

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
Meeting Room at Alamo Colleges District Support Office
2222 N Alamo St, San Antonio, TX 78215**

**Tuesday, June 14, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Jerry Graeber
Co-Chair, Doug McMurry
Yadira Gonzales
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Frances Gonzalez
Jason Smith

STAFF PRESENT:

Christina Ramirez, City Attorney's Office
Amy Contreras, Assistant to the Director, Workforce Development Office
Mary Mills, Advisory Board Staff Liaison, Workforce Development Office
Michael Ramsey, Executive Director, Workforce Development Office
Jill Byrd, Senior Public Relations Account Supervisor, Creative Noggin
Krista Medlock, Account Lead, Creative Noggin
Anel Hooper, Media Planner/Buyer, Creative Noggin

A. CALL TO ORDER

Chair Doug McMurry called the meeting to order at 8:38a.m. after quorum was established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Mr. McMurry asked members to review the Community Outreach Subcommittee meeting Minutes of May 10, 2022. Mr. Graeber moved to approve the minutes, and Mr. Flores seconded. The Board voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. Creative Noggin marketing and outreach update

Ms. Medlock began presenting on recent marketing updates. Mr. Ramsey mentioned that 3,200 residents have applied for Ready to Work to date.

Ms. Byrd provided an update on the news organizations present at the Ready to Work Launch Press Conference and discussed the plans on engaging news networks going forward.

Ms. Medlock discussed the new landing page for the Ready to Work website, including the English and Spanish versions and the data analytics available on it. She also showed the promotional posters and VIA bus ads in English and in Spanish. Councilmember Rocha Garcia pointed out that the Spanish translation still needs some work and Ms. Medlock talked about plans to meet and review the needed changes later.

Mr. Graeber asked if there were QR codes for the advertisements. Ms. Medlock answered that there were no QR codes, just a website address, but that QR codes can be added.

Ms. Gonzales suggested that the Ready to Work door hangers be brought to food distribution centers. Councilmember Rocha Garcia also suggested that posters should be brought to free summer school lunch distributions.

Ms. Medlock explained that she is working on a collection of collateral materials to present to potential participants and to employer partners to better target the different audiences for the program. Ms. Medlock then presented the digital ads that will target people that attend the various Ready to Work summer events and how soon data can be pulled from those ads.

Ms. Medlock then demonstrated the various social media accounts that have been created for Ready to Work and how they will be used to connect with employers and participants, give updates on the program, and share the stories of its participants. She also discussed the badges that employers and participants can use on social media to show their affiliation with Ready to Work.

Ms. Gonzales asked if a participant digital badge can be developed for LinkedIn profiles. Ms. Medlock explained that Creative Noggin attempted to develop a participant badge for Facebook, but that the platform no longer allows badges. She said that the team would investigate this functionality for LinkedIn.

Mr. Ramsey suggested that the digital ads should be held until the partner programs are able to finish serving the participants that have already applied.

2. Discussion on Ready to Work Community Ambassador Program

Ms. Contreras presented the various ways community members can get updates on the Ready to Work program and get access to more information on the program so that they can act as ambassadors to their own networks.

3. Discussion and possible action on new Community Outreach Subcommittee member

This item was moved to the top of the agenda.

Councilmember Rocha Garcia motioned for a vote on Amanda Wright joining the Subcommittee. Mr. Graeber seconded and all in attendance approved her nomination.

4. Discussion and Possible Action on Subcommittee Chair's Term

Mr. McMurry suggested that rather than having himself serve as the Chairman of the Subcommittee indefinitely, that the members appoint a new Chair every year. He requested a vote for a new Chair to be added to the agenda for August's meeting.

E. STAFF MEMBER COMMENTS

Mr. Ramsey explained that the 3,200 program applicants are currently being processed and that WDO staff are working to make sure that every person is contacted and is not left with no response for a long period of time. He also explained that during intake, it takes time to assess and determine the best way to proceed for each applicant.

Mr. McMurry asked if there were any concerns with Workforce Solutions Alamo being the last and largest partner to start intake. Mr. Ramsey answered that there are not concerns with WSA currently because he understands that it will take them more time because of their many subcontractors.

Mr. McMurry asked if there are programmatic deadlines for WSA's subcontractors. Mr. Ramsey responded that WSA and its subcontractors are aware of the expectations and deadlines for their deliverables.

Mr. McMurry asked for more information on the July 19th Roundtable on the Justice-Involved community. Mr. Ramsey then explained that over 25 different employers have expressed interest in hiring trainees with former justice involvement. This event will be in partnership with FREED Texas, Chrysalis Ministries, Toyotetsu and Bexar County Reentry.

Councilmember Rocha Garcia mentioned that she had a recent meeting with EZ Expungements and that she will work on inviting them to the July 19th Roundtable

Councilmember Rocha Garcia asked for an update on the number of pledged employers. Mr. Ramsey said that while staff do not currently have the exact number, he believed that it was over 200.

Councilmember Rocha Garcia then asked about engagement with Pre-K 4 SA. Ms. Byrd said that they are working on engaging PreK 4 SA's Parent Café to spread the word about the program.

Mr. Ramsey mentioned that he is currently working to schedule a meeting with Melody Woosley from DHS and Sarah Baray from Pre-K 4 SA on coordinating how to best provide childcare so that there are less barriers to entry for Ready to Work participants.

Mr. Graeber asked if participants had to be citizens of San Antonio. After Ms. Contreras said that participants had to show proof of residency, Mr. Graeber suggested that there also be a time requirement in addition to the proof of residency.

Mr. Graeber asked if Creative Noggin has plans to purchase bus stop advertisements. Ms. Medlock explained that they were too expensive to justify right now, but if their other ads do well, they might be able to get bus stop ads later.

Mr. Graeber suggested getting hospitality employers involved with JobFest 2022.

Councilmember Rocha Garcia asked when the next industry update would be. Mr. Ramsey responded that the Employer Engagement Subcommittee would be reviewing the target industry and occupation lists the following day, June 15th.

Mr. Graeber suggested that in addition to childcare being provided, adult care should be investigated to help remove barriers to entry for participants.

F. Future Agenda Items

No items.

G. Adjourn

Meeting adjourned at 10:00 a.m.