

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
Meeting Room at Neighborhood Place
3014 Rivas St, San Antonio, TX 78228
Tuesday, March 14, 2023
8:30 am. - 10:00 a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Jerry Graeber
Valerie Sanchez
Margaret Smith
Amanda Wright
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Juan Antonio Flores
Frances Gonzalez
Jason Smith

STAFF PRESENT:

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

A. CALL TO ORDER

Mr. Graeber called the meeting to order at 8:33 a.m. after a quorum was established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Mr. Graber asked members to review the Community Outreach Subcommittee Minutes of February 14, 2023. Mr. Kassim motioned to approve the minutes, and Ms. Sanchez seconded. The Subcommittee voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Mr. Ramsey shared a Ready to Work success story and presented the current program statistics and the participant pipeline.

Councilmember Rocha Garcia asked Mr. Ramsey to clarify the meaning of “Cannot Commit to Program” as an eligibility reason. Mr. Ramsey responded that this category is fairly broad but can include residents who cannot commit to training at that time due to work or family requirements.

The Subcommittee members discussed the status of applicants deemed ineligible, and the effects of recent shifts in the Ready to Work eligibility criteria on these data.

Mr. Ramsey mentioned that Opportunity Accelerator, a Ready to Work think tank partner, is embarking on a qualitative overview of Black and Latina caretakers of children who have applied for Ready to Work. He hopes that results of this research will shed light on what barriers these populations face to enrolling in the program.

Mr. Kassim recommended diving into the program data more to create a funnel to demonstrate at what phase in the enrollment process applicants are dropping off, to prevent more drop-offs in the future.

The prime partner agency staff provided feedback on how they work with their clients to prevent loss of communication and drop-outs.

2. Creative Noggin Community Outreach and Marketing Update

Creative Noggin presented an update on Ready to Work community outreach and marketing. Mr. Ramsey asked the Subcommittee members what career pathways they think the Creative Noggin team should prioritize for marketing. Several members responded that a good mix of college and certification programs is ideal, since each individual applying for the program has a different priority for their career.

Councilwoman Rocha Garcia stressed the importance of securing client testimonials to promote the program in an authentic way. She then asked if the WDO team has considered offering incentives for participants who refer friends and family to the program. Mr. Ramsey responded that WDO is working out the logistics for how to distribute gift cards for this purpose.

Ms. Mott updated the committee on additional activities, including the Spurs partnership at the games, a video with the CIO of the Spurs, a recent radio interview with Cox Media, and storyboarding and scripting new videos.

3. Community Champion Meetings

Ms. Contreras gave an update on the RTW Community Champion program, wherein community-based organizations understand and engage in Ready to Work. She gave details of the first Community Champion collaborative event on April 11th, which will be focused on affordable housing. There is potential within this initiative that it will offer a small stipend for those nonprofits who are not already subcontractors of the program if they recruit Ready to Work participants.

4. Discussion on Grassroots Outreach Strategies

Ms. Contreras gave the Subcommittee members an overview of the community outreach events already scheduled for spring, including Fiesta. Councilwoman Rocha Garcia suggested

collaborating with the City's Solid Waste Department to deliver marketing materials to residents' homes.

5. Discussion on Military Engagement Pilot Program

Mr. Ramsey discussed the plans for the upcoming expansion in Ready to Work eligibility to military-connected residents of Bexar County.

Mr. Graber expressed interest in knowing how many military-connected individuals were deemed ineligible for Ready to Work to this point.

D. STAFF MEMBER COMMENTS

Mr. Ramsey expressed gratitude to the Subcommittee members for their support and advice.

Councilmember Rocha Garcia asked if there is any opportunity to incorporate more Spanish-language marketing to encourage residents to register for ESL and HSE classes. Mr. Ramsey expressed that while there is some effort, there is an opportunity to market to Spanish-speaking residents more.

Partner agency staff provided information about their ESL offerings and block-walking efforts to reach Spanish-speaking residents and refugees.

The agency staff and Subcommittee members discussed ways they can amplify each other's Ready to Work messaging on social media.

Ms. Contreras then summarized all upcoming events in which Ready to Work will have a presence.

F. FUTURE AGENDA ITEMS

No future agenda items.

G. ADJOURN

Meeting adjourned at 10:12 a.m.