

THE HONEYCOMB

SERVICE EXCELLENCE AWARDS



TEAMWORK



INNOVATION
& INITIATIVE

Creating a Buzz About Those Doing Their Best

Spring 2012

INNOVATION & INITIATIVE

As an employment counselor, Carmen Simpson (Houston Works) is extraordinarily successful in finding the good jobs for her customers. Her efforts to create job opportunities for people have resulted in valuable connections for other parts of the Workforce Solutions system. Key performance results:

- ✓ Worked with the Houston International Chamber of Commerce to help attract relocations/expansions
- ✓ Leveraged connections with the Cy-Fair Chamber of Commerce to secure job listings from Sysco for its new facility
- ✓ Helped three local school systems get access to Workforce Solutions' wide range of labor market/career planning information for students



Carmen Simpson goes beyond simply matching customers to the jobs listed with us. She understands that employers are the source of good jobs—and she works with them to make sure the people who come to us looking for work have access to those jobs. Furthermore, she sees that keeping good jobs in the region requires an educated and skilled workforce, and works to connect education to labor market information and employers.

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The multi-contractor team provided active support to school districts and the people losing jobs in the layoffs from public school systems across the region.

The team:

- ✓ Reached out to 78 school districts to introduce available Workforce Solutions services
- ✓ Customized the “Rebranding Your Skills” seminar to help customers recognize and value transferable skills
- ✓ Helped customers learn to present their skills as relevant to the needs of employers outside of the education industry
- ✓ Created an outreach network using email, Facebook, Twitter and LinkedIn

Work InTexas.com records show that customers who attended the customized seminar return to work sooner than those who did not. Because of the team’s effort, 300 customers returned to work in new jobs within six months.



Left, **Michael Webster** (H-GAC)
Right, **Danny Zendejas** (ETC)



Left, **Cheryl Sandifer** (Interfaith)
Right, **Rosie Trevino** (Interfaith)