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**FOR IMMEDIATE RELEASE**

## **Aranda Promoted to Workforce Development Director**

**(El Paso, TX) November 3, 2020** – Workforce Solutions Borderplex (WSB), the leader in innovative workforce services in the borderland region, is pleased to announce the promotion of Mrs. Alma Aranda to Workforce Development Director. Mrs. Aranda will oversee the center operations, business and childcare services contracts, and the oversight of workforce programs.

“We are proud of Alma’s contributions to our organization thus far and look forward the progressive work in store for the Workforce Development Department,” said Leila Melendez, CEO of WSB.

“Now more than ever, I believe WSB plays a vital role in shaping the region’s future. We do this by ensuring our workforce is equipped with the skills to succeed and that area businesses have access to the skilled labor force needed to move our economy forward,” said Aranda. “I am grateful for this opportunity.”

Ms. Aranda served as the Interim Director of the Workforce Development Department since March of 2020 and has led the department through a most disruptive and critical time. She has been with Workforce Solutions Borderplex for four years serving in the Programs Department. During her tenure she has helped to develop several innovative projects including the comprehensive wage and supply chain analyses, as well as new funding opportunities including the UTEP Teacher Prep Program and most recently the Texas Tech Nursing Program.

Prior to joining WSB, Ms. Aranda worked for Texas Tech University Health Sciences Center as a Unit Coordinator. She also has previous work experience with WSB having served as a Program Coordinator and Case Manager. Ms. Aranda studied at El Paso Community College and is currently pursuing a degree in psychology at University of Phoenix.

### **ABOUT WORKFORCE SOLUTIONS BORDERPLEX**

Workforce Solutions Borderplex (WSB) is celebrating over 20 years of serving as the leader and pacesetter in aligning and creating opportunities for skilled workers and employers. WSB advances education, employment, entrepreneurship and economic development prospects in support of global competitiveness and regional prosperity. The organization’s service region encompasses Brewster, Culberson, El Paso, Hudspeth, Jeff Davis and Presidio counties. For more information about Workforce Solutions Borderplex, please contact Bianca Cervantes at (915) 887-2221 or visit [www.borderplexjobs.com](http://www.borderplexjobs.com).

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