



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: {{item.number}}

Agenda Date: November 28, 2023

In Control: Ready to Work Meeting

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Ready to Work Marketing Strategies

SUMMARY:

WDO staff will provide a briefing to Board members on marketing updates and community outreach events and efforts.

BACKGROUND INFORMATION:

The Advisory Board tasked in part with serving as ambassadors of the program in community, complementing the marketing initiatives orchestrated by City staff.

ISSUE:

Advisory Board members should be aware of avenues the City is currently using to promote Ready to Work, so that they can provide input on how to amplify program outreach and improve it.

FISCAL IMPACT:

No fiscal impact of this item.

ALTERNATIVES:

This item is only for briefing purposes.

RECOMMENDATION:

This item is only for briefing purposes.