



WORKFORCE*Solutions*
SOUTH PLAINS

STAFF
DIVERSITY

LABOR SKILLS
TEAMWORK

SKILLS
20



SERVICES
EMPLOYMENT

WORK
WORKFORCE

PROFESSION
TRAINING



CAREER

ANNUAL
REPORT



SUCCESS
STRATEGIC
RESOURCES

STAFF



GOALS
LABOR
SOLUTIONS

our MISSION

The mission of the South Plains workforce system is to meet the needs of the region's employers for a highly skilled workforce by educating and preparing workers.



our VISION

Our workforce is educated, innovative, and highly skilled in areas that match the skill requirements of our employers, enabling businesses to become highly productive and compete successfully in local and global markets.



CHUCK SMITH
Chairman of the Board



MARTIN AGUIRRE
Chief Executive Officer

Dear Community Stakeholders:

2020 was a difficult year for most, however Workforce Solutions South Plains was there to do what we do best: Help People! Throughout the challenges of 2020 Workforce Solutions assisted thousands of people, including many who were affected by the COVID 19 Pandemic.

In 2020 individuals in the South Plains needing unemployment insurance increased 48% from 3,544 claimants in 2019 to 7,328 in 2020. Workforce Solutions assisted 11,394 job seekers with finding jobs and assisted 1,895 employers with finding employees. Happy hours were not the only thing that went virtual in 2020! Workforce Solutions hosted multiple virtual job fairs last year helping match 111 businesses with 379 job seekers.

Over the past 12 months, Workforce Solutions successfully administered \$22,910,279.41 in federal and state funding with almost 75% of that funding being allocated for childcare. Because affordable, quality childcare is a vital part of a strong workforce every day our Child Care Services program provided quality childcare to an average 2,537 children.

Our efforts did not go without recognition. In 2020 Workforce Solutions received one national and two

state awards. We were proud to be the recipient of the 2020 W.O. Lawton Business Leadership Award from the National Association of Workforce Boards which honors a business or business organization that made the commitment of time, money, and leadership to make its community's workforce and economy more vibrant. This is the 2nd time in 10 years that Workforce Solutions has received this award. For the second consecutive year, Workforce Solutions, nominated by the Lubbock Economic Development Alliance, was selected for the Texas Economic Development Council's Workforce Excellence award which recognizes the exceptional contributions of Texas communities who have implemented successful workforce initiatives. Also, in 2020, the Texas Workforce Commission selected Xcel Energy of Lubbock and Amarillo as the Veteran-Friendly Employer of the Year Award.

We would like to take this opportunity to show our appreciation to our partners for their continued commitment to the South Plains' workforce including the Lubbock Economic Development Alliance, Lubbock Chamber of Commerce, each rural Chamber of Commerce in our 15-county service area, Texas Tech University, South Plains College, school districts across the South Plains and many other agencies and organizations that helped us fulfill our mission.

Our Chief Elected Officials and Board of Directors have contributed their guidance and counsel, and we are grateful for their participation and encouragement. We look forward to next year.

Sincerely,
Chuck Smith, WSSP Board Chair
Martin Aguirre, WSSP CEO



NATIONAL AWARD



Workforce Solutions South Plains (WSSP) announced grant funding for \$792,742.65 for 25 area high school Career and Technical Education programs that were funded by WSSP, Lubbock Economic Development Alliance, Texas Mutual Insurance Company and five area economic development corporations.

Workforce Solutions South Plains Wins National Award

Workforce Solutions South Plains (WSSP) received the 2020 W.O. Lawton Business Leadership Award at the National Association of Workforce Boards' virtual conference for a workforce development partnership. This is the second time in ten years that WSSP has won this award. The award recognized Workforce Solutions' leadership with respect to South Plains High Demand Job Training Project which, over 5 years, has supplied over \$2,000,000 in equipment and supplies to 35 high school Career and Technical Education programs for over 4,000 students who have been trained and earned industry recognized certifications and college credits that transfer into high demand careers upon graduation.

The project partnership included the Texas Workforce Commission, the Lubbock Economic Development Alliance, Texas Mutual Insurance Company, Brownfield Industrial Development Corporation, Idalou Economic Development Corporation, Levelland Economic Development Corporation, Littlefield Economic Development Corporation and Plainview and Hale County Economic Development Corporation.

The participating school districts were:

Abernathy, Anton, Brownfield, Crosbyton, Denver City, Frenship, Idalou, Lubbock Cooper, Levelland, Lubbock, Littlefield, Lorenzo, Morton, Motley County, Muleshoe, O'Donnell, Olton, Patton Springs, PEP Alternative High School, Petersburg, Plains, Plainview, Ralls, Roosevelt, Ropes, Shallowater, Slaton, Smyer, Springlake Earth, Spur, Sudan, Tahoka, Wellman-Union, Whitharral and Wilson.

Job training more than



years



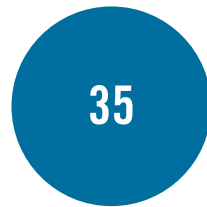
Supplied more than



in equipment & supplies



Equipment & supplies to more than



High School career & tech programs



Training for



who earned certificates or college credit

TEDC Announces Recipients of the 2020 Workforce Excellence Award



Workforce Solutions South Plains and its partners were selected as the regional category winner of the Workforce Excellence Award by the Texas Economic Development Council (TEDC) for the second consecutive year for its South Plains High Demand Job Training Project.

The Workforce Excellence Award program recognizes exceptional contributions by a Texas community or region that has implemented successful workforce initiatives. Members of the TEDC's Workforce Development Committee reviewed and scored the applications from the nominees based on five criteria: innovativeness, transferability, community commitment and leverage, measured objectives, and secondary benefits.

Partners in the collaboration were:

Workforce Solutions South Plains including Lubbock Economic Development Alliance, Plainview-Hale County Economic Development Corporation, Littlefield Economic Development Corporation, Levelland Economic Development Corporation, Idalou Economic Development Corporation, Brownfield Industrial Development Foundation and Texas Mutual Insurance Company

“It is the second consecutive year that Workforce Solutions South Plains won this TEDC award.”



Veteran Friendly Employer of the Year



Congratulations to Xcel Energy for being selected as 2020 Veteran Friendly Employer of the Year by the Texas Workforce Commission at their Virtual Conference. TWC recognizes employers for their commitment to recruiting and hiring Veterans. In 2015, Xcel Energy announced that it would commit to a 10 percent annual Veteran hiring goal and has met or exceeded this goal for the past five years. Veterans currently make up almost ten percent of its regional workforce. Xcel Energy is a well-known and respected “Veteran Friendly Employer” with an excellent reputation of taking care of their employees.



Continuing quality child care in a pandemic

During 2020 terms such as social distancing, essential workers, community spread, contact tracing and others, all due to the COVID-19 pandemic, became all too familiar. Nationwide, the 2020 pandemic highlighted the importance and availability of quality child care for working families.

Challenges met by parents and child care providers were the same as before COVID-19. Making ends meet, striving to keep children in a safe environment and working to support the physical, social, emotional, and intellectual development were of utmost importance. However, with COVID-19 these challenges were greatly intensified!

Workforce Solutions South Plains (WSSP), with funding from the CARES Act distributed by the Texas Workforce Commission, worked diligently to address these challenges by providing financial assistance and making child care program changes to ensure children could remain in care and providers could continue to remain open.

What were the results? During the pandemic, the WSSP Child Care Services program averaged 2,537 children in care per day. All services continued and staff remained in the office to provide services virtually, by phone, or online.



Parents:

- Beginning March 1, 2020 children's absences were no longer counted, parent's share of cost was waived April and May 2020, families remained eligible for child care services even though they lost their jobs

Essential Workers:

- \$1,615,065 was made available to Essential Workers for child care
- 116 children of Essential Workers were placed into child care for 3 months with no parent share of cost for a total amount of \$359,655.99
- Essential Worker enrollment was available online, parents were allowed to self-attest to their eligibility and they did not have to meet a weekly minimum work requirement

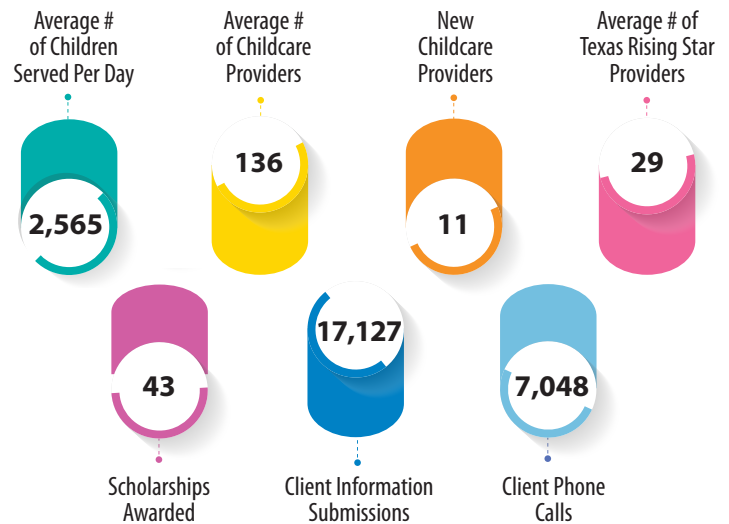
Providers:

- Were paid per active referral instead of attendance (meaning that even if the child was not present the provider would receive payment for that day if the child had an active referral)
- Received payment for all children of Essential Workers, including the parent share of cost
- Continued to receive the parent's share of cost during April and May 2020

Temporary Closures due to COVID-19:

- Providers having a temporary closure due to COVID-19 concerns continued to receive payment of active referrals for up to 2 weeks
- Child Care Services ordered personal protective equipment (PPE) and cleaning supplies totaling \$18,733 to assist providers in maintaining clean, disinfected, and sanitized areas throughout their child care facilities during the pandemic and to stay open NS 135 providers benefitted from the PPE and cleaning supplies.

Child Care Provider Data July 1, 2019 – June 30, 2020





YOUTH SERVICES



WIOA Program

The unique circumstances of 2020 encouraged us to adapt and elevate our operations and services to digital methods of serving the youth in our communities. Workforce Solutions South Plains Youth Program continued to offer a variety of services to eligible youth between the ages of 14 and 24 either in school or out of school. Seventy youth participated in the Workforce Innovation and Opportunity Act (WIOA) Youth Program. Examples of services provided to youth are leadership development, tutoring/study skills instruction, and financial literacy services. WIOA focuses on Work Experience activities which are planned, structured and paid learning experiences that take place in a workplace setting for a limited period of time.



8th Grade Career Exploration Fairs – Jobs Y’all – Careers in Texas Industries (CIT)

Workforce Solutions South Plains hosted its first Virtual Careers in Texas Industries 8th Grade Career Exploration event on October 10, 2020. There were 658 students from 23 area schools that participated, and each received the opportunity to explore careers in growing Texas Industry Clusters. Thirty-nine businesses supported these career fairs by virtually displaying information and equipment for the students.



South Plains Career Expo

Since 2000, the first year that the South Plains Career Expo (SPCE) was organized, more than 70,000 high school students, from within the WSSP 15-county area, have had an opportunity to explore career options at West Texas’ largest high school career fair held at the Lubbock Memorial Civic Center. The SPCE is hosted by Workforce Solutions South Plains, South Plains College, LEDA, Lubbock Chamber of Commerce, Texas Tech University and Lubbock ISD.

The 20th annual event took on a different look in that students did not attend in person but participated in a virtual career expo. On October 20, 2020 there were 43 businesses and 385 students that participated. Students were able to view videos from businesses and chat with business representatives about specific career opportunities.

“The unique circumstances of 2020 encouraged us to adapt and elevate our operations and services.”

South Plains High Demand Job Training Project



Technology leading the way

In collaboration with Lubbock Economic Development Alliance (LEDA), the Board received its seventh and eighth High Demand Job Training Grants both in the amounts of \$150,000 and \$140,700 matched by contributions from LEDA in the amounts of \$251,000 and \$140,734. These grants purchased truck driving simulators for South Plains College's CDL program and medical simulators for South Plains College and Texas Tech University Health Sciences Center. These investments will allow for hundreds of students in the South Plains to be trained for the high demand, high wage careers of nursing, respiratory therapy, EMS, and transportation.

Student HireAbility Navigator Program



Easy Virtual Fair

The Workforce Solutions South Plains Student HireAbility program prepared for and participated in a transition event held in September 2020 for students with disabilities using the Easy Virtual Fair platform. Although the event, was planned quickly, it was a success in that approximately 45 people participated (15 students). The attendees quickly adapted to the platform and were able to engage successfully using the chat function and then move to TEAMS for focused conversations.



UMC Hires Students with Disabilities

University Medical Center hired students with disabilities to work in the hospital throughout the school year. These students participate in WSSP Student HireAbility Navigator activities and were routed throughout several departments at UMC. During the Fall Semester 2020, UMC offered nine of the 10 participants full and part-time employment. UMC worked with Quest Employment.

Throughout the semester, the advisory group met to assess the progress of current participants and conduct interviews to place future participants for the spring semester and summer sessions. The "Words of Wisdom for Employment" notes were given to each of the students.



Workforce Solutions South Plains supports an employer-driven, integrated system that consolidates employment, job training and work-related services. The focus is on investing in regional economic success through access to jobs, training, and employer services.

Board Facilitated Actives during 2020

- The number of customers served at the five centers in the 15-county service area was 11,537.
- Occupational/vocational training was provided for 104 jobseekers to prepare them for employment in the Board's targeted occupations.
- Services were provided for 11,394 job seekers from October 2019 to September 2020.
- The total number of employers served last year were 1,895.
- Unemployment Insurance (UI) was provided for 7,328 claimants which more than doubled from last year.





Virtual Job Fairs Offered for Job Seekers

As a result of the COVID 19 Pandemic, Workforce Solutions South Plains began offering job fairs virtually for area job seekers. Through Premier Virtual, job seekers were given an opportunity to virtually visit employers and speak to them about their organizations, its employee needs and current job openings. In addition, job seekers shared their career dreams with the company representatives. Four virtual job fairs were held in the last quarter of 2020 resulting in a total of 111 businesses and 379 job seekers the participating.



Sharing career dreams

➤ **AUGUST 11**

Businesses 29
Job Seekers 143

➤ **SEPTEMBER 23**

Businesses 36
Job Seekers 77

➤ **OCTOBER 22**

Businesses 30
Job Seekers 132

**“Job seekers were able to share their career dreams
virtually with company representatives.”**



Targeted Occupations for the South Plains

Workforce Innovation and Opportunity Act (WIOA) funds are used to fund the cost of training that prepares individuals to work in occupations that are critical to the growth and competitiveness of the targeted industries. Training is funded through Individual Training Accounts to assist with the cost of tuition, fees, books, and other training-related costs. Occupations selected for targeting meet the following criteria:

- The occupation is a key occupation that supports at least one of the targeted industries.
- The entry-level wage is greater than the Board’s Self-Sufficiency Wage (SSW) Standard.
- The occupation will add more than 100 jobs between 2014 and 2024.
- The occupation will grow at a rate of 10% or more between 2014 and 2024.
- The Bureau of Labor Statistics indicates that formal training is needed to enter the occupation.

Based on a review of labor market information the following occupations are targeted for WIOA expenditures.

TARGET OCCUPATION	GROWTH RATE	WAGES
Information Security Analysts	43.7%	\$77,700
Software Developers	34.6%	\$85,600
Medical Assistants	32.6%	\$26,359
Medical Secretaries	30.5%	\$29,353
Medical & Clinical Laboratory Technicians	28.6%	\$34,188
Dental Assistants	26.3%	\$37,100
Registered Nurses	25.9%	\$64,423
Heating, AC & Refrigeration Mechanics & Installers	25.5%	\$44,620
Respiratory Therapists	23.8%	\$51,054
First-Line Supervisors: Food Prep & Service Workers	23.6%	\$33,405
Electricians	22.5%	\$39,495
Industrial Machinery Mechanics	22.2%	\$49,913
Pharmacy Technicians	21.6%	\$30,292
Plumbers, Pipefitters & Steamfitters	20.3%	\$40,866
Licensed Practical & Vocational Nurses	19.8%	\$43,595
Radiologic Technologists	18.9%	\$50,638
Bus & Truck Mechanics & Diesel Engine Specialists	17.6%	\$40,730
Heavy & Tractor-Trailer Truck Drivers	14.5%	\$40,470
Farm Equipment Mechanics & Service Technicians	13.6%	\$39,211
Machinists	12.5%	\$35,584
Auto Service Technicians & Mechanics	12.4%	\$38,698
First-Line Supervisors: Construction Trades/	5.6%	\$64,815
Extraction Workers, Welders, Cutters, Solderers & Brazers	3.4%	\$36,838



Workforce Solutions South Plains (WSSP) is committed to those who are dedicated to service to our country. Armed Forces veterans and their spouses are afforded priority services in the Career Centers. WSSP is honored to provide services such as career counseling, short-term training and on-the-job training. A new Virtual Hiring Red, White and You job fair was held on November 5, 2020. Last year, 501 veterans and their spouses received WSSP services from the career center.



BY THE NUMBERS



501

Veterans Served

2,276

Average Number of Children Served Each Day



7,328

Unemployment Insurance (UI) Served

11,537

Customers Served



1,895

Employers Served

11,394

Job Seekers



111

Workforce Innovation & Opportunity Act (WIOA) Adult/Dislocated Workers Served

104

Customers Trained



70

Youth Served



PROGRAM EXPENDITURES

July 1, 2019 to June 30, 2020

FUND	PERCENTAGE	\$ AMOUNT
Child Care	74%	17,030,194.24
Choices Temporary Assistance To Needy Families	5%	1,203,097.58
WIOA – Youth	4%	937,417.20
WIOA – Dislocated Workers	3%	763,104.46
Workforce Innovation Opportunity Act (WIOA)– Adult	3%	656,369.38
SNAP & E&T	2%	407,871.63
National Emergency Grant	0%	17,181.50
Trade	0%	52,143.98
Other	8%	1,842,899.44
Total	100%	22,910,279.41

WORKFORCE SOLUTIONS SOUTH PLAINS BOARD OF DIRECTORS

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Private Sector
Bailey County Electric
Cooperative Assn.

David Quintanilla, Vice-Chair

Lubbock County
Private Sector
Plains Capital Bank

Kimberly Harrel, Secretary

Yoakum County
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Newtex Mortgage Company

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Private Sector
Bailey County Electric Cooperative Assn.

Leonard Valderaz

Lubbock County
Community Based Organization
StarCare Specialty Health System

Tom Vermillion

Lubbock County
Community Based Organization
Lubbock Boys and Girls Club

Gabe Vitela

Lubbock County
Private Sector
One Guy from Italy Family Restaurant

Dr. Kyle Wargo

Lubbock County
Adult Basic & Cont. Education
Region XVII Service Center

Sharla Wells

Garza County
CBO
Child Welfare Board of Garza County

Adele Youngren

Lubbock County
Public Employment Services
Texas Workforce Commission

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LUBBOCK

2002 West Loop 289, Ste 117
(inside Wayland Plaza)
Lubbock, TX 79407
806.765.5038
Toll Free 1.866.747.7638

LUBBOCK - CHILD CARE SERVICES

2002 West Loop 289, Ste 117
(inside Wayland Plaza)
Lubbock, TX 79407
806.744.3572
Toll Free 1.800.658.6284

MULESHOE

203 Main Street
Muleshoe, TX 79347
806.272.7540
Toll Free 1.866.765.5038

BROWNFIELD

1321 B Tahoka Road
Brownfield, TX 79316
806.637.1223

LEVELLAND

1102 Austin Street
Levelland, TX 79336
806.894.5005

PLAINVIEW

400 South Garland
Plainview, TX 79072
806.293.8566



Board Administration
1500 Broadway, Ste 800 | Lubbock, TX 79401
workforcesolutionsouthplains.org

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