

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
Classroom at Restore Education
4205 San Pedro Ave., San Antonio, TX 78212**

**Tuesday, May 9, 2023
8:30 am. - 10:00 a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Valerie Sanchez
Jason Smith
Margaret Smith
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Amanda Wright
Jerry Graeber

STAFF PRESENT:

Amy Contreras, Assistant to the Director, Workforce Development Office
Mary Mills, Advisory Board Staff Liaison
Christina Ramirez, City Attorney's Office
Christi Mott, Brand Strategist, Creative Noggin
Tracy Marlowe, CEO, Creative Noggin

A. CALL TO ORDER

Meeting was not officially called to order due to Chair's absence.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Minutes from March 14 were not approved due to Chair's absence.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Ms. Contreras presented a participant success story of Angelica Hooks, who enrolled in Ready to Work through Project QUEST. She then presented the current program statistics and the participant pipeline.

Ms. Contreras showed the live Ready to Work dashboard, which can be filtered by age, race, gender, partner agency, industry, and Council District. Ms. Contreras then presented the Ready to Work digital catalog and the Military Pilot Program was shared. The pilot program is effective from May 1st to April 30, 2024. The Solid Waste Management collaboration was then discussed, entailing delivery of 100,000 Ready to Work door hangers in targeted zip codes.

Ms. Contreras then reviewed the various methods through which WDO receives feedback on the program. Councilmember Rocha-Garcia asked if staff are surveying the partner agencies, because she mentioned that she recently came across a very good survey from another organization that she is part of. She offered to share the survey to Ms. Contreras.

2. Creative Noggin Community Outreach and Marketing Update

Ms. Tracy Marlowe presented an extensive recap on the Ready to Work community outreach and marketing done thus far. The items discussed were the brand development, paid media overview in English and Spanish, advertising campaign, the Spurs program, grassroot efforts, social media, the collateral assets, the visual content through videos and photography, public relations, the website, and the marketing analytics. To date, over 127,000 people have viewed the website, over 22,000 people had clicked on the website to view the application, and over 14,000 people had applied online. Mr. Yousef Kassim asked if Creative Noggin is utilizing participant stories during TV spots, and asked if they need permission to share the snippets from these media spots. Ms. Marlowe confirmed that permission is required. Councilmember Rocha-Garcia suggested possibly interviewing the same person again on-site after the airing to use for Ready to Work marketing. Councilmember Rocha-Garcia then suggested interviewing Ready to Work coaches such as Maria Salazar from Project QUEST.

Councilmember Rocha-Garcia asked if WDO is to attend any upcoming local graduations. Ms. Contreras replied that they are planning to attend a few graduations and have received the dates from some ISD's, Restore Education, and Project QUEST. Councilmember Rocha-Garcia also asked if Creative Noggin utilizes Nextdoor for advertising, and Ms. Marlowe responded that they will look into it.

Councilmember Rocha-Garcia expressed that she wants the Ready to Work marketing efforts to maintain focus on outcomes over outputs, and offered to assist through the Communications & Engagement Department.

3. Community Champion Briefing

Ms. Contreras gave an update on the Ready to Work Community Champion program, which seeks to partner with San Antonio organizations and offer incentives for successful referrals to the program. She also mentioned that WDO is considering a street team pilot in which Ready to Work participants can be incentivized to volunteer on behalf of the program at community events.

D. STAFF MEMBER COMMENTS

Ms. Contreras informed the Subcommittee of the upcoming events for May through August.

F. FUTURE AGENDA ITEMS

No future agenda items.

G. ADJOURN

Meeting adjourned at 10:05 a.m.