

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

**Tuesday, December 6, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Frances Gonzalez
Jerry Graeber
Doug McMurry
Jason Smith
Margaret Smith
Amanda Wright
Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

Juan Antonio Flores

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 comments.

C. APPROVAL OF MINUTES

Ms. Wright asked members to review the Community Outreach Subcommittee meeting Minutes of November 8, 2022. Mr. McMurry motioned to approve the minutes, and Mr. Graeber seconded. The Subcommittee voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Mr. Ramsey summarized the important Ready to Work events in the past month.

Mr. Ramsey then 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. He discussed how the presentation of the program data has changed slightly since the last meeting.

Councilmember Rocha Garcia asked if there was any further data on the people who dropped because they were no longer interested. She asked if this may be because the phone numbers used to contact participants are coming through as spam or unknown callers. Staff mentioned that each applicant receives an introductory email that mentions that one of several agencies may contact the applicant, and that each agency's respective name appears on the recipient's cell phone. For example, Francisco Martinez from Project QUEST explained that a call from Project Quest appears as coming from "Quest", and the partners use multiple outreach methods as required under the contract.

2. Creative Noggin Community Outreach and Marketing Update

Ms. Marlowe explained that Creative Noggin allocated less budget on digital marketing this month as ad space gets more expensive during the holiday season. Because of this, website traffic and impressions did decrease, but Ms. Marlowe explained that should not be a cause for concern.

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

Councilmember Rocha Garcia asked if Creative Noggin has a plan for advertising during the New Year holiday and if they are advertising in City libraries. Ms. Marlowe responded that they have a relatively small-scale New Year's campaign planned, and that the City libraries have received Ready to Work marketing collateral.

3. Discussion and Possible Action on New Community Outreach Subcommittee Member

Ms. Contreras presented the two candidates who expressed interest in the Subcommittee vacancy, Valerie Sanchez and Yousef Kassim, including their experience and qualifications.

The Subcommittee discussed the two candidates, then held a vote on which candidate to recommend to the Advisory Board. Councilmember Rocha Garcia abstained from the vote. 5 Subcommittee members present voted to recommend Ms. Sanchez to fill the immediate vacancy, and to also recommend Mr. Kassim as a reserve candidate in the instance that another vacancy arises within the next year.

E. STAFF MEMBER COMMENTS

Councilmember Rocha Garcia informed the Subcommittee members about important upcoming events in her community and extended an invitation to anyone who wished to attend.

Ms. Contreras presented the upcoming Ready to Work community events planned through the remainder of the year.

F. Future Agenda Items

No future agenda items.

G. Adjourn

Meeting adjourned at 9:43 a.m.