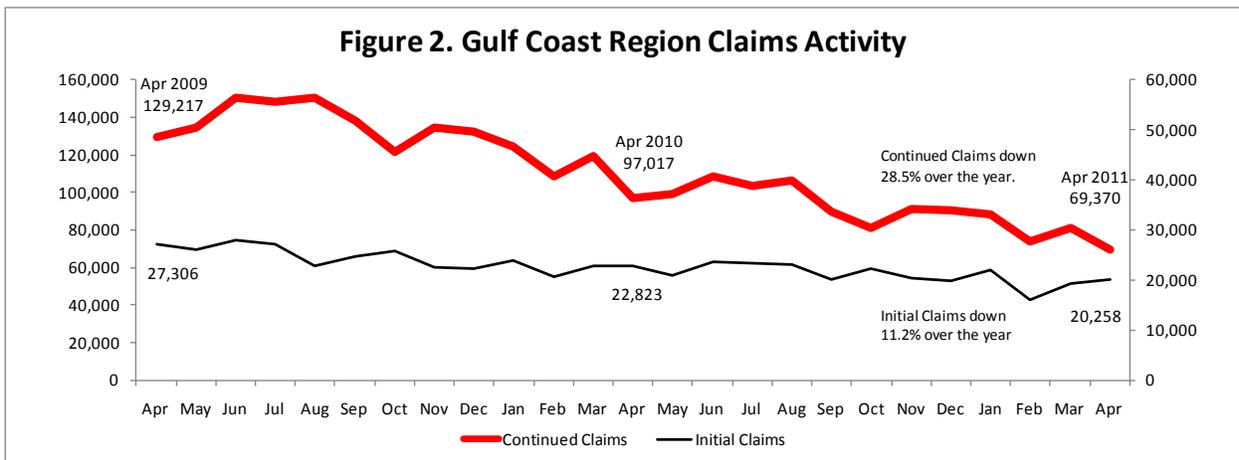
Labor Market Information  
 APRIL 2011 Employment Data

HOUSTON-SUGAR LAND-BAYTOWN METROPOLITAN STATISTICAL AREA (H-S-B MSA)  
 Visit our website at [www.wrksolutions.com](http://www.wrksolutions.com)

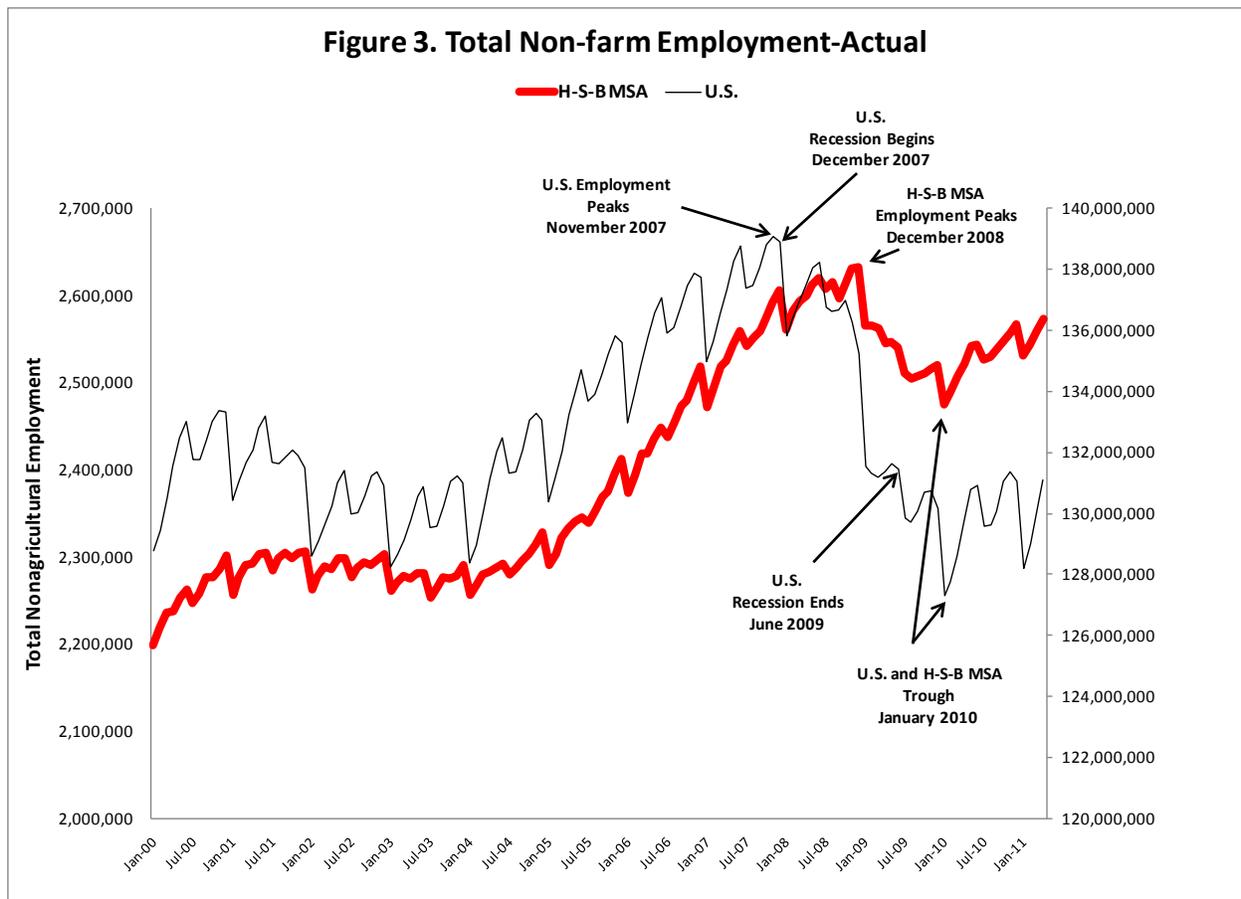
THE RATE OF UNEMPLOYMENT IN THE HOUSTON-SUGAR LAND-BAYTOWN-METROPOLITAN STATISTICAL AREA (H-S-B MSA) DROPPED THREE-TENTHS OF A PERCENTAGE POINT IN APRIL TO 8.0 PERCENT, TWO-TENTHS OF A PERCENTAGE POINT LOWER THAN IT WAS ONE YEAR EARLIER. This was the third consecutive month the unemployment rate has been lower than it was a year ago. The rate of unemployment at the state and national level also improved. Unemployment in the H-S-B MSA is higher than the state's 7.7 percent but lower than the nation's 8.7 percent, see figure 1.



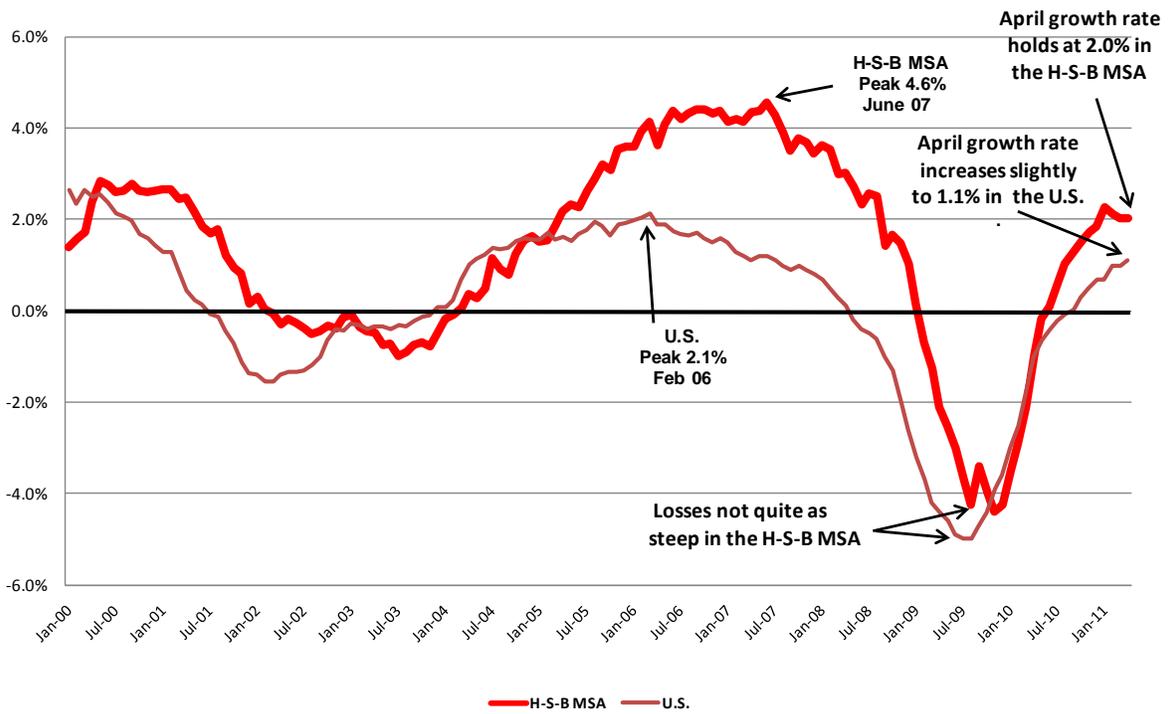
APRIL'S INITIAL CLAIMS (IC) FOR UNEMPLOYMENT BENEFITS NUMBERED 20,258, AN INCREASE OF 929 IC'S OVER THE MONTH BUT DOWN 2,565 (11.2%) FROM APRIL 2010. April's IC's are down 29.5% from the most recent peak of 28,729 in March 2009. Continued Claims (CC) numbered 69,370 in April, down 11,480 (14.2%) over the month and were down 27,647 (28.5%) from April 2010. The over-the-year net changes in CC have been negative for the past fourteen months.



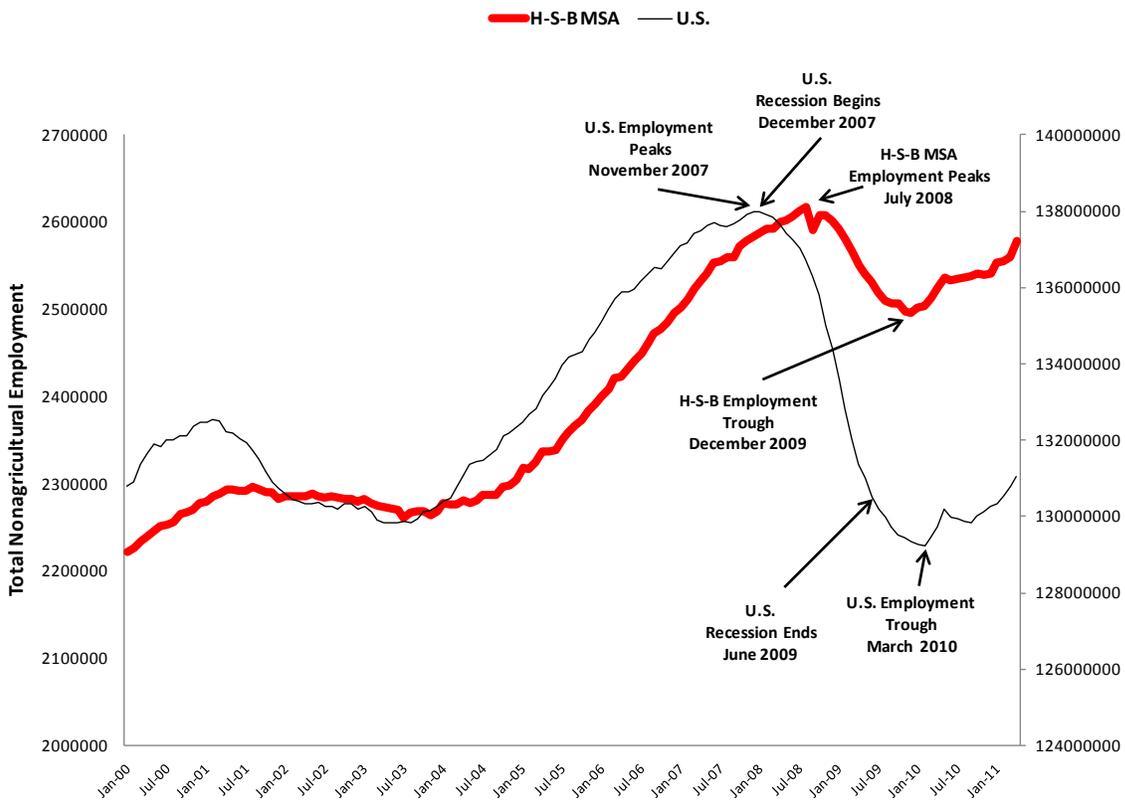
TOTAL NONAGRICULTURAL EMPLOYMENT IN THE H-S-B MSA ADDED 13,600 JOBS IN APRIL WITH THE RATE OF OVER-THE-YEAR JOB GROWTH AT 2.0 PERCENT FOR THE SECOND CONSECUTIVE MONTH. Labor market conditions are much better than in 2008 and 2009 but have been struggling to keep up with 2010's pace of job gains. While some super sectors continue to see improved job growth, others have been on the decline. Job growth over the past year has been strongest in Mining and Logging, up 7,400 jobs or 9.4 percent, Other Services, up 3,400 jobs or 3.7 percent, and Retail Trade, up 8,300 jobs or 3.2 percent. Durable Goods Manufacturing suffered a setback in April reporting a loss of 1,100 jobs, down -0.8 percent which was offset by increases in Nondurable Goods Manufacturing, up 2,300 jobs or 3.0 percent. Construction shed 3,700 jobs in April, down -2.1 percent, posting its first over-the-year loss in five months. Growth in Transportation, Warehousing & Utilities continued to falter posting its first over-the-year loss in ten months, down 400 jobs or -0.3 percent. Employment Services failed to create any jobs in April indicating a possible slowdown in hiring over the next few months across other industries. The rate of job growth for the H-S-B MSA continues, however, to be better than that of the nation, see figure 4. Seasonally adjusted data for the H-S-B MSA and nation seen in figure 5 provides an additional view of employment removing the erratic seasonal movement. Additional details by super sector follow beginning on page 4.



**Figure 4. Current Employment Statistics  
Actual Over-The-Year Increase/Decrease**

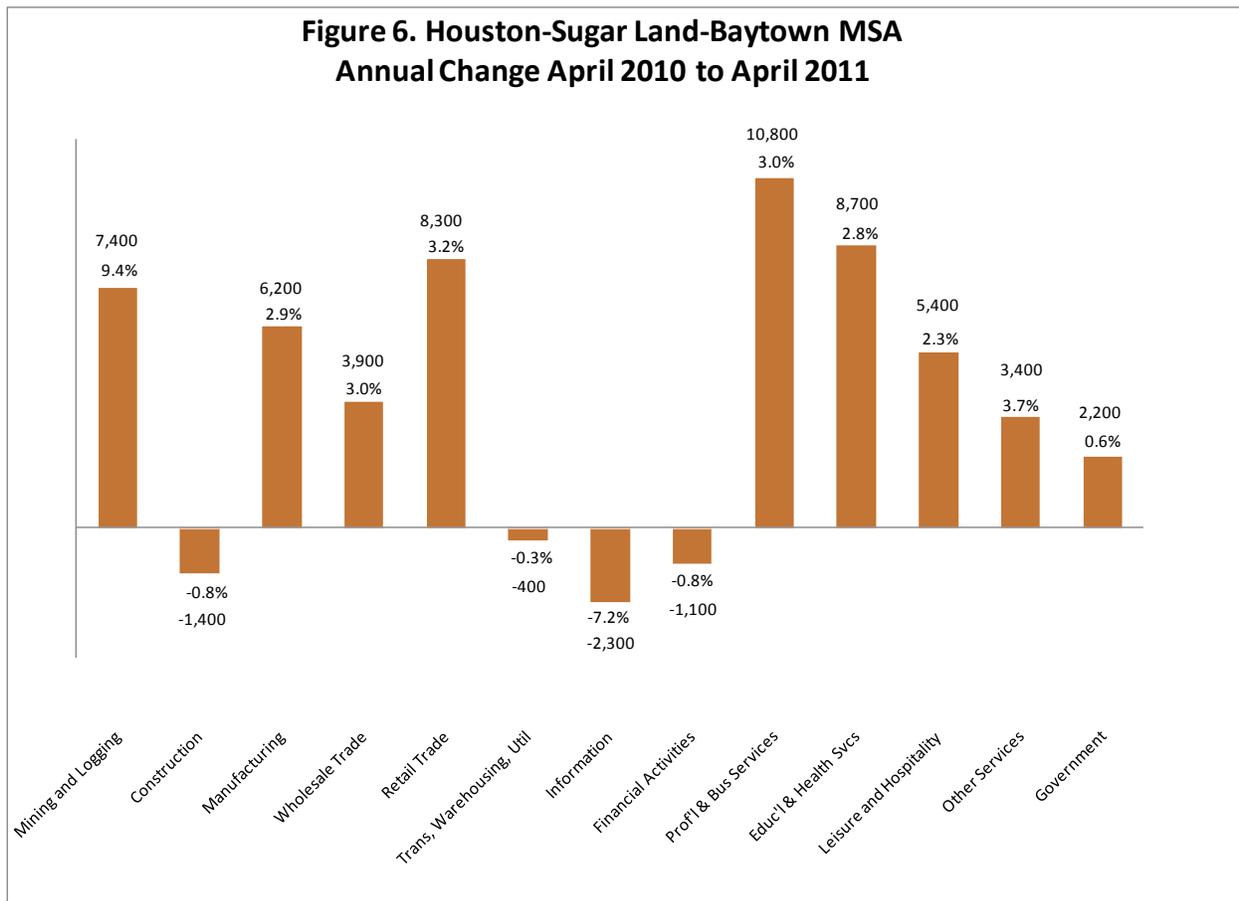


**Figure 5. Total Non-farm Employment-Seasonally Adjusted**



**Mining and Logging** continued to increase payrolls adding another 1,000 jobs in April, up 1.2 percent. The super sector was up 7,400 jobs or 9.4 percent over the year, see figure 6. Support Activities for Mining was responsible for most of the increases adding 4,800 jobs over the year, up 14.7 percent. Oil and Gas Extraction added 300 jobs in April and 2,200 jobs over the year with the rate of over-the-year job growth at 4.9 percent. Domestic drilling activity for oil continues to pick up the slack of declining natural gas drilling where profit margins are disappearing. Oil drilling has recently risen to over total fifty percent of domestic drilling for the first time in 16 years. Gulf of Mexico production continues to decline more significantly than the decline before the moratorium. Of the ten Gulf of Mexico permits issued since the moratorium, only one was a new permit.

**Construction** suffered a loss of 3,700 jobs in April and is down 1,400 jobs or -0.8 percent over the year, see figure 6. This was the first over-the-year loss for the super sector in five months. After eighteen months, employment reached a new low in April and has yet to bottom out. Employment levels are down 39,200 jobs, -18.8 percent, from its most recent peak in October 2008. Specialty Trade Contractors lost 2,900 jobs in April, down -3.4 percent, and is down 4,200 jobs or -4.9 percent over the year. Construction of Buildings lost 900 jobs in April but is still posting an increase of 800 jobs over the year, up 1.7 percent. Heavy and Civil Engineering Construction managed a slight increase of 100 jobs in April and is reporting a gain of 2,000 jobs over the year, up 5.3 percent. Construction activity continues to be weak but there has been a rise in apartments and renovations driven by migration of persons seeking work. Outlook for the second half of the year are slightly more optimistic.



**Manufacturing** added 1,200 jobs in April, up 0.5 percent. The increase was made possible by gains in Nondurable Goods Manufacturing, up 2,300 jobs or 3.0 percent. Durable Goods Manufacturing lost 1,100 jobs in April, down -0.8 percent. Manufacturing was up 6,200 jobs or 2.9 percent over the year, see figure 6. Durable Goods Manufacturing was responsible for most of the increase, up 5,700 jobs or 4.1 percent over the year, with the largest gains found in Agriculture, Construction, and Mining Machinery Manufacturing, up 2,800 jobs or 9.2 percent. The Japan Earthquake has been causing supply delays for electronic manufacturers with backlogs rising due to component shortages. Nondurable Goods Manufacturing posted its first over-the-year increase since December 2008, up 500 jobs or 0.6 percent. Refiners reported that activity had picked up recently with stronger demand for gasoline and oil products. Demand for polypropylene and polyethylene are also strong. The Houston Purchasing Managers Index, an indicator of expected movement in production volume several months in advance, held at 59.9 in April indicating growth in production should continue.

**Trade Transportation & Utilities** reported an increase of 2,400 jobs in April, up 0.5 percent. Wholesale Trade was responsible for most of the increase, up 2,400 jobs or 1.8 percent. This was the highest one-month increase for Wholesale Trade for the data series which began in 2000. Retail Trade also increased payrolls in April, up 700 or 0.3 percent. The Trade Transportation & Utilities super sector was up 11,800 jobs or 2.3 percent over the year. Most of the increase was in Retail Trade, up 8,300 jobs or 3.2 percent. Expectations by retail establishments are for modest improvements in 2011 over 2010. Wholesale Trade has seen strong growth since the beginning of the year, up 3,900 jobs or 3.0 percent. While Truck Transportation was up 1,000 jobs or 5.1 percent over the year, Air Transportation experienced a loss of 500 jobs, down -2.1 percent. Many transportation services firms are optimistic in their outlooks and expect growth in demand this year.

**Information** was one of two super sectors to report an over-the-year loss in April, down 2,300 jobs or -7.2 percent over the year, see figure 6. About half of the MSA's employment in information resides in telecommunications with the remainder found in newspaper and periodical publishing, software publishing, motion picture and sound recording, and data processing hosting and related services.

**Financial Activities** was the only other super sector to report an over-the-year loss, down 1,100 jobs or -0.8 percent from April 2010, see figure 6. Most of the loss was in Real Estate and Rental and Leasing, down 1,500 jobs or -3.1 percent. The outlook for Real Estate and Rental and Leasing is improving, however, because construction of office buildings and warehouses have been at low levels causing accelerated demand for office and industrial space. Apartment demand has also been strong due to migration of persons looking for work. Finance and Insurance is reporting an increase of 400 jobs over the year. Financial firms have reported a slight improvement in loan demand and outlooks are gradually improving.

**Professional and Business Services** continued to add jobs in April, up 3,500 jobs or 1.0 percent. Several areas within Professional and Business Services managed job gains with the largest increase in Services to Buildings and Dwellings, up 1,100 jobs or 2.8 percent, as landscaping companies increase staff for the summer. Employment Services, often considered a leading indicator of the labor market, failed to see an increase with employment levels the same as in March. Professional and Business Services added 10,800 jobs over the year with the rate of over-the-year job growth at 3.0 percent. Much of the increase is found in Employment Services, up 4,100 jobs or 7.5 percent, where staffing firms report demand has been holding steady at high levels. Accounting, Tax Preparation, Bookkeeping, and Payroll Services is still reporting significant over-the-year declines, down 1,100 jobs or -5.6 percent from April 2010, where accounting firms have struggled with poor demand for real estate and construction-related work as well as overall uncertainty regarding impending tax legislation constraining demand for transactional services.

**Education and Health Services** added 2,200 jobs in April and is up 8,700 jobs or 2.8 percent over the year, see figure 6. The largest job gains were in Health Care and Social Assistance, up 1,700 jobs over the month and 7,400 jobs or 2.8 percent from April 2010. Educational Services added 500 jobs in April and was up 1,300 jobs or 3.1 percent over-the-year. An aging population and a population growth rate that more than doubles that of the nation is responsible for growth in the super sector.

**Leisure and Hospitality** experienced a strong seasonal gain of 4,600 jobs in April, up 1.9 percent, as employers made up for weak seasonal hiring in March. The super sector was up 5,400 jobs or 2.3 percent over the year with nearly all of the increase in Food Services and Drinking Places, up 5,700 jobs or 3.0 percent. While Accommodation also managed to experience job growth over the year, up 300 jobs or 1.5 percent, Arts, Entertainment, and Recreation was reporting a loss of 600 jobs, down -2.2 percent.

**Other Services** was up 1,700 jobs in April and is reporting an increase of 3,400 jobs, 3.7 percent, over the year, see figure 6. Other Services includes, as a partial list, industries such as various repair services, personal care services, dry cleaning and laundry services, and religious and social advocacy organizations.

**Government** was up 600 jobs over the month and 2,200 jobs, 0.6 percent, over the year, see figure 6. Most of the job growth is found in Local Government, up 4,000 jobs or 1.4 percent. Federal Government is reporting a loss of 2,600 jobs over the year, down -8.6 percent, when compared to employment levels that were boosted in 2010 for the U.S. Census. Many government jobs are at risk over the remainder of 2011 due to budget shortfalls. The super sector will likely begin posting over-the-year losses in the near future.

## NONAGRICULTURAL EMPLOYMENT

Houston-Sugar Land-Baytown MSA	APR 2011	Month Change		Year Change	
		Net	Percent	Net	Percent
Total Nonfarm	2,572,700	13,600	0.5%	51,100	2.0%
Total Private	2,184,300	13,000	0.6%	48,900	2.3%
Goods Producing	478,100	-1,500	-0.3%	12,200	2.6%
.Mining and Logging	86,400	1,000	1.2%	7,400	9.4%
...Oil and Gas Extraction	47,500	300	0.6%	2,200	4.9%
...Support Activities for Mining	37,400	500	1.4%	4,800	14.7%
.Construction	169,500	-3,700	-2.1%	-1,400	-0.8%
..Construction of Buildings	48,100	-900	-1.8%	800	1.7%
..Heavy and Civil Engineering Construction	39,600	100	0.3%	2,000	5.3%
..Specialty Trade Contractors	81,800	-2,900	-3.4%	-4,200	-4.9%
.Manufacturing	222,200	1,200	0.5%	6,200	2.9%
..Durable Goods	143,800	-1,100	-0.8%	5,700	4.1%
...Fabricated Metal Product Manufacturing	46,600	0	0.0%	1,600	3.6%
...Machinery Manufacturing	44,700	600	1.4%	3,200	7.7%
....Agriculture, Construction, and Mining Machinery Manufacturing	33,200	400	1.2%	2,800	9.2%
...Computer and Electronic Product Manufacturing	18,900	100	0.5%	900	5.0%
..Non-Durable Goods	78,400	2,300	3.0%	500	0.6%
...Petroleum and Coal Products Manufacturing	12,300	-100	-0.8%	-400	-3.1%
...Chemical Manufacturing	33,900	100	0.3%	-800	-2.3%
Service Providing	2,094,600	15,100	0.7%	38,900	1.9%
.Private Service Providing	1,706,200	14,500	0.9%	36,700	2.2%
..Trade, Transportation, and Utilities	521,900	2,400	0.5%	11,800	2.3%
...Wholesale Trade	134,000	2,400	1.8%	3,900	3.0%
....Merchant Wholesalers, Durable Goods	79,400	1,400	1.8%	2,700	3.5%
.....Professional and Commercial Equipment and Supplies Merchant	10,300	0	0.0%	0	0.0%
....Merchant Wholesalers, Nondurable Goods	37,500	0	0.0%	400	1.1%
...Retail Trade	266,900	700	0.3%	8,300	3.2%
....Motor Vehicle and Parts Dealers	32,300	100	0.3%	400	1.3%
....Building Material and Garden Equipment and Supplies Dealers	21,200	600	2.9%	1,600	8.2%
....Food and Beverage Stores	55,200	600	1.1%	900	1.7%
....Health and Personal Care Stores	16,600	-200	-1.2%	-300	-1.8%
....Clothing and Clothing Accessories Stores	28,700	-200	-0.7%	2,000	7.5%
....General Merchandise Stores	56,700	700	1.3%	200	0.4%
.....Department Stores	22,200	100	0.5%	-200	-0.9%
.....Other General Merchandise Stores	34,500	600	1.8%	400	1.2%
...Transportation, Warehousing, and Utilities	121,000	-700	-0.6%	-400	-0.3%
...Utilities	16,300	0	0.0%	300	1.9%
....Air Transportation	23,800	0	0.0%	-500	-2.1%
....Truck Transportation	20,700	100	0.5%	1,000	5.1%
....Pipeline Transportation	10,300	100	1.0%	200	2.0%
..Information	29,800	-300	-1.0%	-2,300	-7.2%
...Telecommunications	15,200	-200	-1.3%	-1,200	-7.3%
..Financial Activities	134,300	400	0.3%	-1,100	-0.8%
...Finance and Insurance	87,100	300	0.3%	400	0.5%
....Credit Intermediation and Related Activities	41,300	0	0.0%	-300	-0.7%
.....Depository Credit Intermediation	28,500	0	0.0%	100	0.4%
.....Securities, Commodity Contracts, and Other Financial Investment	12,700	-100	-0.8%	0	0.0%
....Insurance Carriers and Related Activities	28,600	-200	-0.7%	-300	-1.0%
...Real Estate and Rental and Leasing	47,200	100	0.2%	-1,500	-3.1%

## NONAGRICULTURAL EMPLOYMENT

### Houston-Sugar Land-Baytown MSA

	APR 2011	Month Change		Year Change	
		Net	Percent	Net	Percent
..Professional and Business Services	369,100	3,500	1.0%	10,800	3.0%
...Professional, Scientific, and Technical Services	178,000	1,000	0.6%	1,900	1.1%
....Legal Services	22,700	100	0.4%	-200	-0.9%
....Accounting, Tax Preparation, Bookkeeping, and Payroll Services	18,400	-500	-2.6%	-1,100	-5.6%
....Architectural, Engineering, and Related Services	57,900	500	0.9%	-300	-0.5%
....Computer Systems Design and Related Services	25,500	100	0.4%	1,100	4.5%
...Administrative and Support and Waste Management and Remediation Services	170,700	3,000	1.8%	7,800	4.8%
....Administrative and Support Services	162,300	3,100	1.9%	7,100	4.6%
.....Employment Services	59,100	0	0.0%	4,100	7.5%
.....Services to Buildings and Dwellings	40,700	1,100	2.8%	900	2.3%
..Educational and Health Services	316,000	2,200	0.7%	8,700	2.8%
...Educational Services	43,800	500	1.2%	1,300	3.1%
...Health Care and Social Assistance	272,200	1,700	0.6%	7,400	2.8%
....Ambulatory Health Care Services	125,900	0	0.0%	4,700	3.9%
....Hospitals	72,700	600	0.8%	300	0.4%
..Leisure and Hospitality	240,800	4,600	1.9%	5,400	2.3%
...Arts, Entertainment, and Recreation	26,600	600	2.3%	-600	-2.2%
...Accommodation and Food Services	214,200	4,000	1.9%	6,000	2.9%
....Accommodation	20,200	100	0.5%	300	1.5%
....Food Services and Drinking Places	194,000	3,900	2.1%	5,700	3.0%
..Other Services	94,300	1,700	1.8%	3,400	3.7%
Government	388,400	600	0.2%	2,200	0.6%
.Federal Government	27,700	0	0.0%	-2,600	-8.6%
.State Government	73,000	400	0.6%	800	1.1%
..State Government Educational Services	39,000	300	0.8%	400	1.0%
.Local Government	287,700	200	0.1%	4,000	1.4%
..Local Government Educational Services	200,500	100	0.0%	2,000	1.0%

### UNEMPLOYMENT RATE

	APR 2011	MAR 2011	APR 2010
H-S-B MSA	8.0	8.3	8.2
Texas (Actual)	7.7	8.1	7.9
United States (Actual)	8.7	9.2	9.5

**Houston-Sugar Land-Baytown MSA:** Includes Austin, Brazoria, Chambers, Ft. Bend, Galveston, Harris, Liberty, Montgomery, and San Jacinto & Waller Counties. Houston-Baytown-Sugar Land MSA CES data series are benchmarked to March 2010 levels. Estimated by the Texas Workforce Commission in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics. All Data Subject To Revision.

Sources: U.S. Department of Labor, BLS, Texas Workforce Commission, Baker Hughes Incorporated, Kiley Advisors, Metrostudy, and The Federal Reserve Bank of Dallas (which covers Texas, northern Louisiana and southern New Mexico).

<b>EDUCATION &amp; TRAINING SCHOLARSHIPS</b>			
<b>COMPARISON FOR 2009, 2010 AND 2011</b>			
	<b>2011 Total Occupational Skills</b>	<b>2010 Total Occupational Skills</b>	<b>2009 Total Occupational Skills</b>
Gulf Coast	3,714	5,419	2,455
Dallas	2,099	3,692	3,910
Fort Worth	777	1,146	841
North Central Texas	911	841	898
San Antonio	853	1,654	1,579
McAllen/Harlingen	749	1,323	638

# Gulf Coast Workforce Board Regional Update – April 2011

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In the first seven months of this performance year, Workforce Solutions served 30,153 employers.

In April, we had 5,355 postings with 11,424 job openings available in our system.

- ✓ The number of postings is 2.6% lower than last month and 1.6 % higher than this time last year.
- 

Over the last seven months, our 29 career offices saw 1.8 million visits.

Overall, traffic in the offices has decreased from an average of 285,482/month in October 2010 to 261,115/month in April 2011.

The five busiest offices this year are:

1. Southwest
  2. Northline
  3. Cypress Station
  4. Astrodome
  5. Hobby
- 

Workforce Solutions has served 269,849 people since October 2010 – up 3.6% from this time last year. So far:

- ✓ 170,502 went to work
  - ✓ 106,542 had increases in their wages
  - ✓ 1,482 earned a degree or skills certificate
- 

We have paid \$82.3 million in financial aid to or on behalf of our customers so far this year. This includes:

- ✓ Scholarship support for 3,714 individuals in occupational training
- ✓ Support for 26,971 families' child care expenses

# Gulf Coast Workforce Board Regional Update – April 2011

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## Teach Away

Facing large budget shortfalls, school districts in the region project job losses from between 6,000 to 12,000 workers over the next two years – primarily from the teaching corps. Districts here have already begun to lay off staff.

The education industry committee – area independent school districts working together on common human resource needs and supported by Mike Webster of the Board staff – has helped organize outplacement service through Workforce Solutions. Danny Zendejas, a business consultant with our Employer Service, has been working with Mike to deliver service for the affected districts and their workers, including organizing online resources for teachers facing layoffs such as:

- An resource bank at wrksolutions.com called [Transitioning School Personnel](#)
- A Facebook community: The Teach Group
- Twitter: @TEACH Houston
- A LinkedIn community: TEACH-Transitioning Educators Assistance Collaborative of Houston

Workforce Solutions is also actively marketing teachers for job openings and looking for employers interested in hiring teachers. Teach Away, an organization with headquarters in Canada, places certified teachers abroad on two-year contracts. Currently the organization wants to fill 700 teaching positions for the next year.

We worked with Teach Away to screen and refer local candidates, resulting in 106 job offers to our customers in April.

Ash Pugh from Teach Away told us the organization had never had such a successful relationship with a third-party in identifying candidates for its jobs. Teach Away plans to return to Houston in June to help fill remaining openings with our candidates.