



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: October 12, 2021

In Control: Ready to Work Meeting

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

SA: Ready to Work Advisory Board Community Outreach Subcommittee discussion of client personas.

SUMMARY:

The Subcommittee will discuss developing personas to assist with outreach efforts.

BACKGROUND INFORMATION:

Developing personas assists with identifying strategies to customize marketing messages for specific populations. The Subcommittee has requested to develop personas to ensure that the community's voice is heard and that burdens placed on historically underserved residents are considered.

ISSUE:

This discussion will aid the Subcommittee in developing informed recommendations on marketing strategies to present to the full Advisory Board, in line with the Subcommittee's charge.

FISCAL IMPACT:

This item is only for briefing purposes.

ALTERNATIVES:

This item is only for briefing purposes.

RECOMMENDATION:

This item is only for briefing purposes.