

eCommerce



**Tyler Allen
Gus Garcia YMLA**

If you are wanting to start a new business today their somethings you need to know. Your knowledge of eCommerce is a must. This is the way to go. It is the new way of doing business these days. Most people think it started during the pandemic. But it has been around for a while. Now it has taken off. It is a way of selling and buying goods or and services.

There are 4 types or models of eCommerce businesses. One is called business to consumer. It is referred to as B2C and is the most common. Anything you

buy in an online store as a consumer is done as a B2C transaction. The second one is business to business also known as B2B. This is when a business sells its goods and services directly to another business. Sometimes the buyer resells to the consumer. B2B innovators have replaced catalogs and order sheets with eCommerce storefronts and improved targeting in unique markets.

The third one is known as consumer to business or C2B. This allows individuals to sell goods and services to companies. They might allow customers to post the work they want to be completed and have businesses bid for the opportunity. So much is changing.

The last one is consumer to consumer (C2C) or sometimes called online marketplace. They connect consumers to exchange goods and services and typically make their money by charging transactions or listing fees. Two examples of this type are Craigslist and eBay.

Travis County Summer Youth Employment Program

The 2021 Summer Youth Employment Program has officially launched! Check out their website www.traviscountytx.gov/syep for information on obtaining an application and participating in the program. All job readiness training must be completed and applications received no later than March 27, 2021.

*SYEP strongly recommends completing the full application process as early as possible before the deadlines to increase youths' opportunities for employment.

Shop the Block Program Extended to June 2021



The City of Austin has extended the Shop the Block pilot program until June 2021 to help small businesses continue operations during COVID-19 restrictions. The pilot program allows food, beverage, or retail businesses to apply for a 6-month permit to expand operations outdoors onto private parking lots, public sidewalks, public parking spaces, or roads and alleyways in front of their establishments.

Quick, affordable permits are available to help businesses and dedicated Austin Center for Events staff are available for support. Contact ACE before you submit your application to ask questions, review site plans, or schedule a site visit. Email specialevents@austintexas.gov for help. Step by step directions and more resources are available at AustinTexas.gov/ShopTheBlock.

More vaccines on the Way to Texas this Week

**By Karen Brooks Harper
Texas Tribune**

Correction, Jan. 5, 2021: Due to errors in the state's COVID-19 vaccine dashboard, this story incorrectly stated the percentage of vaccine doses that had been given out in Texas as of Monday. Roughly 44% of doses had been given out, not roughly one-third. The story also incorrectly stated that the state had received more than 793,000 vaccine doses; the state corrected its dashboard late Monday to show that more than 944,000 doses had been shipped to Texas.

Less than a week into the new year, the rate of COVID-19 infections and the number of people hospitalized in Texas for COVID-19 are at record levels, while the 7-day average for new cases and deaths are spiking — but less than half the vaccine doses allocated for



With the new shipments this week, Texas has been allotted a total of 1.5 million doses through the first four weeks of distribution, officials said Monday. Credit: Jordan Vonderhaar for The Texas Tribune

Texans have been given out, according to state numbers.

As Texas health care providers predict that the state's COVID-19 numbers will get even worse, questions continue to swirl about the state's vaccine distribution for the 1.9 million Texans who were eligible for the first phase and the millions more who fall into the second tier of eligibility.

The seven-day average positivity rate for confirmed coronavirus tests has exceeded 20%, doubling levels that Gov. Greg Abbott called a "red flag" early in the pandemic. And the number of people hospitalized for COVID-19 on Monday stood at 15,976, up 1,610 from a week ago and exceeding the previous highs reported last summer.

On Monday, state health officials an-

An Important Message From Superintendent Elizalde

Austin ISD family,
First, I hope you have had an opportunity to rest and relax during this winter break, and most importantly that you have remained safe and healthy.



I'm writing to confirm that next week we will resume operations as planned for Spring 2021 with the exception of extracurricular activities. Only varsity sports will continue. All other extracurricular activities will be suspended.

As an essential service, Austin ISD will resume on-campus instruction for those who choose it the week of January 4. We will also continue to offer remote instruction for families for the remainder of the school year. And, if a family wants to transition their children from on-campus to remote instruction, we will make the change upon request.

Please know that safety continues to be our top priority. If there is a surge in cases at any of our campuses or facilities, we can and will close as the need arises. As a reminder, COVID-19 Rapid Testing is available at every Austin ISD campus for staff and students. And, we will continue to be vigilant in asking students and staff to complete the COVID screening daily as well as monitoring cases and doing contact tracing.

We will be taking advantage of the TEA's allowance to offer asynchronous learning. In Austin ISD all learning activities will be virtual on the following Fridays: Jan. 29, Feb. 26, March 5 and April 9. Please take a moment to mark these dates on your calendars.

Lastly, we are thankful that this week Austin City Council and Austin Public Health confirmed that they will continue funding caregiver meals through September 2021.

As always, thank you to our students, families, staff and the entire Austin community for your flexibility, understanding and grace during this time.

Happy New Year,

Stephanie S. Elizalde, Ed.D.
Superintendent
Austin ISD

Austin-Based Political Consultant Emmy Ruiz to join White House as Director of Political Strategy and Outreach



The White House director of political strategy and outreach is typically the first point of contact for members of Congress on matters like fundraising, campaign appearances and endorsements.

Credit: Yegor Aleyev/TASS via REUTERS

**by Abby Livingston
Texas Tribune**

Austin-based political consultant Emmy Ruiz is headed to the White House to serve as President-elect Joe Biden's director of political strategy and outreach.

Ruiz, 37, is a much sought-after Democratic consultant who served in pivotal roles in President Barack Obama's 2012 reelection campaign, in Hillary Clinton's 2016 campaign for president and on Vice President-elect Kamala Harris' 2019 bid for the Democratic nomination for president. She was also a senior adviser to the Democratic National Committee and a se-

nior staffer at the Texas-based Annie's List. (She worked briefly in a contract position for The Texas Tribune Festival in 2014.)

Although she's a Texan, she made her name in Democratic politics as a strategist with an expertise in Nevada.

In her new role, she will serve as Biden's political eyes and ears and work with Congress on political matters. Known in shorthand as the White House political director, the role is typically the first point of contact for members of Congress on matters like fundraising, campaign appearances and endorsements.

surrounded the initial few weeks of the vaccination rollout.

Providers have 24 hours to report their vaccination statistics to the Department of State Health Services, and the agency updates its numbers each afternoon with data reported by midnight the day before, so the state's numbers could lag up to two days behind the reality on the ground.

Monday. Providers in 214 of the state's 254 counties will have received shipments by the end of the week, health officials said.

Some 944,275 doses had been shipped to providers by midnight Sunday, according to the Texas Department of Health Services.

Of those, 414,211 — just under half of those shipped — had been administered, according to the agency's dashboard.