v3.26.23

Texas Talent Experts Reports   
Promo Kit

*Our “Texas Talent Experts” reports offer labor market data and business solutions. Use our sample messaging and social posts to reinforce the state’s public workforce system as the go-to resource for expertise on the Texas talent market.*

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| **EXAMPLES OF USE**  **WFS board members:**   * Sharing on LinkedIn * Emailing to company decision makers to show them the value of being part of the WFS board and example of our community impact * Emailing to peers on other boards you serve on   **WFS business consultants:**   * Sharing on LinkedIn * Using as a digital leave-behind following 1:1 discussions with employers * Emailing to partners to include in their newsletters or share with their event attendees |

# Jump to:

1. **Addressing the Tech Talent Shortage:** How apprenticeships can meet the tech industry’s hiring demands of today.
   * [Board member templates](#_Texas_Talent_Experts)
   * [WFS business consultant templates](#_Texas_Talent_Experts_1)
2. **2023 Industry Analysis:** Using industry data to determine workforce investment in the Austin metro.
   * [Board member + WFS business consultant templates](#_2023_Industry_Analysis:)

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# Addressing the Tech Talent Shortage: Board member templates

## Forwardable email template

Hello [name],

Talent supply challenges have been exacerbated by the pandemic, and local tech executives have been voicing that they’re still having trouble recruiting and retaining mid to senior-level roles.

Workforce Solutions Capital Area has compiled a new [**Texas Talent Experts report**](https://wfsca.co/3kS4w7e)**,** which offers solutions for immediate impact for employers through **skills-based hiring and earn-and-learn apprenticeship models.** Along with the insights offered in the report, Workforce Solutions can help your company identify pathways that help grow new local talent and upskill your current workforce into leadership positions.

**📈 Success story:** Aspire Digital’s first apprenticeship cohort implemented with the guidance of Workforce Solutions became billable — or at a skill level for clients to pay for their time — in one year. With commitment to the program, they’ve decreased the time until apprentices are ready to be billable by up to 75%, or down three to six months.

As a proud member of Workforce Solutions’ board of directors, please know we can connect local companies to the earn-and-learn model that works best for their situation. And now through May 2023, companies looking to add this strategy will also get a per-apprentice reimbursement from Workforce Solutions.

If you’re interested in learning more about available tech apprenticeships, please [**click here**](https://www.wfscapitalarea.com/our-services/employers).

Thank you,

[Your signature]

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## Suggested LinkedIn post

*Note: A thumbnail will automatically pre-populate in your post. Please be sure to tag Workforce Solutions using the @ symbol.*

Is your company is experiencing challenges hiring or retaining staff for tech-related roles? If so, you’re not alone — #tech execs in Austin’s tech sector partnership have shared they are having trouble recruiting for mid to senior-level roles, and the same with #retention.

**@Workforce Solutions Capital Area** has compiled a #TexasTalentExperts report with solutions for immediate impact: skills-based hiring and earn-and-learn #apprenticeship models. Along with the insights offered in the report, Workforce Solutions can help your company identify pathways that help grow new local talent and upskill your current workforce into leadership positions.

If you’re ready, Workforce Solutions can connect you to the earn-and-learn model that works best for your company. And now through May 2023, companies looking to add this strategy will also get a per-apprentice reimbursement from Workforce Solutions.

👇 Read the report to learn more and get started.

<https://wfsca.co/3kS4w7e>

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# Addressing the Tech Talent Shortage: WFS business consultant templates

## Forwardable email template

Hello [name],

The talent demand of today far exceeds the supply of skilled workers in every market, and Austin is no exception. Local companies looking to fill **tech-related openings** are having trouble recruiting and retaining mid to senior-level tech-related roles.

Workforce Solutions Capital Area recently [published a report](https://wfsca.co/3kS4w7e) with solutions for immediate impact: **skills-based hiring and earn-and-learn apprenticeship models.** Along with the insights offered in the report, Workforce Solutions can help your company identify pathways that help grow new local talent and upskill your current workforce into leadership positions.

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# 2023 Industry Analysis: Board member + WFS business consultant templates

## Forwardable email template

Hello [name],

Workforce Solutions Capital Area (WFS) is the leadership and governing body for the Austin-Travis County workforce system. We are responsible for the planning, oversight, and evaluation of workforce development activities in the Capital Area, which has one of the most booming job landscapes in the country right now.

So that Austin area businesses and organizations can better understand the local business climate — particularly industry growth and expansion — WFS published a [**new report**](https://wfsca.co/3m8BssS)offering a deep analysis of the region’s labor market to identify and understand our *target industries.* These are the top industries experiencing substantial growth with opportunities for higher earning potential.

[**Read the report here**](https://wfsca.co/3m8BssS)to see who’s hiring, the competition for talent in fast-growing industries, and where to look for strategies to attract and retain that talent.

Please let me know if you have any questions or want to learn more about how Workforce Solutions can directly connect employers of all industries with local job seekers and talent.

Thank you,

[Your signature]

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