



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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

**Agenda Date:** August 16, 2022

**In Control:** Ready to Work Meeting

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**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. They present periodic updates on their work to the Advisory Board to help them better amplify the Ready to Work message through media and events.

**ISSUE:**

One charge of the Ready to Work Advisory Board is to act as community ambassadors for the program. Media, marketing, and community outreach are all tools the members can use to represent the program to the public.

**FISCAL IMPACT:**

No fiscal impact of this item.

**ALTERNATIVES:**

This item is only for briefing purposes.

**RECOMMENDATION:**

This item is only for briefing purposes.