

**SA: Ready to Work Advisory Board
Meeting Minutes
Thursday, March 24, 2021
1:00pm - 3:00pm**

City Tower Large Conference Room 10.W1003

100 W. Houston St., San Antonio, TX 78205

BOARD MEMBERS PRESENT:

Daphene Carson
Sonia Garza
Jerry Graeber
Peter John Holt
Doug McMurry
Ben Peavy
Councilmember Adriana Rocha Garcia
Councilmember Manny Pelaez

BOARD MEMBERS ABSENT:

STAFF PRESENT:

Alejandra Lopez, Assistant City Manager
Christina Ramirez, City Attorney's Office
Amy Contreras, Assistant to the Director
Mary Mills, Advisory Board Staff Liaison
Mike Ramsey, Workforce Development Office Executive Director

A. CALL TO ORDER

Mr. Graeber called the meeting to order at 1:05 p.m. after quorum was established.

B. PUBLIC COMMENT

No citizens registered in advance to make public comments.

C. APPROVAL OF MINUTES

Mr. Graeber asked members to review the Advisory Board meeting minutes of January 27, 2022. Mr. McMurry moved to approve the meeting minutes. Mr. Peavy seconded. The Board voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. City of San Antonio Workforce and SA: Ready to Work Updates

Mr. Ramsey presented the Board with Workforce Development Office and SA: Ready to Work updates, highlighting the board vacancies, the Signify launch, and the Ready to Work Partner Workshop. At the April 15th workshop, the Ready to Work contracted partners and subcontracting agencies will come together in person to get a comprehensive deep dive overview of the program to start to facilitate collaboration.

Mr. Peavy suggested that the WDO team develop a contingency backup plan just in case Signify is not ready on time. He suggested that Excel spreadsheets could work. He does not want a delay of any kind which would cause a delay of the program overall. Mr. Ramsey stated that Signify is already in the process of a slow rollout, starting with the Department of Human Services and their Training for Job Success program.

Mr. Graeber asked when the Board would be required to provide programmatic recommendations prior to the upcoming budget approval. Mr. Ramsey replied that it will be brought up as a future agenda item in April.

2. Quarterly Update on Ready to Work Target Industries and Occupations.

Ms. Matta-Barrera presented the Board with the WSA Target Occupations Criteria and Updates. There have been shifts in the data for the Financial and Insurance sector due to a reduction by EY in degree requirements to associate's degree for some of their positions. SA WORX gained that information by having real-time access to data, and based on recent conversations with employers. She stressed that the target occupation list should be considered by the Board as a living document which is not meant to stay static. The list is meant to be reflective of what is happening in real time every six to eight months within our community.

Mr. Ramsey stated that the Board needs to have a discussion and decide whether they want to approve the recommended three occupation additions and one removal. All were in favor of the adjustments.

3. Introduction and presentation by Creative Noggin on marketing strategy.

Ms. Medlock, the lead and Brand Strategist from Creative Noggin presented the brand development process. She also stated that this is the first of many presentations to the Board, and that in the next few months, the Creative Noggin team are going to be focused on messaging, which is the most critical part of this process.

Ms. Rawls, the Creative Director and Co-founder, presented her creative thought process of the brand platform. The logo is comprised of several differently-sized triangles, and she stated that the triangle is the strongest shape because there are three sides, represented through the three entities comprising Ready to Work. The three entities in reference to Ready to Work are the participants, the organization of Ready to Work, and the local employers. Those three entities working together are necessary to make the program strong. The recommended tagline is "Everything you need to succeed." The targeted audiences for marketing are potential enrollees, media, and the community stakeholders and businesses.

4. Subcommittee Updates.

Mr. McMurphy summarized the recent Community Outreach Subcommittee meeting, where the Employer Pledge and marketing strategy were discussed. He explained that outreach work

continues, both as part of the Subcommittee and independently. Mr. Peavy stated that the Employer Engagement Subcommittee received 160 as the most recent number of pledged employers.

5. Discussion on SA: Ready to Work Program Evaluation contract.

Mr. Ramsey explained the initial RFP process for evaluation, and why the City sought evaluators through different funding avenues later on. UTSA's Urban Education Institute was ultimately selected to perform evaluation services for the Ready to Work program.

6. Discussion and possible action on Community Outreach Subcommittee nominee.

Mr. McMurry on behalf of the Community Outreach Subcommittee presented the nominee for membership, Juan Antonio Flores with Port San Antonio. Mr. McMurry motioned to approve, and Mr. Holt seconded. All were in favor of the nomination.

7. Discussion and possible action on Advisory Board and Subcommittee meeting frequency.

The Advisory Board currently meets every 4th Thursday, the Community Outreach Subcommittee meets every 2nd Tuesday, and the Employer Engagement Subcommittee meets every 4th Wednesday of the month. WDO staff recommended to shift these meetings to quarterly. It was decided to not change the schedules of the Subcommittees, and to only shift the Advisory Board meetings to every other month. Mr. Holt motioned to approve this change, and Mr. McMurry seconded. All were in favor of the schedule adjustment.

E. STAFF MEMBER COMMENTS

No comments.

F. FUTURE AGENDA ITEMS

Mr. Graeber mentioned that he would like to better understand the outline of how a participant would be assisted within the program without any funding assistance.

Other members suggested an update from Creative Noggin and more discussion on additional tagline options, as some felt the tagline "Everything you need to succeed" may be over-promising what the program can deliver to participants. Members also wanted a review of how any alternative taglines will translate into Spanish, to ensure that the tagline is meaningful in both languages.

G. MEETING ADJOURNMENT

Meeting adjourned at 2:48pm.

APPROVED:
