



City of San Antonio

Agenda Memorandum

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

Agenda Date: December 12, 2023

In Control: Ready to Work Advisory Board Subcommittee

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

North San Antonio Chamber Innovation Leadership Lab Marketing Recommendations and 2024 Marketing Strategies and Opportunities.

SUMMARY:

Subcommittee members will discuss potential marketing strategies recommended by Innovation Leadership Lab and brainstorm ideas for other marketing opportunities to consider for 2024.

BACKGROUND INFORMATION:

WDO staff constantly seeks to expand and enhance grassroots outreach efforts to recruit target populations into SA: Ready to Work.

ISSUE:

As marketing experts, the Community Outreach Subcommittee members are invited to provide input on community outreach and marketing strategy, in line with the charge given to them by the Advisory Board.

FISCAL IMPACT:

No fiscal impact of this item.

ALTERNATIVES:

This item is only for briefing purposes.

RECOMMENDATION:

This item is only for briefing purposes.