

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
Meeting Room at United Way of San Antonio and Bexar County
700 S Alamo St., San Antonio, TX 78205**

**Tuesday, November 08, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Jason Smith
Councilmember Rocha Garcia
Amanda Wright
Doug McMurry
Jerry Graeber

SUBCOMMITTEE MEMBERS ABSENT:

Margaret Smith
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
Tracy Marlowe, CEO, Creative Noggin
Maren Minchew, Senior PR Account Supervisor, Creative Noggin
Christi Mott, Brand Strategist, Creative Noggin

A. CALL TO ORDER

Ms. Wright called the meeting to order at 8:34 a.m. after quorum was established.

B. PUBLIC COMMENT

No Comment

C. APPROVAL OF MINUTES

Ms. Wright asked members to review the Community Outreach Subcommittee meeting Minutes of October 11, 2022. The Subcommittee voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. Discussion on Strategies for Targeted Marketing

Ms. Contreras summarized the marketing insights that the WDO team has gleaned after they re-evaluated the Ready to Work marketing strategy with Creative Noggin. She also included each change that is planned for the coming weeks because of these findings.

2. Creative Noggin Community Outreach and Marketing Update

Ms. Marlowe summarized the data that Creative Noggin has collected from the Ready to Work online presence, the reasons for changes in performance, and a few of the optimizations they are looking into because of these changes.

Ms. Marlowe also discussed the findings from the marketing re-evaluation and went into further detail on the exact changes in marketing that Creative Noggin plans on making.

Ms. Wright suggested that Creative Noggin attempt to find people who can give a testimonial for Ready to Work on video because that might be an effective marketing tactic to connect with the program's target audience. She also suggested that the team invite prime partner staff and case managers to provide testimonials, as well as participants.

3. Ready to Work Program Update

Ms. Contreras presented statistics on the number of people in each phase of the program pipeline. This included the program goals for the remainder of the first program year and which trainings participants have chosen so far. She discussed how the presentation of the program data has changed slightly since the last meeting.

The Subcommittee members discussed methods to encourage applicants to follow through with the application and intake process so that the program can put more people on the path to obtaining quality jobs.

4. Discussion on New Community Outreach Subcommittee Member

Ms. Contreras explained that the Subcommittee still has one vacancy and presented some organizations that the current members might be interested in soliciting for a new Subcommittee member. She also invited the members to provide any suggestions for community members that would be helpful to the Subcommittee's charge.

E. STAFF MEMBER COMMENTS

No comments.

F. Future Agenda Items

No Future Agenda Items

G. Adjourn

Meeting adjourned at 9:57 a.m.