


**"ENDS" POLICY MONITORING REPORT**

TO: Workforce Solutions Cameron Board Of Directors  
FR: Francisco Castellanos, Executive Director  
RE: INTERNAL MONITORING REPORT - ENDS  
Special "Baseline" Internal Ends Policy 1.5: Cameron Works' Programs and Services are Recognized for their Effectiveness.

I hereby present my monitoring report on your Ends policies in accordance with the monitoring schedule set forth in board policy. I certify that the information contained in this report is true for the period of January 2008 thru November 2008.

Signed  , Executive Director Date December 10, 2008

**BROADEST POLICY PROVISION – "Cameron Works' Programs and Services are Recognized for their Effectiveness. A. Statewide Recognition; B. National Recognition".**

**EXECUTIVE DIRECTOR'S BASELINE INTERPRETATION:** I interpret this policy as follows: Cameron Works, d.b.a. Workforce Solutions Cameron, desires third party confirmation as to the effectiveness of its programs and services. We seek validation that Cameron Works' leadership and innovations is producing results, is sought out for emulation in the State and National workforce arena.

**EXECUTIVE DIRECTOR'S BASELINE REPORT:**

**BASELINE PROGRESS TO DATE:** Progress includes:

The following provides some of the recognitions Cameron Works has achieved:

- Workforce Solutions Cameron's Project TEEM (Texas Early Education Model for pre-school education) was selected by the National Association of Workforce Boards to be featured at its National Conference in Washington D.C. Dr. Susan Landry of the University of Texas Health Science Center Houston, and I were asked to present a workshop at the conference;
- At the local level, the U.T. Health Science Center has asked that we replicate our model and extend our oversight into Willacy County for this project;
- Our Cameron County Youth Boot Camp has been nationally recognized and chosen to be featured as a replicable model. Chief Tommy Ramirez and Hilario Diaz presented the program at a national youth conference in Chicago, Illinois in November, 2008.
- We have received statewide recognition for our participation via our mobile van in the recovery assistance we provided to the Houston during the aftermath of Hurricane Ike;

- We were selected to host a one-day tour of the region by the new Chairman of the Texas Workforce Commission, Mr. Tom Pauken and his staff, including TWC Executive Director Larry Temple and TWC Workforce Director Larry Jones. They held a press conference at which we were announced as the recipients of a National Emergency Grant to assist those who had lost their jobs due to Hurricane Dolly;
- The Department of Labor has announced a two million dollar grant to Workforce Solutions of South Texas, a collaboration of six workforce boards, including us, to implement a strategy we developed to train youth and dislocated workers in the areas of Science, Technology, Engineering and Math. This was achieved after a national competition, with only five awards being made in the entire country.
- We have successfully implemented the first phase of the regional mapping strategy for our Small Cities Rural Coalition through a Mapping Strategy Conference held at Padre Island, where we partnered with U.T. Brownsville, USDA Rural Development, the Regional Center for Integration of Technology, and the U. S. Economic Development Administration.



**TEXAS WORKFORCE COMMISSION**  
101 E. 15TH STREET, ROOM 638  
AUSTIN, TEXAS 78778-0001

TOM PAUKEN

Chairman

(512) 463-2800

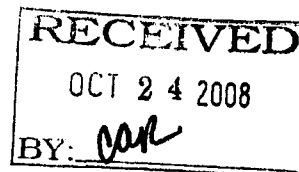
FAX: (512) 463-1289

October 21, 2008

RICK PERRY

Governor

Mr. Federico V. Garza, Chairman  
Cameron County Workforce Development Board  
402 East Harrison  
Harlingen, Texas 78550



Dear Chairman Garza:

On behalf of the Texas Workforce Commission (TWC) and the local workforce development areas (workforce areas) affected by Hurricane Ike, I want to express our appreciation for the Cameron County Workforce Development Board's (Board) contribution to the monumental task of serving the thousands of people in need after the storm. Use of the Board's mobile unit and the staff who traveled to assist these workforce areas was invaluable. Your Board's immediate response to TWC's request for mobile resources provided great comfort to the affected workforce areas—they knew that they were not alone in responding to the devastation and disruption experienced by so many.

I continue to be impressed by the rapid response of all Boards and staff in the Texas workforce system during times of crisis, as exemplified by Hurricane Ike. Although we pride ourselves on providing workforce areas with the flexibility to define the services and delivery systems that make the most sense for their local needs, we also recognize that collaboration across sectors and geographic areas is a key tenet of our state's workforce system. Even in times of trial, Texas' Workforce Solutions sets an example for the entire country.

Thank you for your service to your Board and to the entire state. I look forward to visiting with you in the near future.

Sincerely,

A handwritten signature in black ink that reads "Tom Pauken".

Tom Pauken  
Chairman

cc: Larry E. Temple, Executive Director, TWC  
Francisco Castellanos, Executive Director,  
Cameron County Workforce Development Board

Workshop Title: Building a Better World  
Presenters: Hilario Diaz WSC and David Sanchez ARBC  
When: November 17-20-08  
Where: NAWDP Youth Symposium, Chicago Illinois

Workforce Solutions Cameron and the Cameron County Juvenile Justice Amador Rodriguez Boot Camp have been selected to present a workshop at the National Association of Workforce Development Professionals Youth Symposium Conference. The Youth Symposium will be held in Chicago, Illinois on November 17-20, 2008. The ninety minute Workshop titled "Building a Better World" will be conducted by Hilario Diaz, Project Specialist, WSC and David Sanchez, Director, Amador Rodriguez Boot Camp.

The Building a Better World Project is a collaboration between Workforce Solutions Cameron (WSC), Proyecto Azteca (PA), San Benito Consolidated Independent School District (SBCISD) and Cameron County Juvenile Justice Department (CCJJD). The purpose of the program is to provide at-risk incarcerated youth with construction trade skills that will enable them to return to their communities better prepared to work. WSC contracts with CCJJD to provide the training and operate the program, SBCISD provides the academic instruction (participants are credited with three academic credits towards their graduation) PA provides all the necessary materials and CCJJD houses and operates the program. The ultimate objective of the program is to construct a 950 square foot home that PA will sell to a low income Colonia family for \$25,000.00 at no interest. The program meets the WSC Global Ends Statement:

- 1.2 Individuals are able to achieve their employment goals
  - d. low income youth have basic skills

## **'Operation WorkForce' provides training in skilled trades**

By Jared Janes/The Monitor  
November 21, 2008 - 10:32PM

McALLEN - A grant to train unemployed workers won't offer immediate help to the 21,000 Hidalgo County residents who are jobless this month.

But officials say the U.S. Department of Labor grant will eventually bolster one of the most economically disadvantaged areas in Texas, lowering unemployment, raising per-capita income and helping to attract new development to the region.

U.S. Sen. John Cornyn's office announced this week that WorkForce Solutions Inc. has been awarded a grant worth nearly \$2 million that will establish six Science, Technology, Engineering and Mathematics centers and fund them for three years. The STEM centers will train workers in skilled labor areas like construction and manufacturing.

"We know that if you increase the manufacturing base of any community, you increase the economic opportunity," said Yvonne "Bonnie" Gonzalez, the chief executive officer of WorkForce Solutions, the workforce development board serving Hidalgo, Starr and Willacy counties. "I think it will really increase the economic viability" of the state's border region.

Workforce investment boards, educational institutions, professional associations and private businesses along the Texas border with Mexico partnered to apply for the grant, locally dubbed "Operation WorkForce."

In all, 23 counties - from El Paso County to Cameron County - will be serviced by the centers. Two of the centers will be in Gonzalez's three-county region; the others will be in counties served by four other workforce development boards.

Gonzalez said the centers will train residents who want jobs at area manufacturing plants but do not have the skill set for the available positions.

By improving workers' abilities, she said, cities and counties will be better able to lure manufacturing companies to the region.

The grant comes as workforce boards across the state have been forced to close centers and consolidate services this year due to cuts in federal funding.

Gonzalez said the funding cuts made it important for five of the state's workforce boards to collaborate.

"We have very limited resources," she said. "In a time of limited resources, we know we have to leverage everyone's resources and support."

The state's latest unemployment numbers came on the heels of the grant announcement.

Unemployment rose to 5.6 percent in Texas in October while the U.S. rate climbed to 6.5 percent, the Texas Workforce Commission announced. However, Texas employers did add

23,000 jobs in October.

Unemployment in both and Hidalgo and Cameron counties declined slightly in October.

The unemployment rate in Hidalgo County fell from 7.9 percent in September to 7.7 percent in October. But last month's rate was still 2 percentage points higher than in October 2007.

In Cameron County, the unemployment rate last month was 7.4 percent, down from 7.5 percent in September.



Evaluation Grants Training  
Institute, Inc.

Workforce Solutions  
Operation Workforce  
2008

**Operation Workforce  
DOL STEM Project**

**Vision:** To guide the integration of existing and future programs into an overall system that attracts, retains, and enhances the competencies of all individuals who are preparing for and engaged in STEM careers.

**Operation Workforce  
Five  
Workforce Boards**

- Workforce Solutions of the Lower Rio Grande Valley
- Workforce Solutions of South Texas
- Cameron Works
- Middle Rio Grande Workforce Board
- Upper Rio Grande @ Work System

**Partner Organization**

1. Region One ESC T-STEM Center
2. University of Texas El Paso - STEM

**Operation Workforce Budget**

Year 1 - \$665,971  
Year 2 - \$666,591  
Year 3 - \$666,591

Total - \$1,999,180  
Match -\$1,791,800

**Operation Workforce  
Targeted Population**

1. Dislocated Workers
2. New Emerging Workforce (College Students)
3. Disadvantaged Youth
4. K-12 Grade Students

**Operation Workforce  
Goals**

1. Increase access to and success in STEM education and training for all individuals of the target population
2. Create an aligned system of educating and training the target population toward STEM education and successful careers
3. Institutionalize Operation Workforce for long term replication region-wide

**Operation Workforce  
Next Steps**

1. Finalize Contract with DOL/NOGA
2. Finalize Roles and Contracts with WIBs
3. Finalize Roles and Duties with the two T-STEM Centers
4. Identify the six Centers of Excellence
5. Hire (5) STEM Coaches (Allocated 50% with STEM budget)
6. Establish a Leadership Team (One member from each WIB)
7. Collect baseline data for 2008-09

**Operation Workforce  
Handouts**

1. Abstract
2. Project Budget
2. Project Outcomes
3. Timeline
4. Organizational Chart

## RioGrande Guardian Articles

Date:6/10/2008 **Economic summit will focus on Lower Valley's smaller cities**

SOUTH PADRE ISLAND, June 23 - The smaller cities in Cameron and Willacy counties are pooling resources to develop a master plan to get the most out of their economic assets.

The cities, including Raymondville, Los Fresnos, Santa Rosa, Olmito, have formed the Small Cities Coalition through funds awarded to Cameron Works from the USDA and EDA. The funds have allowed the cities to hire El Paso-based consultancy firm Genesis 21.

Genesis 21 President Virginia Price told the *Guardian* that individually small cities might struggle in today's global economy. But, by pooling resources, they can afford to hire a planner to develop the master plan.

"We provide an asset-based analysis of a region's geography, demographics, political environment and people to demonstrate the benefits of proactively integrating public resources and policy into short- and long-term business decisions," Price said.

Price, along with John Torres, Genesis 21's director of planning, will speak about the group's work and the Small Cities Coalition at a day-long economic summit being held at the Radisson Hotel on South Padre Island on Tuesday.

"The summit will allow for all members of the community to come forward to discuss the economic future of the area," Torres said. Torres recently met in San Benito with representatives for a number of the smaller cities in Cameron and Willacy counties.

The summit, titled Mapping Our Future Together, is being hosted by Cameron Works, the University of Texas at Brownsville-Texas Southmost College, Rio Tech Fund, and Genesis 21.

Price said the summit will include sessions on asset mapping as well as breakout sessions on rural economic development and a panel discussion on the independent initiatives taking place across the Lower Rio Grande Valley.

Price said the result of the summit will be information that can be used to move the area in a positive direction. "This will not be about any one city or economic industry cluster. This will be about how the region can come together to grow and prosper," she said.

Cameron Works Executive Director Francisco Castellanos agreed. "The goal of the summit is to bring a wide variety of stakeholders together to map out a plan to support innovative regional economic development," he said.

"As we all are planning for the future for the residents of our communities we can come

together to share and learn from each other as well as national and state experts. As a native of the Lower Rio Grande Valley, I have seen many changes in the region and the timing for such a summit will build on successful efforts taking place.”

Castellanos said Cameron Works is entering into an “exciting time of organizational growth and transition.” As a result, he said, the group had recently moved into a more strategic position in support of regional economic development.

“An example of our expanded role is the organization of the Small Cities Coalition, a collaboration of eight communities all dedicated to sharing the benefits and costs of joint solutions,” Castellanos said.

Castellanos said global competition has changed the manner in which communities compete for industry. “Smaller communities and cities can no longer afford to undertake economic development on their own. These challenges have opened other opportunities for smaller communities and regions to foster collaborative efforts to attract business and industry to areas such as ours,” he said.

Another supporter of the Small Cities Coalition is Rio Grande Regional Center for Innovation and Commercialization, which administers the State's Emerging Technology Fund for a twenty-county region of Texas along the border from Brownsville to Del Rio.

Fernando Gonzalez, Director of the Rio Grande RCIC, says that the summit reflects a growing consensus that the region must work in a cooperative manner to bring in new and innovative business.

“We are already hearing about the opportunities emerging technologies can bring to the Valley,” said Gonzalez. “We need to build capacity for the region as a whole in order to take advantage of these opportunities.”

Gonzalez said that in order to compete in global markets, Texas has to be focused on recruiting scientists, attracting high-tech jobs, and helping start-up companies get off the ground faster.

“This region is ready to participate in that domain thanks to resources like the Texas Emerging Technology Fund (TETF). The Rio Tech Fund helps companies connect to the TETF, but is also working to organize the resources local to the region itself. Invention can happen anywhere, and with the right backing, innovation can be successfully commercialized right here.”

Gonzalez said the state of Texas has made roughly \$200 million available to fund the commercialization of research.

Castellanos added that the goal of the coalition and the summit is to bring a wide variety of stakeholders together to build greater capacity to support regional economic development. “This summit will also allow us to showcase the current regional

collaboration between smaller communities that can transcend into regional efforts among all cities in our area,” he said.

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**Date:6/10/2008 Economic summit will focus on Lower Valley's smaller cities**

The smaller cities in Cameron and Willacy counties will be in the spotlight at an economic summit being held on South Padre Island on Tuesday. Sponsored by Cameron Works, UTB-TSC, Rio Tech Fund, and Genesis 21, the summit is titled Mapping Our Future Together.