



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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

**Agenda Date:** December 12, 2023

**In Control:** Ready to Work Advisory Board Subcommittee

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**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.