



Texas State Agency Business Administrators' Association

Bi-monthly Meeting

Wednesday, February 26, 2020

1:30 – 3:30 p.m.



Location: Travis Building, Room 1-100 (TEA Board Room); Parking: Visitors Parking Garage at 13th and San Jacinto or Parking Meter

Credit Hours: Two hours of continuing education (CPE) credits available, with registration and attendance.

Prerequisites: None

Advance Prep needed: None

Who Can Attend: There is no limit to the number of agency participants as membership is in the agency name.

Registration: For CPE credit certificates, register online.

<http://tsabaa.com/registration/bi-monthly/index.php>

Speaker:

Jason Litchney,
Marketing and
Employment Branding
Manager, CPS HR
Consulting

Learning Objectives: “Employer Branding for State Agencies”

The public sector is always competing for good talent. **Employer branding** is a way to differentiate themselves from other agencies and even the private sector. This training will explore: Attracting, Recruiting, and Retaining employees.