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Date: August 13, 2025
To: Economic Development Committee, Workforce Solutions East Texas Board
From:  Douglas G. Shryock, Director of Regional Workforce & Economic Development
Subject: August 18, 2025, meeting

A meeting of the Economic Development Committee of the Workforce Solutions East Texas Board has been scheduled for **Monday, August 18, 2025, at 1:30 p.m. at the Tyler Workforce Center, 4100 Troup Highway, Tyler, Texas 75703, and Via Conference Call.**

Items of business will include:

- Approval of submission of an application to the Texas Workforce Commission for the Externship for Teachers initiative, subject to ratification by the Workforce Solutions East Texas Board;
- Update on the upcoming release of a Request for Applications for High Demand Job Training Program projects, and a request for the Workforce Solutions East Texas Board to delegate to the Economic Development Committee authority to approve submission of applications subject to ratification by the Board;
- Adoption of a policy to establish a limit on how many individuals can be trained for a particular occupation within a given time period; and
- Consider additional Target and In-demand Occupations.

If any attendee has special requirements due to disabilities, reasonable arrangements will be made upon request. Please contact the ETCOG office at (903) 218-6400. Telephone inquiries can be made at (800) 735-2989 (TDD) or (800) 735-2988 (Voice).

DGS/GA/kv

Enclosures

WORKFORCE SOLUTIONS EAST TEXAS BOARD

Economic Development Committee
Monday, August 18, 2025, 1:30 p.m.
Workforce Solutions East Texas – Tyler Center, Room 4
4100 Troup Highway
Tyler, Texas 75703

And Virtually Via Conference Call

Join from PC, Mac, Linux, iOS or Android: <https://v.ringcentral.com/join/311241229>

Phone: +1 (650) 4191505

Meeting ID: 311241229#

AGENDA

1. Call to Order: Chair Pam Pearson
2. Consider Public Comments: Chair Pam Pearson

Time Limit: 3 Minutes. Interested Parties have an opportunity to address the Board or Committee, which has no obligation to respond in any manner to comments or questions asked of them by the speaker. If multiple speakers wish to address the same topic, a spokesperson will be selected. Any response by a member of the Board is limited by Texas law to a statement of specific factual information, a recitation of existing policy, or a proposal to place the subject on the agenda for a future WSET (Workforce Solutions East Texas) Board or Committee meeting.

3. Consider and take appropriate action regarding minutes of the meeting of February 19, 2025: Chair Pam Pearson (Enclosure #1)
4. *Consider and take appropriate action regarding approval of submission of an application to the Texas Workforce Commission for the Externship for Teachers initiative, subject to ratification by the Workforce Solutions East Texas Board: Chair Pam Pearson, Doug Shryock and Adam Martin (Enclosure #2)
5. *Consider and take appropriate action regarding update on the upcoming release of a Request for Applications for High Demand Job Training Program projects, and a request for the Workforce Solutions East Texas Board to delegate to the Economic Development Committee authority to approve submission of applications subject to ratification by the Board: Chair Pam Pearson, Doug Shryock and Rebecca Gage (Enclosure #3)
6. *Consider and take appropriate action regarding adoption of a policy to establish a limit on how many individuals can be trained for a particular occupation within a given time period: Chair Pam Pearson, Doug Shryock and Adam Martin (Enclosure #4)
7. *Consider and take appropriate action regarding additional Target and In-demand Occupations: Chair Pam Pearson and Doug Shryock (Enclosure #5)
8. Identification of items to be included on the next Economic Development Committee meeting agenda: Chair Pam Pearson
9. Consider date of next Economic Development Committee meeting: Chair Pam Pearson

10. Adjourn

*Denotes an item on Agenda which will have fiscal implications

Members with a conflict of interest on any agenda item must refrain from taking part in the discussion and abstain from voting.

Minutes of Meeting

Workforce Solutions East Texas Board
Economic Development Committee
Wednesday, February 19, 2025, at 1:30 p.m.
Workforce Solutions East Texas – Tyler Center, Room 4
4100 Troup Highway
Tyler, Texas 75703

And Virtually Via Conference Call

Join from PC, Mac, Linux, iOS or Android: <https://v.ringcentral.com/join/028314584>

Phone: +1 (650) 4191505 Meeting ID: 028314584#

1. **Call to Order:** Chair Pam Pearson called the meeting to order at 1:31 p.m.

The following individuals were present:

Members

Chair Pam Pearson
Bonnie Geddie
Jerry Hanszen
Kimberly Taliaferro

Staff

Doug Shryock
Gary Allen
Tiffany Combs
Rebecca Gage
Terri Ray
Dylan Savage
Monty Scroggins
Lisa Smith
Lindsay Vanderbilt
Kitty Vickers

Guests

Deanna Alexander, WSET/DWFS
Robert Andrade, Marshall EDC
Tonia Crawford, WSET/DWFS
Sherri McDonald, Jacksonville EDC
Cheryl Newton, WSET/DWFS
Brandee Overshown, WSET/DWFS
Adam Palacios, TJC
Jason Smith, TVCC
Timothy Smith, Longview EDC
Angelia Snow, WSET/DWFS
Kim Stacy, WSET/DWFS
Ronnie Williams, TJC
Latoya Young, Tyler Area Business Ed. Council

2. **Consider Public Comments: Chair Pam Pearson**

Time Limit: 3 Minutes. Interested Parties have an opportunity to address the Board or Committee, which has no obligation to respond in any manner to comments or questions asked of them by the speaker. If multiple speakers wish to address the same topic, a spokesperson will be selected. Any response by a member of the Board is limited by Texas law to a statement of specific factual information, a recitation of existing policy, or a proposal to place the subject on the agenda for a future WSET (Workforce Solutions East Texas) Board or Committee meeting.

There were no public comments.

3. Consider and take appropriate action regarding the minutes of the meeting of November 12, 2024: Chair Pam Pearson (Enclosure #1)

Jerry Hanszen moved to approve the minutes of the Economic Development Committee meeting on November 12, 2024. The motion was seconded by Kimberly Taliaferro and passed with no opposition.

4. *Consider and take appropriate action regarding recommendations for Target and In-demand Occupations and Industries to be included in the Texas Workforce Commission Strategic Plan for the Workforce Solutions East Texas Board: Chair Pam Pearson and Doug Shryock (Enclosure #2)

Gary Allen reviewed recommendations for Target and In-demand Occupations and Industries to be included in the Texas Workforce Commission Strategic Plan for the Workforce Solutions East Texas Board enclosed in the agenda packet with spreadsheets provided listing the current Target and In-demand within the 14-county region served by the Board. Employment, wage data and projections are included.

Under the Workforce Innovation and Opportunity Act (WIOA), each Local Workforce Development Board is required to develop and submit to the governor a comprehensive four-year plan which identifies and describes policies and procedures as well as local activities which are in line with the TWC State Plan. The Local Plan must be developed openly and be available to the public for comment.

The Plan is due on March 21, 2025. Staff are preparing a draft of the Plan to be considered by the Workforce Solutions East Texas Board on March 12, 2025. The Plan will include (1) descriptions of activities, (2) practices, (3) partnerships, and (4) a regional workforce and economic analysis. The Targeted and In-demand Occupations and Industries for the Plan are to be considered by the Economic Development Committee, presented to the Workforce Solutions East Texas Board and incorporated into the Strategic Plan document.

Target Occupations must be occupations which have or are projected to have a substantial number of openings (due to job growth rather than job turnover) which have a significant impact on the state, regional, or local economy; and result in wages which meet a Board's self-sufficiency requirements or have been identified by the Board as a career pathway to an occupation that leads to self-sufficient wages. WIOA funds used for Eligible Training Provider Classroom Training through Individual Training Accounts are limited to occupations on the Target list.

In-demand Occupations must be occupations which currently have or are projected to have a substantial number of open positions (including positions that lead to economic self-sufficiency and opportunities for advancement) great enough to have a significant impact on the state, regional, or local economy. Along with Target Occupations, inclusion on the In-demand occupation list can be used as justification for the use of Texas Workforce Commission High Demand Job Training Program funds. There is no limit on the number of Target and In-demand Occupations a Board may designate.

Boards must designate In-Demand Industries which:

- have a substantial current or potential impact on the state, regional, or local economy and contribute to the growth or stability of other supporting businesses or to the growth of other industry sectors; or
- currently have or are projected to have a substantial number of open positions great enough to have a significant impact on the state, regional, or local economy. There is no limit on the number of industries a Board may designate.

A spreadsheet listing the industries within the 14-county region served by the Board is provided. The In-demand Industries listed in the current Board Strategic are highlighted in yellow. The industries are identified by the 4 digit North American Industry Classification System (NAICS) Codes. Employment data and projections are included.

Board staff have reached out to area Economic Development Corporation and college workforce contacts to request recommendations for Targeted and In-Demand Occupations and Industries. Their recommendations presented to the Economic Development Committee will be presented to the Workforce Solution East Texas Board.

The Board identifies Target and In-Demand Occupations and Industries to allocate workforce training funds and qualify for job training grants. A database tool, JobsEQ, was used to analyze labor market data and determine industry classifications.

A recommendation from staff is to increase the East Texas In-Demand Industries list from 22 to 56, reflecting regional economic growth. Education institutions K-12 was also added to the In-Demand Industries list as part of staff's recommendation after an oversight was pointed out on a need for secondary educators. The next list to consider is the Target Occupations. The current list has 78 existing occupations. There are 34 new Target occupations recommended by economic developers. Staff recommended 10 of these occupations to be added to the In-demand Occupations list and 24 to be added to the Target list. Staff also recommended Environment Engineering Technologists and Technicians and Medical Dosimetrists be dropped from the Target occupations list. Mr. Allen explained no one is enrolling for training in these two occupations and employment is low. Staff further recommended for Hairdressers, Hairstylists, and Cosmetologists, and Court Reporter (which had been proposed by area colleges), to be added to the East Texas In-demand occupations list, but not the Target occupations list due to employment structure challenges. The focus is on performance measures which determine TWC sending money to the region and these occupations could hurt performance because many of the individuals work independently and make wage tracking difficult. As proposed by the Economic Developers, staff recommended SOC Code 49-9043, Maintenance Workers, Machinery First-Line Supervisors of Production, to be moved over to the East Texas Target occupations list and removed from the East Texas In-demand occupations list.

Jerry Hanszen moved to approve the recommendations to present to the WSET Board at their March 12, 2025, meeting. The motion was seconded by Bonnie Geddie and passed with no opposition.

5. Identification of items to be included on the next Economic Development Committee meeting agenda: Chair Pam Pearson

There were no Identification of Items to bring forward.

6. Consider date of next Economic Development Committee meeting: Chair Pam Pearson

The date for the next Economic Development Committee meeting will rely on items as they develop.

7. Adjourn

There being no further business, the meeting was adjourned at 2:30 p.m.

Agenda Item for Consideration

Economic Development Committee Meeting • August 18, 2025

Presented by: Adam Martin, Senior Program and Projects Manager 

ITEM DETAILS

Agenda Item: Consider and take appropriate action regarding consideration for application and implementation of the Teacher Externship program.

This Item Represents A: ☒ New issue, project, or purchase ☐ Routine, regularly scheduled item ☐ Follow-up

☐ Special item requested by Board member ☐ Other

Budgetary Impact:

- **Total estimated cost:** Budget impact will vary depending on leveraging and number of willing EDCs.
- **Source of funds:** TWC Teacher Externship Grant

STAFF REPORT & REQUESTED ACTION

Externships for Teachers are short-term experiential learning opportunities that allow private sector employers to provide Teachers with an opportunity to gain insights into a specific profession or industry. The program provides Teachers with direct experience at professional job sites, preparing them to connect classroom learning with real-world employment experiences. Teacher externs will create and use lesson plans designed to engage students while they learn about industry trends and opportunities, as well as develop the academic and technical skills they need to succeed in the future workforce.

The grant application window is now open and completed applications must be submitted on or before September 9th at 10:00 CST. With committee and board approval it is the intent of staff to apply for grant funds. If awarded the funds will go toward the implementation of the Teacher Externship program across East Texas offering the ability for teachers across our WDA to earn real-world experience in the areas, they teach every day. This opportunity will not only give them the practical and hands-on experience they need to develop more in-depth lesson plans but also allow them to share those lesson plans with fellow teachers across our area.

Tentative externship specifics include:

5 Days
Job Shadowing
20 hours
Create a Typed Lesson Plan Earn \$1000.00
Impacts 14 counties and numerous teachers/ISDs

If approved, the tentative timeline for this program is as follows:

NLT 9-September-2025:	Submit Application
February 2026:	Receive funding
March 2026:	Open Interest Form
April 2026:	Conduct Orientation
May 2026:	Match with Employer
June 2026:	Attend Externship

Example Breakout depending on grant award and ISD/EDC participation:

Tyler/Whitehouse ISDs x4 (Tyler EDC)
Wills Point ISD x2 (Wills Point EDC)
Henderson ISD x2 Kilgore ISD x 2 (Kilgore EDC)
Gladewater ISD x2 (Gladewater EDC)
Longview/Pine Tree/Spring Hill/Hallsville ISDs x8 (Longview ISD)
Tatum ISD x2 (Tatum EDC)
Marshall ISD x2 (Marshall EDC)
Palestine ISD x2 (Palestine EDC)
Quitman/Mineola ISDs x4 (Wood County EDC)

This includes a total of 30 teachers/revised accordingly or \$54K which is 1.8K per teacher participating to account for the \$1K stipend + \$800 in admin and incidental costs.

25% leveraged cost for advertising and recruiting activities cash or in-kind portion. If in-kind was not used, it would equate to \$500/teacher sponsored by each EDC, ranging from \$1000-\$4000 per EDC in cash, assuming all participated at the numbers above.

As stated above, the specifics and the timeline are tentative and subject to change based the needs of TWC and our area as well as program involvement.

The recommendation of the Economic Development Committee on August 18th, 2025, will be considered by the Workforce Solutions East Texas Board on September 10, 2025.

Action Requested: Committee approve moving forward with applying for and implementing Teacher Externship grant funds.

Staff Initial: DS/ga/am



Agenda Item for Consideration

Economic Development Committee • 8.18.25

Presented by: Rebecca Gage, Economic Development Specialist *For RG*

ITEM DETAILS

Agenda Item: Consider and take appropriate action regarding update on the upcoming release of a Request for Applications for High Demand Job Training Program projects, and a request for the Workforce Solutions East Texas Board to delegate to the Economic Development Committee authority to approve submission of applications subject to ratification by the Board

This Item Represents A: ☐ New issue, project, or purchase ☒ Routine, regularly scheduled item ☐ Follow-up ☐ Special item requested by Board member ☐ Other

Total estimated cost: \$0

Source of funds: N/A

STAFF REPORT & REQUESTED ACTION

With approval first week of September staff will issue a Request for Applications for TWC's High Demand Job Training Grant Application. An additional email will be sent to Region 7 as well as posted on the East Texas Council of Governments and Workforce Solutions East Texas Websites.

The goal of the High Demand Job Training program is to increase High Demand Job Training, HDJT, in Texas communities. Local workforce boards and Economic Development Corporations, EDCs, partner to support their local economy. Funding comes from the Workforce Innovation and Opportunity Act (WIOA) and local sales tax as a 1:1 match. In recent years, projects have funded equipment and supplies for High School Career Technology programs and Community College training programs. Applications require a financial contribution from the EDC, dollar-for-dollar sales tax funds must be used as the match. Projects must focus on a targeted or in-demand occupation for the board or high demand/target occupations determined by the Governor's Office. Request cannot exceed \$150,000.

Action Requested: Request for approval to send out RFA and a request by the Economic Development Committee for the Workforce Solutions East Texas Board to delegate to the Committee, authority to approve submission of applications subject to ratification by the Board.

Staff Initial: RG

Agenda Item for Consideration

Economic Development Committee Meeting • August 18, 2025

Presented by: Adam Martin, Senior Program and Projects Manager *APM*

ITEM DETAILS

Agenda Item: Consider and take appropriate action regarding adoption of a policy to establish a limit on how many individuals can be trained for a particular occupation within a given time.

This Item Represents A: ☒ New issue, project, or purchase ☐ Routine, regularly scheduled item ☐ Follow-up ☐ Special item requested by Board member ☐ Other

Total estimated cost: Budget impact will vary depending on occupational trainee limits adopted.

Source of funds: Workforce Innovation and Opportunity Act (WIOA)

STAFF REPORT & REQUESTED ACTION

Staff recently received guidance from the Texas Workforce Commission stating a Workforce Development Board may establish a limit for local Individual Training Accounts (ITAs) on how many people may be provided with funding for training in a specific occupation during a period. Limits on ITAs established by a Board must be approved by the Board in an open meeting and must be described in the Board's Local Plan.

The purpose of this requirement would be to provide an opportunity to assess the initial outcomes of new occupations and to avoid an oversupply of trainees in a particular occupation, reducing the training opportunities for other occupations.

Staff request authorization for the Workforce Solutions East Texas Board to submit an amendment to the Strategic Plan to the Texas Workforce Commission granting the Board the authority to establish a limit for local Individual Training Accounts (ITAs) for training in a specific occupation. Enrollment limits for an occupation Limit would be approved as a separate action by the Workforce Solutions East Texas Board.

Action Requested: Authorization for the Workforce Solutions East Texas Board to submit an amendment to the Strategic Plan granting the Board the authority to establish a limit for local Individual Training Accounts (ITAs) for training in a specific occupation

Staff Initial: DS ga am

Agenda Item for Consideration

Economic Development Committee Meeting • August 18, 2025

Presented by: Adam Martin, Senior Program and Projects Manager *AM*

ITEM DETAILS

Agenda Item: Consider and take appropriate action regarding consideration for the addition of Nail Technician to the Boards Target Occupation list.

This Item Represents A: ☒ New issue, project, or purchase ☐ Routine, regularly scheduled item ☐ Follow-up

☐ Special item requested by Board member ☐ Other

Budgetary Impact:

- **Total estimated cost:** Budget impact will vary depending on whether the proposed occupation is eligible for training purchases
- **Source of funds:** Workforce Innovation and Opportunity Act (WIOA)

STAFF REPORT & REQUESTED ACTION

Staff have received a request from American Manicure School of Art® in Tyler to add Nail Technician to the Board's list of Target Occupations. WIOA funds used for Eligible Training Provider Classroom Training are limited to occupations on the Target list.

Nail Technicians are classified under the Standard Occupational Classification (SOC) Code 39-5092 – Manicurists and Pedicurists. A request to make Manicurists and Pedicurists a Target occupation was reviewed by the Economic Development Committee in August 2022 and a decision was made to not add it to the list. A key consideration was Workforce Center staff research for Barbers, Hairdressers, Hairstylists, and Cosmetologists, and Manicurist and Pedicurists. Staff reported these occupations to have a history of difficulty in follow-up tracking of wages and other required data for performance measures.

An Occupation Snapshot from Jobs EQ is included below. For comparison, an Occupation Snapshot is also included for Hairdressers, Hairstylists, and Cosmetologists.

Manicurists and Pedicurists in East Texas Workforce Development Area, 2025Q1¹

SOC	Occupation	Current				5-Year History				10-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
39-5092	Manicurists and Pedicurists	280	\$36,800	0.58	9	2.6%	n/a	84	7.4%	397	140	201	55	1.8%
00-0000	Total - All Occupations	365,970	\$55,700	1.00	18,095	4.4%	15,664	10,090	0.6%	441,037	170,976	242,105	27,956	0.7%

Source: [JobsEQ®](#)

Hairdressers, Hairstylists, and Cosmetologists in East Texas Workforce Development Area, 2025Q1¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
39-5012	Hairdressers, Hairstylists, and Cosmetologists	1,175	\$32,400	0.93	38	2.5%	53	82	1.5%	1,711	665	923	123	1.0%
00-0000	Total - All Occupations	365,970	\$55,700	1.00	18,095	4.4%	15,664	10,090	0.6%	441,037	170,976	242,105	27,956	0.7%

Source: [JobsEQ®](#)

In February 2025, while considering the Board Strategic Plan, the Economic Development Committee adopted staff's recommendation for Hairdressers, Hairstylists, and Cosmetologists to be added to the East Texas In-demand occupations list, but not the Target occupations list, due to employment structure challenges. While the employment data was supportive, the focus was on performance measures which determine TWC sending money to the region and these occupations could hurt performance because many of the individuals work independently and make wage tracking difficult. Although In-demand occupations are not eligible for WIOA training, as with Target Occupations, inclusion on the In-demand occupation list can be used as justification for the use of Texas Workforce Commission High Demand Job Training Program and Texas Industry Partnership Program funds.

For these reasons, staff does not recommend adding Manicurist and Pedicurists to the Board's Target Occupation List. We do recommend for Manicurists and Pedicurists to be added to the In-demand occupations list, similarly to Hairdressers, Hairstylists, and Cosmetologists.

Action Requested: Authorization to add Manicurists and Pedicurists to the East Texas In-demand occupations list.

Staff Initial: DS ga am