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FOR IMMEDIATE RELEASE

Workforce Solutions Borderplex To Host Town Hall

(El Paso, TX) December 17, 2020 – Tomorrow, Workforce Solutions Borderplex (WSB) will host a virtual town hall for citizens of the Borderplex counties. The purpose of the town hall is to provide the latest information on support services, child care, programs and unemployment benefits. WSB panelists will include William Bush, Lead Digital Transformation Specialist; Alma Nevarez, Administration Analyst for Child Care Services (CCS); and Bianca Cervantes, WSB Communications Director. James Bernsen, Texas Workforce Commission (TWC) Deputy Director of Communication, will also serve on the panel.

“The pandemic continues to impact our daily lives, and Workforce Solutions Borderplex is working around the clock to accommodate the needs of small businesses and the community,” said Bianca Cervantes, WSB Communications Director. “Our programs are constantly evolving to remedy this impact and it’s important that our community is aware of the cost-free resources meant to keep our community afloat during these uncertain times.”

Digital Transformation Specialist William Bush will discuss how the Digital Solutions program, supported by Microsoft, the City of El Paso, the County of El Paso and TWC, has saved businesses by providing the resources necessary to convert to digital operations. Businesses have benefitted from new websites, social media marketing training and advertisements, LinkedIn Learning courses, hardware support and various other incentives funded by the program.

On the topic of child care services, Associate Administrator of CCS Alma Nevarez will discuss the open enrollment period for services and the relative care program that risen in popularity during the pandemic in partnership with YWCA. If a family qualified, the Relative Care program allows a family member to be enlisted as the official child care provider and is paid a daily rate. Nevarez will explain steps to take for interested families. Child care centers looking to join the WSB CCS list may also inquire about steps to take to join the program.

Cervantes will serve as the expert for the Ready to Work program aimed at helping individuals prepare for aligning to a purposeful career track by way of coaching and mentorship, education and training and certification opportunities. The Ready to Work program offers a variety of layers to best support individuals in developing confidence and potential.

As legislation for unemployed individuals evolves, WSB has invited an expert from the Texas Workforce Commission, the agency that provides unemployment benefits and services related to employment to eligible individuals and businesses. James Bernsen will be available to answer questions and concerns related to unemployment and provide information on frequently asked questions by Texans.

The public is invited to join the town hall at 10am tomorrow, Friday, December 18th at <https://www.facebook.com/KFOXTV>.

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) 252-0712 or visit www.borderplexjobs.com.

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