
FOR IMMEDIATE RELEASE

Workforce Solutions Borderplex and GECU Celebrated at 23rd Annual TWC Conference

El Paso, Texas (December 16, 2019) – Workforce Solutions Borderplex (WSB) and its partner GECU were recognized and awarded at the 23rd Annual Texas Workforce Commission (TWC) Conference in Grapevine, Texas in early December. In recognition of its workforce programs, Workforce Solutions Borderplex received both the Youth Inspiration & Career Awareness Award and the Service to Workers Award. GECU was honored with the Employer Award of Excellence.

This year, as the unemployment rate continued to drop, WSB, along with Dynamic Workforce Solutions, continued to reach hard to serve populations by revamping the service delivery model and implementing a “street team”. As a result of the new outreach, WSB increased their caseload by 78% compared to the last program year.

TWC is a state agency dedicated to helping Texas employers, workers and communities prosper economically. Workforce Solutions Borderplex, Workforce Boards throughout the State of Texas, the Texas Workforce Commission and workforce system partners work together to respond to the needs of employers and workers through skills training, job search assistance, and other workforce support services.

Texas Workforce Solutions Youth Inspiration & Career Awareness Award

The Youth Inspiration & Career Awareness Award is intended to recognize and highlight three Local Workforce Development Board initiatives focused on supporting career awareness and exploration for young people. Through the organization’s connection to underserved out-of-school youth (OSY) and interested employers, WSB has created a mutually beneficial endeavor. WSB launched an initiative to show the youth-future employees-what opportunities await them and allowed employers to showcase jobs and generate interest in those. The organization also furthered its robust ties to youth, developing and providing programs to serve local OSY, such as YouthBuild El Paso, Reboot El Paso! and Hire El Paso Youth.

Texas Workforce Solutions Service to Workers Award – ‘Taking it to the Streets’

The Service to Workers Award recognizes a Local Workforce Development Board that has demonstrated its commitment to Texas workers by significantly improving services throughout the Texas workforce system. WSB recognized the opportunity to rethink how outreach was conducted as the unemployment rate continued to drop and the individuals left to serve included special populations that were not coming through the door. Along with Dynamic Workforce Solutions, they completely revamped their service delivery model that included a street team. As a result of the new outreach, WSB increased its caseload by 78 percent compared to last program year.

Texas Workforce Solutions Employer Award of Excellence

The Employer Award of Excellence honors a private-sector employer in each local workforce development area that is actively involved with Texas Workforce Solutions. This award recognizes an employer that has, as a customer and collaborator with the Local Workforce Development Board (Board), created and used innovative approaches that have benefited the local economy and workforce significantly. These employers were chosen from the many with which Boards connect to prepare today's workforce for tomorrow's Texas. WSB nominated GECU, El Paso's largest locally owned financial institution, for its commitment to recruit and develop local talent in the local workforce development area. GECU worked closely with local independent school districts, the University Texas at El Paso, and El Paso Community College for talent development and recruitment. Many GECU employees have been employed since high school, developing their careers with support provided by GECU through mentorship, leadership development, tuition reimbursement, certifications, and cross-training.

WSB also secured several new grant opportunities which will allow the organization to expand training outreach beyond the scope of formula funding. Those grants are listed here:

- Excellence in Rural Service Delivery (an initiative from TWC)
- Prudential Foundation (4th year award) for STEAM Fiesta
- Military Family Support
- Texas HireAbility Award (performance award from TWC conference)
- Career & Education Outreach Program
- Texas Industry Partnership w/ Prudential Match for Software Development

Awards and grants presented to WSB at the event totaled over \$825,000.

ABOUT WORKFORCE SOLUTIONS BORDERPLEX

Workforce Solutions Borderplex (WSB) is celebrating 20 years of serving as the leader and pacesetter in aligning and creating opportunities for skilled workers and employers. WSB advances education, employment, entrepreneurship and economic development prospects in support of global competitiveness and regional prosperity. The organization's service region encompasses Brewster, Culberson, El Paso, Hudspeth, Jeff Davis and Presidio counties. For more information about Workforce Solutions Borderplex, please contact Bianca Cervantes at (915) 887-2221 or visit www.borderplexjobs.com.

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