



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: {{item.number}}

Agenda Date: March 24, 2022

In Control: Ready to Work Meeting

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Introduction of Creative Noggin as SA: Ready to Work marketing contractor, and presentation of strategic plan for program marketing.

SUMMARY:

A representative from Creative Noggin will introduce the agency and team, and will present on SA: Ready to Work marketing strategies planned to date.

BACKGROUND INFORMATION:

The City selected Creative Noggin to execute marketing for SA: Ready to Work after a Request for Proposals. As part of its contract, Creative Noggin is required to attend quarterly Advisory Board meetings and to update the Advisory Board of its efforts.

ISSUE:

This item will inform the Advisory Board on the marketing to be done for SA: Ready to Work, in line with their charge of promoting the program as community ambassadors.

FISCAL IMPACT:

This item is only for briefing purposes.

ALTERNATIVES:

This item is only for briefing purposes.

RECOMMENDATION:

This item is only for briefing purposes.