

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
Meeting Room at Alamo Colleges District Support Office
2222 N Alamo St., San Antonio TX 78215**

**Tuesday, March 8, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Yadira Gonzales
Frances Gonzalez
Jason Smith
Co-Chair, Doug McMurry
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Atree Desai
Jerry Graeber

STAFF PRESENT:

Christina Ramirez, City Attorney's Office
Amy Contreras, Economic Development Manager
Mary Mills, Advisory Board Staff Liaison
Michael Ramsey, Executive Director, Workforce Development Office
Jill Byrd, Senior Public Relations Account Supervisor, Creative Noggin
Krista Medlock, Account Lead, Creative Noggin
Alexis Guiton, Senior Administrative Assistant

A. CALL TO ORDER

Co-Chair Doug McMurry called the meeting to order at 8:38a.m. after quorum was established.

B. PUBLIC COMMENT

No citizens registered in advance to make public comments.

C. APPROVAL OF MINUTES

Mr. McMurry asked members to review Community Outreach Subcommittee meeting minutes of January 11, 2022. Ms. Gonzalez moved to approve the meeting minutes. Mr. Smith seconded. The Subcommittee voted unanimously to approve meeting minutes.

D. INDIVIDUAL ITEMS

1. Update on SA: Ready to Work Employer Pledge results.

Ms. Contreras presented the most recent list of employers who have signed the pledge. She noted that the total number of pledgers has reached 154 and that the highlighted names are the certified small businesses that are on the city registry.

Ms. Gonzalez suggested providing a heat map of locations to be included for each of the businesses listed. Mr. McMurry agreed this would be a good idea.

Mr. Ramsey mentioned that our goal is to sign up 200 more employers prior to launch. He also stated that the Workforce Development Office is working to hire a data analyst to review relevant information.

Councilwoman Rocha Garcia mentioned that she and Councilman Perry will be working with the San Antonio Hotel and Lodging Association to determine hospitality career paths that align with the program. Mr. McMurry suggested that Hospitality Management may be appropriate. Mr. Ramsey mentioned that he will be presenting to the San Antonio Hotel and Lodging Association later in the week.

Councilwoman Rocha Garcia asked whether Trinity University has pledged. Ms. Contreras confirmed that WDO staff is reaching out to their HR staff.

Ms. Gonzalez suggested leveraging relationships and transactions at the City level looking at possible incentives, business growth, or the objectives of this program. Mr. Ramsey responded that they are working closely with the Hyatt's leadership team that were involved in a recent incentive deal, and are working to coordinate workforce development opportunities in economic incentive agreements. Ms. Contreras added that there is a menu of options to negotiate with the parties and these could depend on requirements in the hiring process, etc.

Ms. Gonzalez recommended to use direct messaging to City employees for their families about the program.

2. Discussion and possible action on new Community Outreach Subcommittee members.

Mr. McMurry recommended that Juan Antonio Flores be added to the subcommittee commenting that he would be a great asset. He then asked for questions or objections on this recommendation as it will be addressed to the full board the following week. Councilwoman Rocha Garcia commented that he is excited to offer his work and mentioned about his experience and that he is still very interested.

Mr. McMurry asked how many vacancies are on the subcommittee to be filled. Ms. Contreras responded by saying there will be one more vacancy to fill if Juan Antonio Flores is appointed.

3. Discussion on SA: Ready to Work Outreach and Marketing.

Ms. Contreras introduced Jill Byrd, a contractor with Creative Noggin, which will be the marketing team working with the SA: Ready to Work program.

Ms. Byrd stated that she works specifically in media relations and community outreach. She mentioned that Krista Medlock who is a part of the team and attended the meeting virtually oversees a great deal of the work. She explained that a message platform is currently under development.

Ms. Medlock commented that brand development is underway. She noted they will soon discuss brand messaging in order to address different community types and the best approach to media relations. Once there is an agreement upon stakeholders, a Zoom meeting will be held on how to respond to all partners. In this way a guideline can be created for everyone to work together and finalize the dynamic message.

Ms. Byrd then spoke on the history of Creative Noggin, formed in 2001, as a full-service agency: creative design elements, marketing, digital/social media and public relations, and community outreach.

Ms. Contreras mentioned that four firms presented responsive proposals for marketing services, and that Creative Noggin was selected for the Ready to Work program. Ms. Byrd mentioned that Creative Noggin is the current agency of record for Pre-K for SA. Similarities exist and there is a diverse population across San Antonio that is trying to be reached.

Mr. McMurry asked if there are any big challenges on the horizon. Ms. Medlock responded by saying the greatest challenge would be ensuring people are aware that RTW is not an extension of the Train for Jobs SA program or connected to it. She noted there are several mini demographics to address to be impactful and in providing a powerful message.

Ms. Byrd added that they seek to change the perception on education and showcase its true value offering hope that will inspire individuals to climb to the next level.

Ms. Gonzalez posed a question to understand the specific role of the Subcommittee regarding the creation and development of a communications design. Mr. Ramsey responded that it is to work collectively as a team and understanding how to best reach the constituents in San Antonio receiving feedback and their input, and that this fits within the Advisory Board's charge of serving as community program ambassadors.

Councilwoman Rocha Garcia added that the function is to act as a focus group bringing first-hand experience. Ms. Gonzalez requested a calendar of the branding and communication approach and what everyone can do to reach the end goal. Ms. Gonzalez reiterated that she is not interested in small details, such as approving the logo, but wants to know the thought processes behind the logo or branding messages.

Ms. Medlock noted that the company is not conducting research in isolation but researching and discussing the best designs for the brand together with partners, and that once finalized there will be a training provided for all partners to completely understand the meaning behind the brand and its message. Mr. McMurry suggested to provide more granular details in subsequent meetings.

Mr. Smith mentioned that research and support are crucial for branding to prevent a battle of opinions. He also supported the idea of training all partners as it allows everyone to be united once the message is shared with the community.

E. STAFF MEMBER COMMENTS

Mr. Ramsey noted that the Ready to Work contracts presented to City Council were approved with unanimous consent, and summarized media coverage. Mr. Ramsey highlighted 3 current vacancies on Advisory Board and announced the end of April as a target launch date. He mentioned that there are currently 20 training providers who have submitted their courses for the approved training catalog, which is aligned with 75 target occupations to ensure that participants are on a path that leads to their career interests and desires in existing job openings.

Councilwoman Rocha Garcia mentioned that analyzing data is crucial for identifying target occupations set to decline in the coming years. She also asked about how to engage the healthcare employers. Mr. Ramsey responded that staff is using industry networks to collect data to identify the most critical areas for hiring. One example mentioned was ESC Region 20 who is aggregating to find solutions for the ongoing teacher shortage.

F. Future Agenda Items

Ms. Gonzalez suggested a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to address the community and how to engage them.

Ms. Byrd mentioned the number one reason why people are not going back to work is due to lack of affordable childcare. She also included the importance to educate and breathe hope to individuals that they can take on any task. She further suggested having a broader conversation

to adjust as needed and view where we are headed. Ms. Gonzalez mentioned she would collect information from 3 institutions (Avance, Headstart/ Early Headstart, and Pre-K for SA) to help understand why people don't want to return to work and share this with the community. Councilwoman Rocha Garcia mentioned how WSA spends a lot of money on childcare. She recommended discussing this in the next meeting.

Ms. Contreras suggested discussing social media promotion and noted that the SA RTW website is active. She mentioned that part of Creative Noggin's scope is to produce videos, and asked Subcommittee members to recommend video ideas. Mr. McMurry asked if the videos will include testimonials and Ms. Contreras confirmed.

Councilwoman Rocha Garcia asked if there can be a discussion on non-traditional outreach or grassroots outreach to connect to those who do not have access to social media. Ms. Byrd responded that this is something they are considering and asked which community-based organizations can be leveraged. She also mentioned training partners in the brand and messaging to provide consistency.

Mr. Smith suggested having an overview to display status of marketing efforts.

G. Adjourn

Mr. McMurry then asked for motion and second to adjourn the meeting. Mr. Smith motioned to adjourn, and Councilmember Rocha Garcia seconded. Meeting adjourned at 9:41a.m.