



IMPACT REPORT 2022

OCT 2021 – SEPT 2022

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From Our CEO



Today, Austin is creating jobs at a faster clip than the national job growth rate, but many of the higher-paying jobs will require a level of skills training (e.g., more than a high school diploma but less than a four-year degree, such as an industry-recognized credential). And even more quality jobs are set to be added to our region, from Austin’s expanded transit system project to new federal infrastructure investments. I invite local change agents – whether leaders in elected office, business, K-12 education, higher education, or workforce development – to partner with WFS and local workforce development boards to begin planning for worker supply now, not later.

A handwritten signature in black ink that reads "Tamara Atkinson". The signature is written in a cursive, flowing style.

TAMARA ATKINSON

From Our CEO Full Statement



If you're new to us, Workforce Solutions Capital Area (WFS) is the non-profit organization that serves as the leadership and governing body for the Austin/Travis County area workforce system. We are responsible for the planning, oversight, and evaluation of workforce development activities in the Capital Area, which has one of the most booming job landscapes in the country right now. We provide resources to support and connect local people to local jobs, including skills training for job seekers, hiring and recruiting for employers, child care assistance, and much more.

Last year, [we celebrated many big moments](#) for local workforce development. These successes would not have been possible without WFS' 42 team members, nearly 30 influential business and civic leaders serving on our board, and many community partners striving to "leave our community better than they found it."

One moment in 2022 that I believe will have the most impact in our region is the [launch of our Hire Local Plan](#). *Hire Local* involves Austin-area, community-based organizations, training providers, employers, and elected leaders all coming together to work toward the same outcome: to help close the gap between the number of local jobs available and the amount of skilled workers qualified to fill them.

The level of workforce investment we received from the City of Austin and Travis County in support of *Hire Local* was unprecedented. And it couldn't have come at a better time.

Today, Austin is creating jobs at a faster clip than the national job growth rate, but many of the higher-paying jobs will require a level of skills training (e.g., more than a high school diploma but less than a four-year degree, such as an industry-recognized credential). And even more quality jobs are set to be added to our region, from Austin's expanded transit system project to new federal infrastructure investments.

I applaud our Austin-Travis County leaders' attention to workforce development to keep our economy strong and reap the most return on local investment. I invite other local change agents — whether leaders in elected office, business, K-12 education, higher education, or workforce development — to partner with WFS and local workforce development boards to begin planning for worker supply now, not later.

Bottom line: WFS will continue to serve as a resource, trusted advisor, and partner to ensure a ready supply of skilled workers for the jobs of today and the future.

—TAMARA ATKINSON

From Our Board Chair



I see doubling down on our [Hire Local Plan](#) as our opportunity to make the most impact. We will continue to be laser-focused on our mission to *connect local people to local jobs*. And through the *Texas Talent and Economic Growth Initiative*, our impact will go beyond Austin-Travis County. Workforce boards along the I-35 corridor (including Capital Area, Alamo, and Rural Capital Area) are re-imagining how we align our service delivery across regions to better serve employers and job seekers across our hubs. What we're building and operationalizing — from San Antonio to Georgetown and in between — will be a model for all other Texas workforce boards.

Melanie Flowers

MELANIE FLOWERS

From Our Board Chair Full Statement



I was raised right here in Austin. I went to school here and have worked in Austin my entire career. I love this community and am committed to helping all our neighbors have the same opportunities I had — and more!

Looking ahead as board chair of Workforce Solutions Capital Area, I see **doubling down on our [Hire Local Plan](#) as our opportunity to make the most impact.** We will continue to be laser-focused on our mission to *connect local people to local jobs.*

Hire Local's goal is to connect local people with the skills needed to land in-demand, higher-paying jobs so they can afford to stay in Austin. We do this in four ways: raising awareness for these opportunities, connecting Austinites to skills training, placing them in higher-paying jobs and upskilling underemployed workers. This workforce plan is facilitated by Workforce Solutions Capital Area, but it is a true community-wide effort.

And through the *Texas Talent and Economic Growth Initiative*, our impact will go beyond Austin-Travis County. Workforce boards along the I-35 corridor (including Capital Area, Alamo, and Rural Capital Area) are re-imagining how we align our service delivery across regions to better serve employers and job seekers across our hubs.

What we're building and operationalizing — from San Antonio to Georgetown and in between — will be a model for all other Texas workforce boards.

The roles we aim to embody with this new model are as follows:

- **Texas Talent Experts:** Establish the state's public workforce system as the go-to resource for expertise on the Texas talent market.
- **Service Optimizers:** Deploy unmatched services of value to employers and economic development organizations and more effectively share the public workforce system's toolbox.
- **Partnership Managers:** Proactively engage and manage more intentional partnerships to facilitate talent solutions, pursue shared goals to support a healthy and robust workforce, and leverage joint resources.

Thank you to all our local, state, and national partners and advisers who are tirelessly working alongside us to ensure that our region is prosperous for everyone.

—MELANIE FLOWERS

OUR IMPACTS

Awareness & Enrollment

Cultivating interest in high-demand, quality entry- and mid-level careers

13,595

Students served

with career activities in and out of the classroom such as career exploration events, field trips to industry work sites, summer internships and more

5

ISD partners

Austin, Del Valle, Elgin, Manor, & Pflugerville

33

Campuses supported

Training

Equipping workers with the skills they need to succeed

\$30K

Avg annual wage increase for individuals after completing training through Workforce Solutions Capital Area

WIOA Adult program completers, as of 2021

10,712

Job seekers served

6,119 unemployment insurance claimants

5x

ROI for every dollar invested in training

71%

Of adult clients found employment in their field of training

6-YEAR IMPACTS (2016-2021)

▲ \$146M

Total increased earnings for our customers post-program exit

\$518M

Total earned by our customers post-program exit



Placement

Connecting employers with local talent to fill quality entry-level jobs and good-paying mid-level jobs

7,604

Employers served

72

Hiring events

4,052 job seekers &
1,442 employers attended



Upskilling

Assisting frontline workers in acquiring skills to advance into higher-paying mid- and upper-level jobs

\$1.3M

Invested in upskilling in Central Texas

through partnerships with employers

6

Registered apprenticeship programs expanded

4 in healthcare,
2 in advanced manufacturing



Child Care Services

Promoting positive child outcomes

\$6,326

Average annual wage increase of parents receiving child care assistance post-program exit

5,470

Children received child care scholarships

341

Child care providers contracted

43

Providers raised to higher Texas Rising Star quality rating

342 providers and teachers trained/mentored

341

Children enrolled in Continuity of Care program

Funded by City of Austin / Travis County to bridge any gaps in eligibility for local parents

271

Jeanette Watson Wage Supplement recipients

Helps early childhood professionals continue to work in a field where wages are not commensurate with other skilled positions



Top 10 Workforce Moments of 2022

2022 was a monumental year for our local workforce and Workforce Solutions Capital Area!

Looking ahead, our goal is to continue making a positive difference in the lives of job seekers and employers.

[SEE MORE](#)

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