

**SA: Ready to Work Advisory Board
Employer Engagement Subcommittee
Meeting Minutes
City Tower Large Conference Room 10.W1003
100 W Houston Street, San Antonio, TX 78205**

**Monday, July 11, 2022
1:00pm – 2:30pm**

SUBCOMMITTEE MEMBERS PRESENT:

Jennifer Cantu
Daphene Carson
Joseph Garcia
Paul Garza
Jordan Hooten
Ben Peavy
Stephanie Talley

SUBCOMMITTEE MEMBERS ABSENT:

Jarvis Moore
Councilmember Pelaez

STAFF PRESENT:

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

A. CALL TO ORDER

Jennifer Cantu called the meeting to order at 1:01 p.m. after quorum was established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Ms. Cantu asked the members of the committee to review the minutes for April 27th, May 25th, and June 15th. Mr. Peavy made a motion to approve and Ms. Carson seconded the motion. All in attendance were in favor of approving the minutes.

D. INDIVIDUAL ITEMS

1. Introduction of New Subcommittee Members

Ms. Cantu introduced Mr. Garcia from WebHead Tech and Mr. Hooten from BioBridge Global as new members of the Subcommittee.

Mr. Garcia explained his background in marketing communications and how he came to work with WebHead Tech.

Mr. Hooten explained his background in HR and how his drive to help impact his community drove him to his job at BioBridge and towards this Ready to Work Subcommittee.

2. Update on Ready to Work Marketing and Events

Ms. Matta-Barrera presented on how the organization and branding of SAWORX's annual report has changed to the Greater Workforce Outlook. She also updated the group on the Tech Industry Employment & Economic Impact Study by Tech Bloc.

Ms. Matta-Barrera then reported on Ready to Work's presence at the greater:SATX Quarterly Investment Meeting. Mr. Ramsey added that he received positive feedback from the business community at the event.

Ms. Matta-Barrera then presented to the group on the various events and opportunities to engage employers in construction, skilled trades, manufacturing, healthcare, and education.

Dr. Carson mentioned that there is still a lot of potential to engage local school districts. Mr. Ramsey requested assistance from the Subcommittee on recruiting school districts to sign the pledge, since none have signed to date.

Ms. Matta-Barrera presented the 9 new employers that have signed the Employer Pledge since the June 15th Employer Engagement Meeting.

Mr. Peavy suggested that in addition to striving to get more employers to take the pledge, they also conduct engagement surveys to make sure the pledged employers are staying interested in the Ready to Work program.

Ms. Byrd discussed the previous month's Ready to Work media coverage.

Ms. Contreras asked what the Subcommittee thought would be the best way to share Ready to Work's presence in social media spaces. Ms. Byrd answered that the official Ready to Work

accounts should post periodically and then the members of the committee should share those posts around.

Ms. Medlock shared the images from a photoshoot from 3 participants and explained that in addition to imagery, they also interviewed these participants. Ms. Medlock presented the July newsletter and requested feedback. Ms. Medlock showed new door hangers that are being delivered to 95,000 homes and bus advertisements for king buses and explained how the designs have changed based on suggestions from the June meeting.

3. Discussion on Engagement Strategies for Employers

Ms. Matta-Barrera discussed the Manufacturing Industry Collaborative event that was held and how SA WORX has managed to engage large and small employers.

Mr. Peavy added that for this program to be successful, employers must fully integrate Ready to Work into their hiring pipeline to help move entry-level employees higher in the company and replace their jobs with Ready to Work graduates.

Ms. Matta-Barrera shared that employers at the TPM meetings have been very pleased with the second-chance workers, who end up having more skills and better retention rates than other populations and how those employers are encouraging others to hire second chance-residents. She continued by reporting on the TPM Healthcare & Bioscience Collaborative session, where various healthcare employers came together and agreed that their talent pipeline can be streamlined to move people from retail pharmacy jobs to hospital pharmacy jobs.

4. Employer Roundtable (Justice Involved)

Mr. Ramsey mentioned the upcoming employer roundtable featuring how to engage with justice-involved participants.

Mr. Peavy highlighted how the employer roundtables are helping employers in San Antonio to realize that they can all grow together and share ideas rather than push each other away like happens in many other cities.

5. Small Business Update

Mr. Ramsey discussed how Ready to Work is working with smaller businesses to make sure that the program can benefit employers of all sizes.

E. STAFF MEMBER COMMENTS

Mr. Ramsey began by stating that the current number of Ready to Work applicants is great, but mentioned that the two biggest contracted partners, Workforce Solutions and Alamo Colleges, have not built out their staff to process their assigned applicants in a timely manner.

Mr. Peavy added that there should be some sort of surge support team to help move people through case management faster, because people may become unhappy with the pace of the process.

Mr. Ramsey led a discussion on the current challenges with the case management contractors and how they can work on speeding their processes up. Ms. Cantu suggested that a meeting be held with all contractors together so that everyone can get up to speed and help move things along quicker.

Mr. Ramsey presented survey results on employers and job seekers collected from JobFest.

F. Future Agenda Items

No future agenda items.

G. Adjourn

Meeting adjourned at 2:31 p.m.