

**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, July 12, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Yadira Gonzales
Jerry Graeber
Jason Smith
Margaret Smith
Chair, Doug McMurry
Amanda Wright
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Frances Gonzalez

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

Mr. McMurry called the meeting to order at 8:30 a.m. after quorum was established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Mr. McMurry asked the members of the committee to review the minutes for June 14th. Mr. Smith made a motion to approve and Mr. Flores seconded the motion. All in attendance were in favor of approving the minutes.

D. INDIVIDUAL ITEMS

1. Creative Noggin Marketing and Outreach Update

Ms. Byrd summarized the times that Ready to Work appeared in the news during the past month, and Creative Noggin's plans to advertise using social media influencers going forward.

Ms. Medlock presented data points that have been gathered from the Ready to Work website that show how many people visited and how they found the website. Ms. Medlock showed the images from the photoshoot with Project QUEST Ready to Work participants and explained how their testimonies will be utilized in future marketing efforts. She then displayed the first Ready to Work newsletter published for July and discussed how the newsletters moving forward will include information on Ready to Work, its participants, and its partners. Ms. Medlock continued by presenting the new door hangers, bus wraps, and newspaper ads that will be going out shortly and the changes that have been made to them since the last meeting.

2. Discussion on Ready to Work Community of Practice

Ms. Contreras discussed the first Community of Practice meeting held with Jobs For the Future and how they will work to help foster program efficiency and collaboration between the partner agencies going forward.

3. Discussion on Ready to Work Dashboard

Mr. Ramsey presented the new public Ready to Work dashboard with preliminary programmatic data. He also discussed various potential changes that could be made to the dashboard.

Mr. Ramsey asked for feedback on the dashboard, and Mr. Smith suggested that the goals be paired with the real-time data so that it is easier to compare program progress against long-term goals. Councilmember Rocha Garcia suggested that charts be displayed to better compare the goals with the data.

E. STAFF MEMBER COMMENTS

Mr. Ramsey reported that over 3,800 residents have applied for Ready to Work to date. He then discussed the challenges of moving individuals through the participant pipeline in a timely manner, namely delays the partner agencies are experiencing in hiring program staff.

Mr. Ramsey highlighted the great collaboration at JobFest 2022 that helped bring employers together to connect young people with open job opportunities.

F. Future Agenda Items

Mr. McMurry reminded the Subcommittee that at the next meeting, a new person may be voted to serve as Chair for the coming year.

Ms. Wright proposed ensuring that JobFest becomes an annual event, and expanding it to other parts of the city.

G. Adjourn

Meeting adjourned at 9:03 a.m.