

**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, September 12, 2023
8:30 am. - 10:00 a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Jerry Graeber
Yousef Kassim
Valerie Sanchez
Jason Smith
Margaret Smith
Amanda Wright
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Yousef Kassim

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 8:32am 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 July 11, 2023. Mr. Flores motioned to approve the minutes, and Mr. Graeber 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 Diana Solis, who enrolled in Ready to Work through Project QUEST. She then introduced Ryan Loyd, Ready to Work's new marketing manager. Mr. Ramsey went on to present the current program statistics, the increasing eligibility rate for the program, participant pipeline, and participant demographic summary.

Ms. Wright asked whether the demographic summary is based on individuals who have been deemed eligible, or those who have applied. Mr. Ramsey clarified that the demographics are based on everyone who has applied and for whom demographics have been collected. Ms. Wright mentioned that it would be nice to see the proportion of men entering the program increase in the future, and encouraged the WDO team to think of ways marketing and engagement from the Ready to Work coaches could be tweaked to help with this.

Francisco Martinez from Project QUEST added that the Intake and Case Management agencies can work harder to ensure that the program expectations presented to applicants is consistent across the board. He stressed the importance of this especially since Project QUEST has been seeing an increase in nontraditional students interested in Ready to Work, including older people and refugees.

Mr. Loyd then gave an update on additional recent marketing efforts, such as the doorhanger partnership with the Solid Waste Management Department, out-of-home marketing, back to school events, and a partnership with Hearst Media.

Ms. Sanchez noted that the Ready to Work landing page might be tweaked to address some of the communication challenges residents have about the program eligibility criteria and scope. Ms. Marlowe responded that the Creative Noggin team has been periodically making edits to the page to align with enrollment trends and program priorities. Ms. Wright stressed the importance of making sure that changes made to the website are accessible to residents who may not have strong computer or reading skills.

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 paid media from July through August, analytics from the program landing page and Google ads, social media, and an overview of total impressions to date from their marketing efforts.

She then gave an overview of upcoming marketing engagement with Spurs Sports & Entertainment, including concourse displays, a testimonial video, and radio and TV spots.

3. Briefing on August Community Champion Meeting

Ms. Contreras gave an update on August's Ready to Work Community Champion Collaborative meeting, which was focused on childcare resources available to Ready to Work participants. She summarized the number of attendees present and the key presenters.

Ms. Contreras also mentioned the forthcoming Childcare Capacity Study that Texas A&M San Antonio is planning to conduct, and a similar survey that Opportunity Accelerator is undertaking to gauge the need for childcare among Ready to Work participants specifically.

4. Briefing on Community Outreach Subcommittee Vacancy

Ms. Wright presented Allie Perez of George's Plumbing and Texas Women in Trades as a potential nominee for the Community Outreach Subcommittee. Ms. Contreras added that Ms. Perez is slated to be approved as a new member of the full Advisory Board, and is interested in joining the Subcommittee as well.

D. STAFF MEMBER COMMENTS

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

E. FUTURE AGENDA ITEMS

No future agenda items.

F. ADJOURN

Meeting adjourned at 9:44 a.m.

APPROVED: