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Date: November 4, 2025  
To: Economic Development Committee, Workforce Solutions East Texas Board  
From:  Douglas G. Shryock, Director of Regional Workforce & Economic Development  
Subject: November 10, 2025, meeting

A meeting of the Economic Development Committee of the Workforce Solutions East Texas Board has been scheduled for **Monday, November 10, 2025, at 1:00 p.m. at the Tyler Workforce Center, 4100 Troup Highway, Tyler, Texas 75703, and Via Conference Call.**

Items of business will include:

- Approval of proposed Grant Routing Process for Open-Ended/Rolling Submission for the High Demand Job Training Program, the Incumbent Worker Training Program and other applicable programs, 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; 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, November 10, 2025, 1:00 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/522822272>

Phone: +1 (650) 4191505

Meeting ID: 522822272#

### 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 August 18, 2025: Chair Pam Pearson (Enclosure #1)
4. \*Consider and take appropriate action regarding approval of proposed Grant Routing Process for Open-Ended/Rolling Submission for the High Demand Job Training Program, the Incumbent Worker Training Program and other applicable programs, 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 Adam Martin (Enclosure #2)
5. \*Consider and take appropriate action regarding additional Target and In-demand Occupations: Chair Pam Pearson, Doug Shryock and Adam Martin (Enclosure #3)
6. Identification of items to be included on the next Economic Development Committee meeting agenda: Chair Pam Pearson
7. Consider date of next Economic Development Committee meeting: Chair Pam Pearson
8. 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  
Monday, August 18, 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/311241229>

Phone: +1 (650) 4191505

Meeting ID: 311241229#

1. **Call to Order:** Chair Pam Pearson called the meeting to order at 1:30 p.m.

The following individuals were present:

#### Members

Chair Pam Pearson  
Claude Figueroa  
Bonnie Geddie  
Gene Keenon  
Kimberly Taliaferro

#### Staff

Doug Shryock  
Gary Allen  
Rebecca Gage  
Adam Martin  
Dylan Savage  
Monty Scroggins  
Kitty Vickers

#### Guests

Rasheeda Arterberry, American Medical Nail Academy  
Anna Carlin, Gladewater EDC  
Carlton Crothers, Rusk EDC  
Mimi Easter, WSET/DWFS  
Robert Haberle, WSET Board Member  
Rush Harris, Marshall EDC  
Jennifer Laforge, East Texas Baptist University  
Stephen Lynch, WSET/DWFS  
Sherri McDonald, Jacksonville EDC  
Cheryl Newton, WSET/DWFS  
Angela Smith, Gun Barrel EDC  
Nakia Smith, Tatum EDC  
Timothy Smith, Longview EDC  
Kim Stacy, WSET/DWFS  
Christophe Trahan, Palestine EDC  
Tammy Weidman, Van EDC  
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 February 19, 2025: Chair Pam Pearson (Enclosure #1)**

*Bonnie Geddie moved to approve the minutes of the Economic Development Committee meeting on February 19, 2025. The motion was seconded by Kimberly Taliaferro and passed with no opposition.*

**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)**

Adam Martin reviewed 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 enclosed in the agenda packet. 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. 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.

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

EDCs have been outreached and there is substantial interest. The initial budget 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 funds are required, with in-kind matching funding contributions allowed.

The recommendation of staff is for the Committee to approve moving forward with applying for and implementing Teacher Externship grant funds subject to ratification by WSETB.

***Bonnie Geddie moved to approve the recommendation of staff to present to the WSET Board at their September 10, 2025, meeting. The motion was seconded by Kimberly Taliaferro and passed with no opposition.***

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)**

Adam Martin reviewed an 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 enclosed in the agenda packet.

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. 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.

The recommendation of staff is approval to send out the 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.

***Kimberly Taliaferro moved to approve the recommendation of staff to present to the WSET Board. The motion was seconded by Gene Keenon and passed with no opposition.***

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)**

Adam Martin reviewed the adoption of a policy to establish a limit on how many individuals can be trained for a particular occupation within a given time period enclosed in the agenda packet.

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. Enrollment limits for an occupation limit would be approved as a separate action by the Workforce Solutions East Texas Board.

The recommendation of staff is for authorization to 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.

***Kimberly Taliaferro moved to approve the recommendation of staff to present to the WSET Board. The motion was seconded by Gene Keenon and passed with no opposition.***

**7. \*Consider and take appropriate action regarding additional Target and In-demand Occupations: Chair Pam Pearson and Doug Shryock (Enclosure #5)**

Adam Martin reviewed additional Target and In-demand Occupations enclosed in the agenda packet. 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.

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. Their recommendation is for Manicurists and Pedicurists to be added to the In-demand occupations list, similarly to Hairdressers, Hairstylists, and Cosmetologists.

Rasheeda Arterberry, Chief Executive Officer at American Medical Nail Academy, gave an update on her school. She stated her school was not in the medical industry before, which kept them off the East Texas Target Occupations list. They now have a podiatrist medical nail tech training program. The students will be able to work as a medical nail tech or a podiatrist medical nail hygienist. She added her school is with the Texas Podiatry Association and she can provide the committee with more information and curriculum. Her school already has four doctors on board who also teach the students. The students will be W2 employed with a salary by podiatry clinics, medical spas, assistant living and long-term care facilities, hospital outpatients and dermatology offices. They will be certified as podiatry medical nail hygienists, medical nail technicians, and podiatry medical assistants. The students will receive diplomas from the Texas Podiatry Association. They do not receive tips because they work with the actual physicians. They do 40 to 60 hours of internship with the clinic hospital outpatient care.

Staff changed their recommendation of adding Manicurists and Pedicurists to the In-demand occupations list and requested tabling their recommendation until further research can be done on the medical aspect of the Manicurist and Pedicurist industries.

***Bonnie Geddie moved to table the recommendation of staff until further research can be done to present to the WSET Board. The motion was seconded by Gene Keenon and passed with no opposition.***

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

Identification of items to be included on the next Economic Development Committee meeting agenda:



- Follow up on Externship for teachers.
- Follow up on High Demand Job Training Program projects.
- Follow up on the SOC Codes.
- Follow up on the outcome of the research into the medical aspects of the Manicurist and Pedicurist industries.

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

Chair Pearson concluded staff will contact the Economic Development Committee with a date when they are ready to meet again.

**10. Adjourn**

There being no further business, the meeting was adjourned at 2:16 p.m.





# Agenda Item for Consideration

Economic Development Committee Meeting • November 10, 2025

*AR* Drafted by: Adam Martin, Senior Program and Projects Manager

## ITEM DETAILS

**Agenda Item:** Proposed Grant Routing Process for Open-Ended/Rolling Submission Grants

**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:** N/A
- **Source of funds:** Grants

## STAFF REPORT & REQUESTED ACTION

### Current Challenge:

State-issued grants without set submission deadlines—like HDJT and Incumbent Worker—still require formal open/close dates due to local policy. This outdated process slows things down and adds unnecessary steps. On average, it takes over 7 months from submission to funding. With these open-ended grants that are available to all 28 boards, funding could become unavailable before a decision is made under the current process.

### Recommendation:

Staff propose streamlining the process to improve timeliness and reduce delays. A more efficient system would better serve grant applicants.

### Proposed Process for Open-Ended Grants:

Step 1: Open Grant Window and Sent Notification Out

Step 2: Rolling Submissions: Applicants submit throughout the year

- **Optional:** There could be a need to establish a cutoff for reconciliation and will be determined by grant.

Step 3: Staff Review: Grant Manager initiates internal staff review

Step 4: Economic Development Committee Notification:

- Grant Manager emails summary to Economic Development Committee Chair
- Chair has 5 business days to raise concerns or request a meeting
- If no response or all responses are “no concern,” proceed

Step 5: Submit to TWC for Approval

Step 6: TWC Decision:

- If denied, notify grant applicant and EDC
- If approved, proceed

Step 7: Grant Management Begins:

- ETCOG Grant Manager notifies grantee and starts management

**NOTE:** As with any grant, the final award, implementation, and continuation of the program are contingent upon the availability of funding.

Final approval will be presented at the upcoming Workforce Solutions East Texas Board meeting scheduled for November 12, 2025.

**Action Requested:** Approval to implement the proposed grant application approval process as described above immediately.

**Staff Initial:** AM



# Agenda Item for Consideration

**Economic Development Committee Meeting** • November 10, 2025

**Presented by:** Douglas Shryock, Director, Workforce and Economic Development and Adam Martin, Senior Program and Projects Manager

## ITEM DETAILS

**Agenda Item:** Consider and take appropriate action regarding consideration for the addition of Nail Technician and Remote Aircraft (Drone) Pilot for the Board's 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

At a meeting of Economic Development Committee on August 18, 2025, staff reviewed 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. No action was taken, and the item was tabled with directions for staff to do further research.

Subsequently staff has received a request from Jarvis Christian University for consideration of Remote Aircraft (Drone) Pilot as a Target Occupation.

**Action Requested:** Staff are researching both occupations and will present a recommendation at the upcoming meeting.

**Staff Initial:** DS ga