



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: August 8, 2022

In Control: Ready to Work Advisory Board Subcommittee

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Creative Noggin update on SA: Ready to Work community outreach and marketing.

SUMMARY:

Creative Noggin staff members will provide an overview of SA: Ready to Work community outreach and marketing efforts.

BACKGROUND INFORMATION:

The City selected Creative Noggin to perform Community Outreach and Marketing Services. The Employer Engagement Subcommittee has requested briefings on their recent work at each meeting, to help them better amplify the Ready to Work message through media and events.

ISSUE:

This Subcommittee is charged with fostering support of the Ready to Work program among local employers. Employers are a key audience for the program's marketing and outreach efforts.

FISCAL IMPACT:

No fiscal impact of this item.

ALTERNATIVES:

This item is only for briefing purposes.

RECOMMENDATION:

This item is only for briefing purposes.