



MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Workforce Solutions Alamo
100 N. Santa Rosa, Suite 101
San Antonio, TX 78207
September 17, 2020
9:00AM

BOARD MEMBERS:

JUAN SOLIS III, CAROLYN KING, JOHN BLAYLOCK, JAMIE ALLEN

ABSENT: DR. BURNIE ROPER, DR. MARK NIEDERAUER

WSA STAFF MEMBERS:

ADRIAN LOPEZ, LOUIS TATUM, ELIZABETH EBERHARDT, LINDA CANIZALES,
RACHEL COCHRAN, LINDA MARTINEZ, DR. ANDREA GUAJARDO, LAVONIA HORNE-
WILLIAMS, TONY MARTINEZ

PARTNERS:

POOJA TRAPATHI

GUESTS:

JONATHAN GURWITZ (KGB), CARLOS DELEON (KGB)

AGENDA

Agenda items may not be considered in the order they appear.

Citizens may appear before the Committee to speak for or against any item on the Agenda in accordance with procedural rules governing meetings. Speakers are limited to three (3) minutes on each topic (6 minutes if translation is needed) if they register at the beginning of meeting. Questions relating to these rules may be directed to Linda G. Martinez at (210) 581-1093.

To protect the health of the public and limit the potential spread of COVID 19 as directed by Governor of Texas, Bexar County and City of San Antonio, WSA will hold this meeting via videoconferencing. The meeting will be held in compliance with the suspended provisions of the Texas Open Meetings Act. For those members of the public that would like to participate, please call toll-free 1-877-858-6860, which will provide two-way communications through a speaker phone. For additional information, please call Linda G. Martinez, (210) 581-1093.

I. CALL TO ORDER AND QUORUM DETERMINATION

Presenter: Mr. Juan Solis, III, Chair

TIME: 9:00 AM

II. ROLL CALL

Presenter: Mr. Juan Solis, III, Chair

No conflicts of interest

III. PUBLIC COMMENT

Presenter: Mr. Juan Solis, III, Chair

No public comments

IV. DECLARATIONS OF CONFLICT OF INTEREST

Presenter: Mr. Juan Solis, III, Chair

V. DISCUSSION AND POSSIBLE ACTION REGARDING PREVIOUS MEETING MINUTES – JUNE 3, 2020

Presenter: Mr. Juan Solis, III, Chair

MOVED BY ___ Carolyn King _____ SECOND BY ___ John Blaylock _____

VI. Briefing: Communications & Marketing- UPDATE

Presenter: Jonathan Gurwitz, Vice President, KGBTexas Communications

-Reviewed 30-90-day objectives: Define and develop WSA key messaging, engage key stakeholders, promote WSA programs and services as well as develop and launch COVID-19 workforce campaigns.

-May-August earned media included \$53k in advertising value, \$159k editorial value and received 14M impressions

-May Highlights included Texas Public Radio panel discussion, KABB media coverage on Focus on South Texas, San Antonio Business Journal feature on Dept. of Labor grant announcement, KABB, Spectrum and WOAI coverage on PPE distribution. Job online resource listings posted on Seguin Gazette, Wilson County News, Fri-Nueces Current, Herald-Zeitung, Fredericksburg Standard and Kerrville Herald.

-June Highlights included KLRN interview for On the Record, San Antonio Report coverage on target industries, job opportunities and training programs. Univision virtual town hall on job opportunities, training programs and support services such as childcare which produced 92,000 views and was established as the most successful town hall to date. This prompted interest from Telemundo.

-July Highlights included KSAT client success story features. Additionally, Univision, Telemundo, La Prensa, Wilson County and Pleasanton Express covered Women's Entrepreneurship program. San Antonio Report feature on Port SA training center. Second Telemundo virtual town hall took place.

-August Highlights included KSAT media coverage on unemployment disparities and La Prensa byline on client success story.

-Shared informational flyers, industry fact sheets and re-opening signage

- TV Partnerships with KSAT and KWEX to include paid media tv spots featuring Adrian Lopez, Juan Solis III and Judge Nelson Wolff in both English and Spanish

-Paid media on KCHL, KROM, KVBH and KXXM radio stations

-Implemented neighborhood posters and interior bus cards

-Media print in the San Antonio Observer and La Presna

-Juan Solis III: Two things that affect people's perception of us is people thinking we are TWC and not understanding our function or role. We need to further educate government officials and the public about what it is we do and who it is we serve. We have to better define ourselves.

-Jamie: Requesting clarification on A.C.T Now program. Juan Solis III: The city and county are two separate contracts and campaigns. The county was moving faster on the project and city has longer term goals. County contract possibly ending by December 2020. City/WSA contract ends 2021.

While initially recommended as a partnership, is not a co-branded effort. The city has moved to an individual initiative called Train for Jobs SA.

- VII. Briefing: New Staff Introduction & Website- UPDATE
 Presenter: Linda Canizales, Public & Government Relations Coordinator and Rachel Cochran, Digital Marketing Specialist
- Launched new website about six weeks prior. Added county and city imitative program information links to home page.
 - Added several call to actions to new website; start now, register now, links to virtual orientations via Eventbrite.
 - Highlighted targeted top career industries visually.
 - Included Google translation widget
 - Improved Google Analytics tracking
 - Juan Solis III: inquired about searching for website via Google and how to move up in search results. Jamie Allen: SEO is increased heavily through content key words. Rachel Cochran will provide plan at next meeting.
 - Jamie Allen: Recommends buying a secondary domain to redirect to our homepage such as Act Now
 - Juan Solis III: Requesting a meeting every quarter to discuss regular maintenance.
 - Social media current metrics:
 - Facebook: 4,860 (+245 from June)
 - Instagram: 553 (+116 from June)
 - LinkedIn Company Page: 494 (+64 from June)
 - LinkedIn Person Page: 7,132 (+81 from June)
 - Twitter: 1,418 (+50 from June)
 - Created new Instagram for youth followers with 100+ followers
 - Automating via HootSuite
 - Jamie Allen: Recommending separate committee meeting for social media training
 - Social media posts drive users to calendar.
- VIII. Briefing: Outreach Plan for City and County Initiatives
 Presenters: Jonathan Gurwitz, Vice President, KGBTexas Communications & Linda Canizales, Public & Government Relations Coordinator
- Reviewed marketing & communications budget:
 - Bexar County: \$300,000 (projected) / 9/4/2020-11/30/2020
 - COSA: \$200,0000 (projected) / 9/14/2020-12/20/2021
 - Project & Event Marketing: \$50,000 (projected) / 10/1/2020-10/1/2021
 - KGB: \$30,000 (projected) / 10/2019-9/2020
 - KGB: \$80,000 (projected) / 7/2019-9/2020
 - WebHead: \$50,000 (projected) / 3/2020-3/2021
 - Jamie Allen: Clarified amount paid to WebHead / Adrian Lopez: They were paid closer to \$100k.
- IX. Briefing: Marketing & Communications Moving Forward
 Presenter: Linda Canizales, Public & Government Relations Coordinator
- Goals and Objectives: get people connected to in-demand jobs, paid work opportunities and training.
 - Target Audiences: Jobs affected by COVID-19, job seekers, employers and training providers, grant specific target audiences
 - Resources: Staff, employers, community partners, non-profits, academia, military organizations and vendors
 - Message Distribution: Social media, emails, public relations, robocalls and phone calls
 - Evaluation: Analytics- referral source, frequency, contact platform and reach
 - Benchmarks for Success: updating policies and procedures, internal processes, addressing staff shortages, taking lead on own story, increasing brand and strategies.
 - 13,000 robocalls went out as a pre-trial with another 20,000 going out in the next few weeks to those on probation/parole.
 - Cultivate relationships with stakeholders, city officials, partners, non-profits and those we serve.

X. CEO Report
Presenter: Adrian Lopez, CEO
-None

XI. Chair Report
Presenter: Mr. Juan Solis, III, Chair
-None

XII. Executive Session: Pursuant to Chapter 551 of the Texas Open Meetings Act, the Committee may recess into Executive Session for discussion on any issue for which there is an exception to the Act as set out in section 551.071 et. seq. including, but not limited to, the following:

- a. Government Code §551.072 – Discussions Regarding Purchase, Exchange, Lease, or Value of Real Property if Deliberation in an Open Meeting Would Have a Detrimental Effect on the Position of Workforce Solutions Alamo in Negotiations with a Third Party;
- b. Government Code §551.071 - All Matters Where Workforce Solutions Alamo Seeks the Advice of its Attorney as Privileged Communications under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas:
- c. Pending or Contemplated Litigation; and
- d. Government Code §551.074- Personnel Matters involving Senior Executive Staff and Employees of Workforce Solutions Alamo.

XIII. Adjournment
Presenter: Mr. Juan Solis, III, Chair
TIME: 10:27 AM
MOVED BY _Jamie Allen_____ SECOND BY _Carolyn King_____

N:\CORP\FBB\WSA\AGENDA\Comm Mtg Agenda template.docx

Workforce Solutions Alamo is an equal opportunity employer/program. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids, services, or special accommodations should contact Linda G. Martinez at (210) 272-3250 so that appropriate arrangements can be made. Relay Texas: 1-800-735-2969 (TDD) or 711 (Voice)