

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
River Walk Conference Room at City Hall
100 Military Plaza San Antonio, TX 78205**

**Tuesday, April 12, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Frances Gonzalez
Jerry Graeber
Jason Smith
Co-Chair, Doug McMurry
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Atree Desai
Yadira Gonzales

STAFF PRESENT:

Christina Ramirez, City Attorney's Office
Amy Contreras, Assistant to the Director, Workforce Development Office
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

A. CALL TO ORDER

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

B. PUBLIC COMMENT

Ms. Mills read a public comment from Theresa Canales with Kitchen Campus.

Ms. Canales introduced her organization, and explained that Kitchen Campus will soon launch the first industry-driven Registered Apprenticeship Program in Texas developed by the culinary/hospitality/restaurant industry.

This program will provide upskilling to current industry workers in high-need areas, and will connect them with small businesses to assist with the industry's need for properly-skilled employees and job growth opportunities. It will also provide small business development via mobile teaching units, and Kitchen Campus is working to make the apprenticeship a Registered

Apprenticeship program that aligns with Department of Labor, Texas Workforce Commission and SA Ready to Work standards.

She explained that reshaping the culinary industry will require a re-investment in human capital with increased and supplemented benefits and pay-scales for varying levels of professionalism.

C. APPROVAL OF MINUTES

Mr. McMurry asked members to review the Community Outreach Subcommittee meeting minutes of March 8, 2022. Ms. Gonzalez would like page 5 to be changed to say “we discussed collecting information”. Ms. Gonzalez moved to approve the meeting minutes. Mr. Smith seconded. The Subcommittee voted unanimously to approve meeting minutes.

D. INDIVIDUAL ITEMS

1. Employer Pledge update

Ms. Contreras presented the most recent list of employers who have signed the pledge. She noted that the total number of pledgers has reached 170 and that the goal is still 200. She presented the employers organized by target industry, as well as a map of their locations throughout the City.

Councilwoman Rocha Garcia asked when the Ready to Work launch press conference will be held. Ms. Contreras replied that it will be on May 16th. Mr. Flores asked if the hospitality market is presented on the list and Ms. Contreras said that those companies are listed under the “Other” category. Ms. Gonzalez asked if Port San Antonio and its companies are represented on the list and Mr. Flores responded that as a facilitator for Port SA, he will reach out to the companies that have not signed yet. Ms. Contreras said she will reach out to the head of the Aviation Department as suggested by Ms. Gonzalez.

2. Creative Noggin marketing and outreach update.

Ms. Contreras introduced Jill Byrd and Krista Medlock, with Creative Noggin. Ms. Medlock gave an outline of their scope of services and actions to date. The social media strategy will start in the beginning of May. Creative Noggin will be participating in the upcoming Partner Workshop and will be giving guidelines on how to proceed with promotion of the program. The community enrollment event has been moved to the end of July.

Mr. Ramsey explained that the Partner Workshop will have all the prime and subcontractors in one room learning about the mission and rallying enthusiasm. The partners will be introduced to Jobs For the Future, who will be helping with the implementation of Ready to Work.

3. Discussion on participant barriers, grassroots outreach efforts, data dashboard metrics, and promotion of the Ready to Work training catalog.

Ms. Contreras stated that this agenda item was meant to be an opportunity for the members to lead the conversation in speaking to WDO staff on relevant items. She explained that staff want to hear from the Subcommittee about what they see as barriers to a resident participating in Ready to Work.

Mr. McMurry mentioned childcare as a barrier. Jason Smith mentioned the psychological barrier, and helping residents realize that success for them in this program is achievable. Mr. Flores agreed that the psychological barrier to entry is probably the biggest.

Councilman Rocha Garcia stated that another barrier is online access. On the topic of grassroots outreach, the Councilwoman suggested to reach out to social workers and to work with SARC3 for strategies. On the topic of the dashboard metrics, she then suggested that staff reach out to the North Chamber and others on what they want on the dashboard. On the topic of the Training Catalog, she stressed the need for Spanish trainings.

Ms. Gonzalez mentioned that one participant barrier is access to cash, so that residents can get started in the program without any financial worries. For grassroots outreach efforts, she mentioned that it may be wise to think of the faith community as potential partners for engagement. On the topic of dashboard metrics, she mentioned that it will be important to share the return on investment and the outcomes of the program. She added that for the training catalog, the design should be user-friendly and not intimidating to potential students.

4. Discussion and possible action on new Subcommittee member

Mr. McMurry reminded the group of the vacancy on the Subcommittee, and Ms. Contreras stated that this item can be tabled for now. Mr. McMurry responded that the group will pick up on the vacancy at the next meeting.

E. STAFF MEMBER COMMENTS

Mr. Ramsey thanked the members for their robust conversation.

F. Future Agenda Items

No future agenda items.

G. Adjourn

Mr. McMurry asked for a motion and second to adjourn the meeting. Mr. Smith motioned to adjourn, and Councilmember Rocha Garcia seconded. Meeting adjourned at 10:00 a.m.