

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

**Monday, August 8, 2022
1:00 p.m. - 2:30 p.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Jennifer Cantu
Daphene Carson
Joseph Garcia
Jordan Hooten
Ben Peavy
Stephanie Talley
Councilmember Pelaez

SUBCOMMITTEE MEMBERS ABSENT:

Paul Garza
Jarvis Moore

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

Ms. Cantu called the meeting to order at 1:17 p.m. after a quorum was established.

B. PUBLIC COMMENT

No comments.

C. APPROVAL OF MINUTES

Ms. Cantu asked members to review the Employer Engagement Subcommittee meeting minutes of July 11, 2022. Mr. Peavy requested that in section 3, paragraph 2, the word "replace" be changed to "replenished." Mr. Peavy then made a motion to approve the minutes as amended. Dr. Carson seconded the motion, and the Subcommittee unanimously approved the minutes.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Mr. Ramsey displayed and explained data that has been collected on the Ready to Work participants so far. This data showed how many participants are in each stage of the program and which Ready to Work partner agency is responsible for participants.

Ms. Cantu expressed concern about the amount of people who could not commit or who were dropped from the program. Mr. Ramsey discussed various reasons why this could be happening, what WDO staff are doing to clarify reporting of client outcomes, and how they are working with the partner agencies to decrease this number.

Ms. Talley suggested that the case managers can be more proactive with the participants so that they can reach more applicants despite applicants' busy schedules.

The Subcommittee members suggested various methods to get in contact more reliably with the participants such as texting and registering a phone number with the participant so that the case managers don't appear to be an unknown caller to participants.

Mr. Ramsey presented a chart summarizing which training programs participants have chosen thus far.

2. SA WORX Briefing on Employer Engagement Activities: Pledge Update. TPM Update, Upcoming Events

Ms. Matta-Barrera gave updates on the new employers who have taken the Ready to Work employer pledge and various strategies being utilized to network with other employers who have yet to pledge.

Ms. Matta-Barrera talked about the Talent Pipeline Management gatherings with employers and the information that the employers gave, including challenges with recruiting talent, and work requirements.

Ms. Contreras presented the events that Ready to Work is hosting or attending in the future, what WDO staff plan to do at these events, and how the Board and Subcommittee members engage with these events.

3. Creative Noggin Marketing & Outreach Update

Ms. Medlock presented recent Ready to Work news coverage, bus wraps, door hangers, radio and steaming ads, poster designs, and online ads to the Subcommittee members.

Ms. Medlock discussed the statistics of the different types of ads, geo-targeting campaigns and the traffic to the website due to the digital ads. Ms. Medlock then presented the changes that the Creative Noggin team have made to the advertisements that were suggested by the Subcommittee, including more accurate Spanish translations.

4. Briefing on Apprenticeship Building America Grant

Mr. Ramsey gave a brief summary of the apprenticeship grant WDO was awarded and discussed how the money will be used to fund existing apprenticeship programs and to create new programs.

5. Discussion on Specific Employer Outreach

Item postponed due to time.

E. STAFF MEMBER COMMENTS

Ms. Salazar asked if it would be useful to the members to analyze the pledged employers list to determine industries and key employers not yet represented.

F. Future Agenda Items

No future agenda items.

G. Adjourn

Meeting adjourned at 2:37 p.m.