

**"ENDS" POLICY MONITORING REPORT**

TO: WFS Cameron Board Of Directors  
FROM: Francisco Castellanos, Executive Director  
RE: INTERNAL MONITORING REPORT - ENDS  
Special "Baseline" Internal Ends Policy 1.0: Global Ends Statement

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 October 2007 through September 2008.

Signed  \_\_\_\_\_, Executive Director Date October 2008

**BROADEST POLICY PROVISION – Cameron Works exists so that the Workforce Needs of Cameron County Are Met.**

**EXECUTIVE DIRECTOR'S INTERPRETATION:** I interpret achievement of this policy as follows: WFS Cameron through its board and staff make available local employment and training activities via a one-stop delivery system that addresses the needs of Cameron County's job seekers and employers. Employer linkages will be consistent with our Industry Cluster and Community Audit reports, and driven by economic development strategies. WFS Cameron will be a catalyst to promote the participation of and assistance to, private sector employers in Cameron County.

My interpretation is inclusive of the subsequent provisions (1.1 through 1.6B), but also that we should research and incrementally develop strategies beyond the present funding confinements.

That WFS Cameron must address the needs of the public (job seeker/worker and employer) comprehensively by venturing into: Economic Development

- Green Initiatives
- Regional Collaborations
- Development of Rural Community Initiatives

**ANNUAL MONITORING REPORT:** Progress to Date –

The Industry Cluster Analysis, Community Audit and now the Roadmap Phase have been completed and the reports presented. Copies of the summaries of these reports have been disseminated through area EDC's, Chambers of Commerce, and public presentations, as well as being available on our web site.

Each report provides action initiatives/plans, strategies, and models that address the needs identified in order to implement a true workforce investment plan that incorporates employers and job seekers within an economic development framework. The initiatives itemized below require the participation of public and private non-profit entities, educational institutions, elected officials, local leadership and employers/industries.

Initial implementation commenced September of 2005 and has continued throughout the program year, to present, and includes the following:

- Communication and implementation of action plans to key stakeholders (Harlingen 100, Imagine Brownsville, WIRED, the Small Cities Coalition)
- Craft workforce training programs in collaboration with industries and other training institutions (Skills Development Fund awarded to TSTC for 1600 trainees at Harlingen's Valley Baptist Medical Center, as well as UTB for 330 jobs at Amfels)
- Collaborate with hospitals, the RHAC and other health care providers to assist in their efforts to meet the health care needs of our community.
- Inform schools and students about vocational education options, health care opportunities and skilled trades. (New Marketing Strategies)
- Create partnerships involving economic development, business and education to develop goals and action steps to train and prepare the workforce. (WFS Cameron is part of the Community Advancement for Education Consortium with Brownsville Chamber, BEDC, United Way and BISD)
- Promote the development of industry-based skills curriculums. (Project La Vista)
- Participate in industry specific councils such as WIRED in manufacturing and for each target industry.
- Build partnerships with community's leadership to establish a framework to align goals. (Belong to United Way, BEDC, Valley Partnership and TPAC, WIRED, P-16)
- Maximizing resources efficiently by consolidating the Harlingen Centers into one and utilizing the One Stop Mobile Unit, which is equipped with state of the art equipment to service the rural northern Cameron County. The form of streamlining workforce services will better match applicants with opportunities. The consolidation of the centers comes at an opportune time of budget cuts as was anticipated.
- Expansion of TEEM project will allow us to continue the work of early literacy within the 3 and 4 year olds. This type of training is beneficial to our day care providers who are included in this project because it enhances the services provided and allows them to receive an increase in their rates.