

Shift Your Marketing

And Own Your Brand

How Two Board Tamed the Wild West of Marketing



WORKFORCE
SOLUTIONS
Capital Area

★ ★ ★ ★ ★
WORKFORCE SOLUTIONS

Rural Capital Area

WHERE BUSINESS & CAREERS MEET!

Meet The Outlaws

Extremely Dangerous



**Kelly
Moreno**

Chief Solutions Officer
Rural Capital Area



**Berenice
Lopez**

**Communications
Manager**
Rural Capital Area



**Jameson
Cardenas**

**Chief Marketing &
Communications Officer**
Capital Area



**David
Olson**

**Marketing &
Communications Director**
Capital Area

Shift Your Marketing



Our Trail Map

1

The Brand Roundup

Wrangling your visuals before they run wild

2

Taming Your Frontier

Streamlining design requests and Canva chaos

3

Bounty on the Board

Turning leaders and staff into brand deputies



If your board's marketing efforts were a scene from the Wild West, what would it be? A stampede, a lone ranger, or a well-run ranch?



The Brand Roundup

Making Sure Your Boots
Match Your Spurs

Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Challenge



No fences on
the range

Shift Your Marketing



**WORKFORCE
SOLUTIONS**
Capital Area

★★★★★
WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Solution

A centralized **Marketing Playbook** to bring everyone under one brand

With clear processes, guidelines, and resources to keep our message on the same trail



Shift Your Marketing





Table of Contents

1. Communication Standards & Procedures	2
1.1 Communications and Outreach Policy	2
1.2 Crisis or Urgent Communication	2
2. Campaigns & Outreach Requests	3
2.1 Campaigns 2025	3
2.2 Outreach Materials: Access & Request	3
2.3 Production Support	3
3. Event Management & Promotion	4
3.1 Event Promotion	4
3.2 Event Checklist	4
4. Branding & Resources	5
4.1 Outreach Content	5
4.2 WSRCA Logos	5
4.3 Communication Style Guide	5
4.4 Employer Opportunity Employer Tagline	5
4.5 Virtual Meetings Backgrounds	5
4.6 Email & Signature Guidelines	5
4.7 Business Cards	5

4. BRANDING & RESOURCES

4.1 Outreach Content

Visit the [WSRCA Outreach Content](#) folder for a comprehensive collection.

Need NEW content: Fill out [Marketing Request Form](#)

4.2 WSRCA Logos

Access the WSRCA logo files: [WSRCA Logos](#)

4.3 Communication Style Guide

The Communications Style Guide provides the visual and design guidelines for all WSRCA communications. It includes the approved color palette, typography, and logo usage to ensure consistent branding across websites, ads, graphics, and flyers. Access it here: [Communication Style Guide](#)

4.4 Letterhead & PowerPoint Templates

Access updated versions of our Letterhead and PowerPoint Presentation templates.

These items are templates. Please download or create a copy for your use.

- [Letterhead](#)
- [PowerPoint Template](#)

4.5 Employer Opportunity Employer Tagline

The Equal Employment Opportunity statement must be included in all communications materials directed at customers, potential customers, or general public. Access all taglines here: [Employer Opportunity Employer Tagline](#)

4.6 Virtual Meeting Backgrounds

Backgrounds for Zoom and TEAMS should be consistent with WSRCA's branding guidelines. Access them here: [Teams-Zoom Backgrounds](#)

4.7 Email & Signature Guidelines (COMING SOON)

4.8 Business Cards/Name Badges

To ensure consistent branding across all team members, WSRCA utilizes a standardized business card and name badge template. If you need one or both, please reach out to

Outcome



Shift Your Marketing



**WORKFORCE
SOLUTIONS**
Capital Area



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

2

Taming Your Frontier

Wrangling Your Visuals
Before They Run Wild

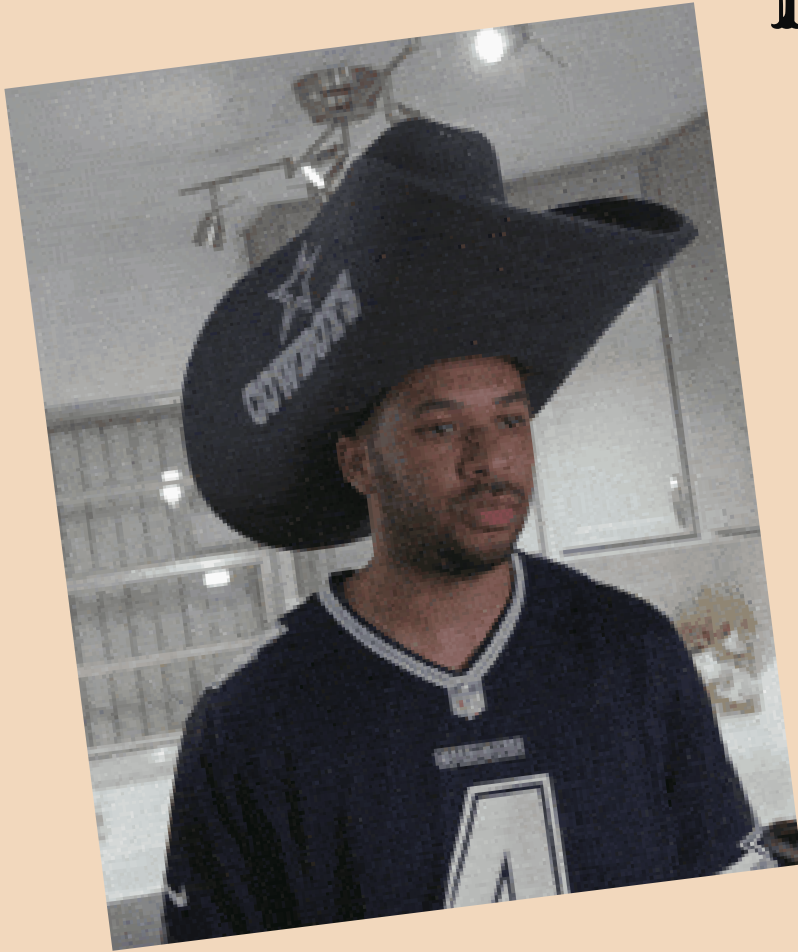
Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Challenge

For Capital Area



Folks holding the
reins but not
allowed to ride

Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Solution for Capital Area

v05.05.2025

Brand Guidelines Workforce Solutions Capital Area

A comprehensive manual that outlines the visual and communicative elements integral to our brand identity. This document provides key messaging and instructions on how to use our logos, colors, and typography, ensuring consistency across all platforms, which enhances brand recognition and builds trust with our audience.

Solution for Capital Area

Before Canva

NOT ONLY FOR DRIVERS!

Mobility Job Fair

Start your future in the Central Texas mobility & infrastructure industry

NO EXPERIENCE REQUIRED!

THU June 8

12:00pm – 4:00pm

IN-PERSON ONLY
Workforce Solutions Capital Area (North)

WHAT TO EXPECT

- **Opportunity to get free CDL training**
- Learn about open positions at every level to plan your career + grow your wages
- Openings for drivers, mechanics, finance/accounting, operations, customer service, custodial, public relations + more

REGISTER FOR THIS FREE EVENT!



wfscapitalarea.com/mobilityfair

PARTICIPATING COMPANIES HIRING NOW:

CAPMETRO | COCA-COLA SOUTHWEST BEVERAGES | LCSP ONE | MORE TBA!

See more events + career workshops: wfscapitalarea.com/events

EQUAL OPPORTUNITY EMPLOYER/PROGRAM
Auxiliary aids and services are available upon request, to persons with disabilities.
Relay Texas: 1.800.735.2889 (TDD) / 711 (Voice)

NOTICE
This document contains vital information about requirements, rights, determinations, and/or responsibilities for accessing workforce system services. Language services, including the interpretation/translation of this document, are available free of charge upon request.
Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del sistema de los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud.
This document was created by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantee, warranty, or endorsement of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, the accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.



With Canva

START YOUR JOURNEY! FREE EVENT

Job Fair Title with Two Lines

WED JUNE 25

9:00am – 2:00pm

Workforce Solutions Capital Area
9001 N IH 35 #110
Austin, TX 78753

9:00-10:00am: Explore training, jobs, and support at our Career Info Session (optional)
10:00am-2:00pm: Industry Hiring Event

Why you can't miss this:

- ★ Value add 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- ★ Value add 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- ★ Value add 3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

REGISTER TODAY! CLICK OR SCAN

place QR here

Additional space for partner logos. Delete if not used

WORKFORCE SOLUTIONS Capital Area

Additional space for partner logos. Delete if not used

Equal Opportunity Employer/Program
Auxiliary aids and services are available upon request, to persons with disabilities.
Relay Texas: 1.800.735.2889 (TDD) / 711 (Voice)

NOTICE
This document contains vital information about requirements, rights, determinations, and/or responsibilities for accessing workforce system services, language services, including the interpretation/translation of this document, are available free of charge upon request. **IF** Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del sistema de los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud. **IF** This vital information is contained in the document, including any information on linked sites and including, but not limited to, the accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.

MAKE A LIVING MAKING AUSTIN

Opportunity Title with Two Lines

An official Austin Infrastructure Academy event

TUESDAY MAY 20

10:00am – 11:30am

Workforce Solutions Capital Area
9001 N IH 35 #110
Austin, TX 78753

Now is the time to explore transportation solutions that can keep your workforce moving.

With overlapping construction projects ramping up across our region, getting to and from offices and job sites is about to become even more difficult—for both workers and employers.

Join **Movability, Workforce Solutions Capital Area**, and **Workforce Solutions Rural Capital Area** for a timely workshop designed to help employers address workforce transportation needs and prepare for what's ahead.

BENEFITS FOR EMPLOYERS:

- ★ **Value add 1:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- ★ **Value add 2:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- ★ **Value add 3:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

REGISTER TODAY! CLICK OR SCAN



Additional space for partner logos. Delete if not used

WORKFORCE SOLUTIONS Capital Area

Additional space for partner logos. Delete if not used

Workforce Solutions Capital Area is an Equal Opportunity Employer/Program. Auxiliary aids and services are available, upon request, to persons with disabilities. Relay Texas: 1.800.735.2889 (TDD) / 711 (Voice). www.wfscapitalarea.com

A proud partner of the **AmeriCanJobCenter** network

Solution for Capital Area

“Simple”

START YOUR JOURNEY!FREE EVENT

Job Fair Title
with Two Lines

WED
JUNE 25

9:00am–
2:00pm

Workforce Solutions
Capital Area
9001 N IH 35 #110
Austin, TX 78753

9:00-10:00am: Explore training, jobs, and support at our Career Info Session (optional)
10:00am-2:00pm: Industry Hiring Event

Why you can’t miss this:

★

Value Add 1. Lorem
ipsum sit dolor amet
consectetur

★

Value Add 2. Lorem
ipsum sit dolor amet
consectetur

★

Value Add 3. Lorem
ipsum sit dolor amet
consectetur

REGISTER TODAY!
CLICK OR SCAN

place QR
here

Additional space for partner
logos. Delete if not used

WF

WORKFORCE
SOLUTIONS
Capital Area

Additional space for partner
logos. Delete if not used

Equal Opportunity Employer/Program
Auxiliary aids and services are available upon request to persons with disabilities
Relay Texas: 1.800.735.2989 (TDD) / 711 (Voice)

A proud partner of the AmericanJobCenter network
wfscapitalarea.com

FacebookTwitterYouTubeInstagramLinkedIn

Notice
This document contains vital information about requirements, rights, determinations, and/or responsibilities for accessing workforce system services. Language services, including the interpretation/translation of this document, are available free of charge upon request. **II** Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del acceso a los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud. **III** Tài liệu này có thông tin quan trọng về các yêu cầu, quyền hạn, quyết định, và/hoặc trách nhiệm để sử dụng các dịch vụ của hệ thống nhân lực. Các dịch vụ trợ giúp ngôn ngữ, bao gồm thông dịch/chuyển ngữ tài liệu này, có sẵn miễn phí khi quý vị yêu cầu.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, the accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.

“Employer List”

START YOUR JOURNEY!FREE EVENT

Job Fair Title
with Two Lines

WED
JUNE 25

9:00am–
2:00pm

Workforce Solutions
Capital Area
9001 N IH 35 #110
Austin, TX 78753

9:00-10:00am: Explore training, jobs, and support at our Career Info Session (optional)
10:00am-2:00pm: Industry Hiring Event

Participating Employers

★

Value Add 1. Lorem ipsum sit
dolor amet consectetur

★

Value Add 2. Lorem ipsum sit
dolor amet consectetur

★

Value Add 3. Lorem ipsum sit
dolor amet consectetur

REGISTER TODAY!
CLICK OR SCAN

place QR
here

Additional space for partner
logos. Delete if not used

WF

WORKFORCE
SOLUTIONS
Capital Area

Additional space for partner
logos. Delete if not used

Equal Opportunity Employer/Program
Auxiliary aids and services are available upon request to persons with disabilities
Relay Texas: 1.800.735.2989 (TDD) / 711 (Voice)

A proud partner of the AmericanJobCenter network
wfscapitalarea.com

FacebookTwitterYouTubeInstagramLinkedIn

Notice
This document contains vital information about requirements, rights, determinations, and/or responsibilities for accessing workforce system services. Language services, including the interpretation/translation of this document, are available free of charge upon request. **II** Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del acceso a los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud. **III** Tài liệu này có thông tin quan trọng về các yêu cầu, quyền hạn, quyết định, và/hoặc trách nhiệm để sử dụng các dịch vụ của hệ thống nhân lực. Các dịch vụ trợ giúp ngôn ngữ, bao gồm thông dịch/chuyển ngữ tài liệu này, có sẵn miễn phí khi quý vị yêu cầu.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, the accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.

“Description”

START YOUR JOURNEY!FREE EVENT

Job Fair Title
with Two Lines

WED
JUNE 25

9:00am–
2:00pm

Workforce Solutions
Capital Area
9001 N IH 35 #110
Austin, TX 78753

9:00-10:00am: Explore training, jobs, and support at our Career Info Session (optional)
10:00am-2:00pm: Industry Hiring Event

Subheader before an event description

Value add 1. Lorem ipsum dolor sit amet.
Value add 2. Lorem ipsum dolor sit amet..
Value add 3. Lorem ipsum dolor sit amet.

Donec mattis ultrices elit, sit amet egestas enim cursus et.

REGISTER TODAY!
CLICK OR SCAN

place QR
here

Additional space for partner
logos. Delete if not used

WF

WORKFORCE
SOLUTIONS
Capital Area

Additional space for partner
logos. Delete if not used

Equal Opportunity Employer/Program
Auxiliary aids and services are available upon request to persons with disabilities
Relay Texas: 1.800.735.2989 (TDD) / 711 (Voice)

A proud partner of the AmericanJobCenter network
wfscapitalarea.com

FacebookTwitterYouTubeInstagramLinkedIn

Notice
This document contains vital information about requirements, rights, determinations, and/or responsibilities for accessing workforce system services. Language services, including the interpretation/translation of this document, are available free of charge upon request. **II** Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del acceso a los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud. **III** Tài liệu này có thông tin quan trọng về các yêu cầu, quyền hạn, quyết định, và/hoặc trách nhiệm để sử dụng các dịch vụ của hệ thống nhân lực. Các dịch vụ trợ giúp ngôn ngữ, bao gồm thông dịch/chuyển ngữ tài liệu này, có sẵn miễn phí khi quý vị yêu cầu.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, the accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.

Solution for Capital Area

NO EXPERIENCE NECESSARY!

AUSTIN HIRING EVENT

 WED
JAN 15

 **WORKFORCE**
SOLUTIONS Capital Area

NO EXPERIENCE NECESSARY!

HEALTHCARE HIRING EVENT

 WED
JAN 15

 **WORKFORCE**
SOLUTIONS Capital Area

 Central
Texas
Healthcare
Partnership

NO EXPERIENCE NECESSARY!

MANUFACTURING HIRING EVENT

 WED
MAY 7

 **WORKFORCE**
SOLUTIONS Capital Area

 CENTRAL TEXAS
MANUFACTURING
PARTNERSHIP

 **MAKE A LIVING**
MAKING AUSTIN
INFRASTRUCTURE ACADEMY

AUSTIN INFRASTRUCTURE ACADEMY SUMMER CAREER EXPO

 WED
JUNE 25

 **WORKFORCE**
SOLUTIONS Capital Area + PARTNERS

Outcome

For Capital Area



Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Challenge

For Rural Capital Area

Too many brands
on the same steer



Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Marketing Request Form

Use this form to request marketing support from the Communications Team. Please specify the type of content you need, such as print or digital materials, event coverage, or production support. Be sure to include all relevant details, including project description, sizes, deadlines, and any special instructions.

For questions, contact us at communications@ruralcapital.net. Once your form is submitted, a team member will follow up to confirm your request or gather any additional information.

Hi, Berenice. When you submit this form, the owner will see your name and email address.

* Required

1

Name

Enter your answer

2

Date Requested

Please input date (M/d/yyyy)



3

Request Type *

- ☐ 1. Content Creation (e.g., flyers, brochures, graphics, blog posts, social media content, website)
- ☐ 2. Media Support – Event recording, photography, large-scale content projects
- ☐ 3. Printing Requests
- ☐ 4. Update Request – Changes to a previous submission
- ☐ 5. Need help promoting something? – Social Media, GovDelivery, ClickText

Solution

For Rural Capital Area

Corralled all marketing needs into **one place**

A Marketing Request Form that
guides submissions and keeps
every project on the right trail

Solution for Rural Capital Area



Skilled Trades JOB FAIR

**THURSDAY,
MARCH 30th
2025**

**3:00 pm
to
7:00 pm**

Georgetown Library
402 W. 8th St.
Hewlett RM. 2nd Floor
Georgetown, TX 78626



**SEE JOB
SEEKER SERVICES**

Scan QR Code or visit: workforcesolutionsrca.com/seekers

Find your next opportunity with us.

 @WFSRuralCapJobs

A proud partner of the **AmericanJobCenter** network

Equal Opportunity Employer/Program - Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: 800-735-2989 (TTY) and 711 (Voice)

NORTH AREA JOB FAIR



A proud partner of the **AmericanJobCenter** network

**3RD THURSDAY OF
EACH MONTH**

Discover job opportunities and meet employers ready to hire at our job fairs.
No cost to attend for job seekers or to reserve a table for employers.

Workforce Solutions of Burnet County
1001 Buchanan Drive, Suite 1
Burnet, TX 78611

10 A.M. - 1 P.M.

INDUSTRIES HIRING:

- Manufacturing
- Construction
- Skilled Trades
- Healthcare Social Services
- Accommodation
- Information Technology
- ... And more!



Serving Counties & Cities:
Burnet, Llano, Lampasas, Blanco Counties
Burnet, Bertram, Llano, Marble Falls, Kingsland,
Horseshoe Bay, Granite Shoals, Johnson City, and more!

Workforce Solutions Rural Capital Area is an Equal Opportunity Employer/Program Auxiliary Aids and Services are available upon request to individuals with disabilities
Relay TX: 711 or 1-800-735-2989 (voice) or 1-800-735-2989 (TDD)

Outcome

For Rural Capital Area



86

Marketing
requests from
Oct 23, 2024 –
Aug 1, 2025

Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

3

Bounty on the Board

Teaching Your Posse to
Ride the Same Way

Shift Your Marketing



WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET

Challenge

Where We Were

Ad hoc requests to
share content

Cluttered inboxes

No recognition

Where We Are Now

Planned + measured
engagement requests

Efficient delivery

Friendly competition

Solution

Engagement Type	Description	Points
Reshare Only	A direct reshare with no caption or a 1-liner like “Great work!”	1
Reshare + Commentary	A reshare with meaningful insight , at least 2 sentences describing your take, involvement, or the post's impact	3
Original Post	A standalone post authored by you, sharing a WFS event, story, partnership, or perspective	5
Original Post + Rich Media	A post with added media (photo, video, article) or tags to partners/stakeholders	6

Solution

1 point

3 points

6 points

 **Joe Cooper** ✓ • 1st
Training Director at Local Union #286 Plumbers And Pipefitters
11mo • 🌐

Great partnership


 **Workforce Solutions Capital Area**
5,059 followers
11mo • 🌐

Workforce Solutions Capital Area partners with many local healthcare employers to train and hire the workforce for this key local industry. One of our partners is [Concordia University Texas](#). ...more



 Central Texas Healthcare Partnership  **WORKFORCE SOLUTIONS** Connecting People to Jobs  **CONCORDIA UNIVERSITY** TEXAS


👍 2

 **Jacob Calhoun, AICP** • 1st
Director, Transit System Enablement
2mo • 🌐


Inspiring to see [Dottie Watkins](#) story on [Workforce Solutions Capital Area](#) Austin Hires Local broadcast. [CapMetro](#) is in the business of moving people either from place to place or even their current job to the future career they've always dreamed of (maybe even at your local transit agency 😊).


As a founding partner in the Infrastructure Academy, CapMetro is preparing the pipeline of talent to support the growth of our region. There will be so much construction happening in the coming decade, but when all the dirt has been turned, there will still need to be people to keep everything running smoothly for decades to come. Many of these jobs may not even exist in our region yet! It takes skills, training and experience to prep for our bright built future but the [#InfrastructureAcademy](#) and partners will bring it to fruition!

[#CapMetro](#), [#WFSCA](#), [#COA](#), [#AECOM](#), [#ACC](#), [#AGC](#), [#286PlumbersPipefitters](#), [#TXYMCA](#), [#AISD](#), [#TXAFL-CIO](#), [#Intertech](#)


 **Workforce Solutions Capital Area**
5,059 followers
2mo • 🌐


How do romantic moments, regional growth, and emerging tech like AI all intersect at your local bus stop? ...more



 **Andrea Herrera Neal, SHRM-CP** 🌐 • 1st
Director of Talent Acquisition | Former Apple & Google Recruiting | Building...
2mo • 🌐

Yesterday, I had the privilege of attending the State of Healthcare Workforce Forum. 📸 📖 ...more









 Jennifer Warren and 45 others

3 comments








Leaderboard LinkedIn Advocacy

June – Aug 2025

RANK	BOARD MEMBER	1 PT	3 PTS	5 PTS	6 PTS	TOTAL
1	 Joe Cooper Local 286	19				19
2	 Jacob Calhoun CapMetro	9				9
T-3	 Tamitha Blackmon Nehemiah Christian School	3				3
T-3	 Andrea Neal St. David's HealthCare	3				3
T-5	 Michelle Teakell AWS	2				2
T-5	 Melanie Flowers Craft Education	2				2







Leaderboard LinkedIn Advocacy

June – Aug 2025

RANK	BOARD MEMBER	1 PT	3 PTS	5 PTS	6 PTS	TOTAL
▲ 1	 Tamitha Blackmon Nehemiah Christian School	3	8	●	●	27
▼ 2	  Joe Cooper Local 286	19	1	●	●	22
▼ 3	 Jacob Calhoun CapMetro	9	2	●	●	15
4	 Andrea Neal St. David's HealthCare	3	3	●	●	12
5	 Melanie Flowers Craft Education	2	3	●	●	2
▲ 6	 Allison Wilson Texas Workforce Commission	0	2	●	●	6

Leaderboard LinkedIn Advocacy

June – Aug 2025

RANK	BOARD MEMBER	1 PT	3 PTS	5 PTS	6 PTS	TOTAL
▲ 1	 Joe Cooper Local 286	19	1	-	1	28
▼ 2	 Tamitha Blackmon Nehemiah Christian School	3	8	-	-	27
▲ 3	 Andrea Neal St. David's HealthCare	3	3	-	2	24
▼ 4	 Jacob Calhoun CapMetro	9	2	-	-	15
▲ 5	 Emily Gupton SKG	-	-	-	2	12
▼ 6	 Melanie Flowers Craft Education	2	3	-	-	11

Outcome

First Period

Baseline: Jun–Aug 2024

1 Year Later

Growth: Jun–Aug 2025

**Board Members
Posting**

9

12

Daily Post Rate

.87

2.15

Board advocacy **doubled** year over year — driving visibility and brand ownership.

Becky Garlick

• 2nd

Executive Dean at Blinn College

1w •

+ Follow

...

I am here at the Board Retreat with Workforce Solutions Rural Capital Area. We are learning a lot today!

[Workforce Solutions Rural Capital Area](#)

1:08

1x

CC

3 comments · 1 repost

Kelly Moreno, MBA and 19 others

Megan Gandy

• 2nd

Executive Assistant at TCS Mechanical

1w •

+ Follow

...

Hi LinkedIn Fam! We're at the [Workforce Solutions Rural Capital Area](#) Annual Board Retreat strategizing for our future! I want to encourage each of you (and challenge you and your bussineses 😊) to get involved and serve your community in some capacity! WFSRCA is an absolute pleasure to serve with by partnering with their staff to create meaningful job opportunities! [#WFSRCA](#) [#serve](#) [#BastropCounty](#)

0:49

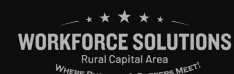
1x

CC

4 comments · 2 reposts

Kevin Brackmeyer and 27 others

Shift Your Marketing



3 Takeaways

- 1 One Brand, One Trail
- 2 Tools that Tame the Chaos
- 3 Every Deputy Tells the Story

Q&A



Audience Q&A

① The Slido app must be installed on every computer you're presenting from

slido



WORKFORCE
SOLUTIONS
Capital
Area

★ ★ ★ ★ ★
WORKFORCE SOLUTIONS
Rural Capital Area
WHERE BUSINESS & CAREERS MEET!