

**SA: Ready to Work Advisory Board
Employer Engagement Subcommittee
Meeting Minutes
City Tower Large Conference Room 10.W1003
100 W. Houston St. San Antonio, TX 78205
Wednesday, April 27, 2022
9:00a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Ben Peavy
Jennifer Cantu
Paul Garza
Stephanie Talley

SUBCOMMITTEE MEMBERS ABSENT:

Councilmember Pelaez
Daphene Carson
Jarvis Moore

STAFF PRESENT:

Christina Ramirez, City Attorney's Office
Amy Contreras, Workforce Development Office Assistant to the Director
Mary Mills, Advisory Board Staff Liaison
Ana Salazar, Workforce Manager

A. CALL TO ORDER

Quorum was not established so the meeting was not called to order.

B. PUBLIC COMMENT

Public comments could not be discussed due to quorum not being established.

C. APPROVAL OF MINUTES

Minutes could not be approved without having a quorum met.

D. INDIVIDUAL ITEMS

1. Presentation by SAWORX on Employer Pledge, Talent Pipeline Management, and Employer Roundtables

Ms. Matta-Barrera, Chief Workforce Officer for SAWORX, presented the Subcommittee with the key areas of focus and support for Ready to Work. She explained that SA WORX is utilizing the Talent Pipeline Management (TPM) framework that the US Chamber of Commerce has developed, which is a demand-driven approach to closing the skills gap. She stressed that TPM is employer-led. She then expressed that Ready to Work needs to ensure that jobs being offered to participants lead to living wages, and are sustainable jobs that will put a family into economic mobility. There is an Occupational Data Survey that is being sent to Ready to Work pledged employers to gather information on their education and skill requirements and number of openings.

2. Discussion on Key Employer Messages and Engagement Strategies, and Ready to Work Training Catalog

Ms. Medlock with Creative Noggin briefly described the messaging framework for Ready to Work. Ms. Byrd shared the key messaging to employers about the program. She explained the three main audiences for Ready to Work are: local employers, enrollees, and the public at large. A playbook will be provided to all members to show how they can engage on social media. Mr. Peavy asked for the draft of the playbook to be shared since the final draft is not ready.

Ms. Contreras mentioned that WDO staff, along with Creative Noggin, are preparing a training catalog that will be public and hosted on the Ready to Work website. She explained that the catalog lists all the targeted industries and the approved training providers for each industry.

3. Discussion on Public-facing Dashboard Metrics

Ms. Contreras shared a list of draft metrics with the Subcommittee members for the forthcoming public online dashboard.

4. Discussion and Possible Action on New Subcommittee Members

Ms. Contreras stated that there are currently two vacancies on the Subcommittee, and shared a list of the previous Subcommittee and Board applicants who were not selected for consideration at a future meeting.

E. STAFF MEMBER COMMENTS

Ms. Contreras shared that the Ready to Work launch press conference will be held on May 16th. She then gave an overview to the Subcommittee on the recent grants that WDO has applied for on behalf of Ready to Work, specifically a grant through Apprenticeships Building America (ABA), and an additional grant to expand eligibility for the program to residents on the City's military bases. Ms. Contreras thanked the Employer Engagement Subcommittee and Advisory Board for their assistance, especially Mr. Peavy for supporting the ABA application on behalf of Accenture. In conclusion, Ms. Contreras asked the Subcommittee to consider expanding the meeting length to an hour and a half.

F. FUTURE AGENDA ITEMS

Mr. Peavy requested to speak more next time on the process of selecting new Subcommittee members.

G. MEETING ADJOURNED

Meeting adjourned at 10:00 am.

APPROVED:
