



**Workforce Solutions Rural Capital Area Community Awareness Committee
Meeting Minutes**

September 17, 2026 | 11 a.m. - 12 p.m.
Microsoft Teams Meeting

Committee Members Present

- Kyle Swartz, Chair
- Steven Brockman-Weber
- Melissa Johnson
- Margaret Lindsey
- Nikki Stallings

Committee Members Absent

- Susan Kimball
- Josh Paselk
- Heather Watson

Board Members Present

- Frank Leonardis, Board Chair

Guests Present

- Krissy Wells, Deputy Director of WSRCA Business Solutions

Staff Present

- Berenice Smith, WSRCA Communications Manager
 - Brian Hernandez, WSRCA Director of Public Relations
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Call to Order

Committee Chair Kyle Swartz called the meeting to order at 11 a.m.

Roll Call / Establish Quorum

Roll call was conducted, and a quorum was established.

Public Comment

No public comments were received.

Consent Agenda

The Committee approved the July 29, 2026, Community Awareness Committee meeting minutes.

- Motion: Nikki Stallings
- Second: Melissa Johnson
- Motion carried unanimously.

Information and Discussion Items

- **Business Services Overview**
 - Krissy Wells, Deputy Director of WSRCA Business Solutions, presented an overview of no-cost services available to employers.
 - The presentation highlighted employer services including talent access, hiring events, training programs, and labor market information.
 - Committee members discussed how these resources can support employers and strengthen awareness of Workforce Solutions services across the region.
- **Communications and Digital Outreach Update**
 - Staff provided an update on digital outreach strategies and recent communications performance.
 - The discussion included website improvements, social media engagement, audience growth, referrals, and the increasing role of AI-driven content discovery.
 - Staff discussed ongoing efforts to tailor content to community needs and make workforce information easier for residents and employers to find and use.
- **Current Campaigns and Upcoming Projects**
 - Staff shared updates on current and upcoming communications projects, including new podcast episodes and video storytelling initiatives.
 - Plans include featuring an intern experience and developing a partnership with Texas Workforce Solutions -Vocational Rehabilitation Services for National Disability Employment Awareness Month to highlight inclusive employers and expand outreach.
- **Community Outreach and K-12 Engagement Initiatives**
 - The Committee discussed outreach efforts with local schools, including a request from Round Rock Christian School to explore a trades-focused event modeled after the Founders Classical Academy program.
 - The Committee also reviewed updates on the regional Signing Day initiative and local independent school district engagement, with discussion focused on employer alignment and support for existing programs.
- **Scheduling and Future Meeting Planning**
 - Staff proposed moving the next Community Awareness Committee meeting to November 19, 2026, to avoid a conflict with the Board retreat.
 - Committee members were invited to suggest future speakers, community partners, experts, and information-sharing topics that would be valuable for upcoming meetings.

New Business

No additional new business was presented.

Board Staff Follow-Up Items

- Coordinate with Round Rock Christian School to confirm interest in a trades-focused event and, if confirmed, connect with the Rural Capital Area team and Skillpoint Alliance to support planning.
- Confirm the next Community Awareness Committee meeting for November 19, 2026, and send a reminder to participants.
- Collect committee member suggestions for future speakers, community partners, experts, and information-sharing topics.

Next Committee Meeting

The next Community Awareness Committee meeting is proposed for Thursday, November 19, 2026, pending final confirmation.