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FOR IMMEDIATE RELEASE

Workforce Solutions Borderplex Featured at 2021NAWB Forum

El Paso, Texas (July 6, 2021) – Workforce Solutions Borderplex (WSB) is proud to have participated in the 2021 National Association of Workforce Boards (NAWB) Forum.

On Friday, June 25th, Board Chairwoman Grace Muñoz and CEO Leila Melendez were featured virtually during the Good Governance session. The session focused on the statutory and strategic roles of workforce development boards. Grace and Leila shared WSB's best practices about non-formula fund development, data analysis, and the convening of community partners.

On Saturday, June 26th, Leila, along with Communications Director, Bianca Cervantes, presented the "Mobility in Workforce Development" session. The session discussed accessibility to workforce development services for a diverse jobseeker audience. During the pandemic and because of the unpredictability of closures and access to transportation, WSB developed a 'pop-up' operation to bring its centers to jobseekers. Branded as "[The Job Toolbox on Wheels](#)," the [Solutions Crew](#) promoted and still promotes ongoing tour stops around the Borderplex region, with a focus on zip codes hit hardest by job loss. The pop-ups provide the same services provided at a center, with access to WIFI and printers. Participants learned that silver lining solutions from disasters can rebuild operations to become more efficient and impactful.

Laurie Bouillion Larrea, President of Workforce Solutions Greater Dallas, commented on the session, "Watching the NAWB Saturday workshops and caught the 'Mobility in Workforce' with Leila and Bianca. They killed it. High energy, customer service, and a full room on a Saturday morning. We all know that's the hardest spot at NAWB, but they made Texas proud. Thank you for this entertaining session."

ABOUT WORKFORCE SOLUTIONS BORDERPLEX

Workforce Solutions Borderplex (WSB) is celebrating over 20 years 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.

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