

**SA: Ready to Work Advisory Board  
Community Outreach Subcommittee  
Meeting Minutes  
Meeting Room at Alamo Colleges DSO  
2222 N Alamo St., San Antonio TX 78215**

**Tuesday, July 11, 2023  
8:30 am. - 10:00 a.m.**

**SUBCOMMITTEE MEMBERS PRESENT:**

Juan Antonio Flores  
Jerry Graeber  
Yousef Kassim  
Margaret Smith  
Amanda Wright

**SUBCOMMITTEE MEMBERS ABSENT:**

Valerie Sanchez  
Jason Smith  
Councilmember Rocha Garcia

**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 called to order at 8:36 after quorum was established.

**B. PUBLIC COMMENT**

No comments.

**C. APPROVAL OF MINUTES**

Ms. Wright asked members to review the Community Outreach Subcommittee Minutes of March 14, 2023. Mr. Flores motioned to approve the minutes, and Mr. Graeber seconded. The Subcommittee voted unanimously to approve the minutes.

Ms. Wright then asked members to review the Community Outreach Subcommittee Minutes of May 9, 2023. Mr. Flores motioned to approve the minutes, and Mr. Kassim seconded. The Subcommittee voted unanimously to approve the minutes.

**D. INDIVIDUAL ITEMS**

## **1. Ready to Work Program Update**

Ms. Contreras presented a participant success story of Seth Hemphill, who enrolled in Ready to Work through Alamo Colleges. She then presented the current program statistics, the participant pipeline, and a summary of the program progress to date for Program Year 2.

## **2. Creative Noggin Community Outreach and Marketing Update**

Ms. Tracy Marlowe presented a recap on recent Ready to Work community outreach and marketing efforts. This month, Ms. Marlowe shared an overview of both Fiscal Year 1 and Fiscal Year 2's marketing. She covered paid media analytics for digital and traditional media, including social media, streaming video and radio ads, out-of-home marketing, and print ads.

Ms. Marlowe then presented analytics on the marketing impressions received to date. 3,580,000 overall impressions have resulted in 156,000 new users on the Ready to Work website, and 17,390 applications, with a roughly 80% eligibility rate for applicants. Ms. Contreras mentioned that several Ready to Work technical assistance partner entities, including Opportunity Accelerator and UTSA's Urban Education Institute, are performing quality assurance work and interviewing Ready to Work applicants at different phases of the program pipeline. Many interviewees have mentioned the effectiveness of the marketing campaign in encouraging them to apply and educating them on the program.

Ms. Marlowe then summarized performance of the Ready to Work Landing Page, Google Ads, and Facebook and Instagram Ads. She then informed the Subcommittee of upcoming developments in the marketing campaign, including an over-the-street banner campaign, and other out-of-home marketing opportunities.

## **3. Briefing on June Community Champion Meeting**

Ms. Contreras gave an update on June's Ready to Work Community Champion Collaborative meeting, which was focused on mental health resources available to Ready to Work participants. She summarized the number of attendees present and the key presenters. She asked the Subcommittee members to suggest future topics for future collaboratives. Ms. Smith suggested childcare or transportation, and both Mr. Flores and Ms. Wright agreed that childcare is a huge barrier worth discussing.

Mr. Flores asked if the WDO staff could summarize the available childcare resources available in San Antonio. Ms. Contreras responded that Pre-K 4 SA, Headstart and Early Headstart provided by the City of San Antonio's Department of Human Services provide childcare. However, she mentioned that due to long waitlists and the varied quality of childcare facilities, it is difficult for residents seeking high-quality, affordable, reliable childcare to access it.

Mr. Flores then asked what parameters there are around the \$1,500 emergency funding available to each Ready to Work participant. Ms. Contreras responded that the program is very flexible on what the funding can be used for, but that since that is a cap per participant, it can be expended quickly for participants with many life challenges, or those enrolled in a longer-term training program.

Ms. Contreras then let the Subcommittee members know that as of July 1<sup>st</sup>, the formal referral incentive process that the Subcommittee had previously been briefed on has launched, and that periodic updates on the program will be shared with the Subcommittee.

#### **4. Briefing on Ready to Work Outreach to Local Courts**

Ms. Contreras informed the Subcommittee about the work WDO staff have been doing to outreach to local courts, including the Municipal Courts, Eviction Court, and several Bexar County courts to offer Ready to Work as an alternative to traditional pre-trial diversion and sentencing options.

Ms. Wright asked whether WDO has working with the drug courts, and Ms. Contreras responded that they are.

#### **5. Briefing on Memorandum of Understanding with San Antonio Housing Trust**

Ms. Mills-Nguyen updated the Subcommittee members on developments in the plan to hold Ready to Work “Office Hours” at San Antonio Housing Trust properties. A luncheon on August 9<sup>th</sup> will announce the launch of the initiative to property managers and staff.

#### **6. Briefing on Community Outreach Subcommittee Vacancy**

Ms. Contreras invited the Subcommittee members to suggest community members they feel would be a good fit for the single Subcommittee vacancy.

#### **D. STAFF MEMBER COMMENTS**

Ms. Contreras informed the Subcommittee of the upcoming events for July through September.

#### **F. FUTURE AGENDA ITEMS**

No future agenda items.

#### **G. ADJOURN**

Meeting adjourned at 10:05 a.m.

**APPROVED:**