

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
City Tower 10th Floor Conference Room
100 W Houston St., San Antonio TX 78205
Tuesday, December 12, 2023
8:30 am. - 10:00 a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Allie Perez
Valerie Sanchez
Jason Smith
Margaret Smith

SUBCOMMITTEE MEMBERS ABSENT:

Jerry Graeber
Yousef Kassim
Amanda Wright
Councilmember Rocha Garcia

STAFF PRESENT:

Ryan Loyd, Workforce Development Marketing Manager
Mary Mills, Advisory Board Staff Liaison
Tracy Marlowe, CEO, Creative Noggin

A. CALL TO ORDER

Meeting was not called to order because quorum was not established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Minutes were not approved because quorum was not established.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Mr. Loyd began by introducing new Community Outreach Subcommittee member Allie Perez. He then began an update of programmatic developments, beginning with highlighting SA Ready to Work participant Jeanette Pena.

Mr. Loyd highlighted the increasing percentage of SA Ready to Work applicants who are eligible, as well as positive demographic trends among participants that reflect equitable marketing strategies.

2. Community Outreach & Marketing Update

Mr. Loyd presented an overview of marketing conversions spanning the length of the program, with over 61 million marketing impressions, leading to 8,383 residents confirmed eligible for the program, with an 80% overall eligibility rate.

He then shared marketing priorities moving into the new year for the program, including grassroots outreach, developing brand partnerships, and working with social media influencers. He also shared a recent podcast episode he recorded interviewing SA Ready to Work participant Carol Mayfield.

3. Discussion on Innovation Leadership Lab Recommendations/2024 Marketing Strategies & Opportunities

Mr. Loyd presented marketing recommendations provided to the Advisory Board by the North Chamber Innovation Leadership Lab, and invited the members to suggest additional ideas for strategies they would like to see WDO and Creative Noggin explore in the new year. These ideas spanned grassroots events, social media strategies, partnerships, and participant engagement in marketing.

D. STAFF MEMBER COMMENTS

Mr. Loyd presented upcoming SA Ready to Work events from December through February.

E. FUTURE AGENDA ITEMS

No future agenda items.

F. ADJOURN

APPROVED: