



MARKETING & COMMUNICATIONS COMMITTEE

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

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

II. ROLL CALL

Presenter: Mr. Juan Solis, III Chair

III. PUBLIC COMMENT

Presenter: Mr. Juan Solis, III Chair

IV. DECLARATION 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

VI. BRIEFING: COMMUNICATIONS & MARKETING- STRATEGIC PLAN UPDATE

Presenter: Jonathan Gurwitz, Vice President, KGBTexas Communications

VII. BRIEFING: NEW STAFF INTRODUCTIONS & WEBSITE UPDATE

Presenter: Linda Canizales, Public and Government Relations Coordinator and Rachel Cochran, Digital Marketing Specialist

VIII. Briefing: OUTREACH PLAN FOR CITY AND COUNTY INITIATIVES

Presenters: Jonathan Gurwitz, Vice President, KGBTexas Communications & Linda Canizales, Public & Government Relations Coordinator

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 Martinez at (210) 581-1093 at least two (2) working days prior to the meeting, so that appropriate arrangements can be made. Relay Texas: 1-800-735-2989 (TDD) or 1-800-735-2988 (Voice).

IX. BRIEFING: MARKETING & COMMUNICATIONS MOVING FORWARD

Presenter: Linda Canizales, Public & Government Relations Coordinator

X. CEO REPORT

Presenter: Adrian Lopez, CEO

XI. CHAIR REPORT

Presenter: Mr. Juan Solis, III, Chair

- 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



MEETING MINUTES

Workforce Solutions Alamo

Marketing and Communications Committee

Wednesday, June 3, 2020 at 9:00 AM

Workforce Solutions Alamo, 100 N. Santa Rosa, Suite 101, San Antonio TX 78207

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.

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WSA BOARD ATTENDEES: Juan Solis, III, Dr. Mark Niederauer, Carolyn King, Jamie Allen, Dr. Burnie Roper-called in

WSA STAFF ATTENDEES:
Adrian Lopez, Mark Milton, Louis Tatum, Dr. Andrea Guerrero-Guajardo, Tiffany Harris, Linda G. Martinez, Rachel Cochran, Ricardo Ramirez, Tony Martinez, Gino Morin

WSA CONTRACTOR STAFF:
Melissa Sadler-Nitu, Manuel Ugues, Gabriela Horbach

LEGAL COUNSEL:
Frank Burney

PARNTERS:
David Meadows, Pooja Tripathi, Diane Rath

GUESTS:
Carlos De Leon, Jonathan Gurwitz, Jessica Serna, Janie Gonzalez, Silver Vasquez

- I. Call to Order and Quorum Determination
The meeting was called to order by Mr. Juan Solis, III, Chair at **9:04AM** and Quorum was met.
- II. ROLL CALL Presenter: Mr. Juan Solis, III, Chair
- III. Public Comment
Presenter: Juan Solis, III, Chair

There were no Public Comments

IV. Declarations of Conflict of Interest

Presenter: Chair Solis, III, Chair

There were no conflict of interests declared.

V. DISCUSSION AND POSSIBLE ACTION REGARDING PREVIOUS MEETING MINUTES – MARCH 13, 2020

Presenter: Mr. Juan Solis, III, Chair

MOVED BY Jamie Allen SECOND BY Carolyn King

VI. Briefing: Website Update (recording time: 04:46)

Presenter: Janie Gonzalez, CEO, WebHead

- WSA New Site. Move from brochure site to modern design capturing user data using business intelligence.
- Goal is to make it easy for clients to visualize what career path they would like to navigate into
- Display top career industries.
- Navigation-friendly/user ability
- Landing page is focused on content, structure, flow, and function
- Secondary landing page provides additional information for job seeker, employer, or training; will provide better customer engagement
- Goal is to focus on interactive features to provide instant information connecting internal WSA staff and center staff
- Statics show what WSA is above average on key performance indicators, above industry standards
- Ms. Gonzalez also provided WSA New Site breakdown:
 - Complete Public Facing Site
 - Refine Site Map for Expedite Launch
 - Complete Features and Functionality Highlighted
 - Procure Premium Widget (chat bot, job view, search, Data/Viz., etc.)
 - Copy editing, copy writing and placement
 - Agree of Phase 2 deliverables
- WSA New Site- Constraints
 - Segment attention to all WSA key personnel and stakeholders
 - WSA key personnel are busy to elicit detailed requirements for functions
 - Identify additional product requirements features
 - Duplication of efforts, decisions to procure other solutions that may affect current development efforts
 - Agile sprint development to meet fast track Phase 1 timeline
- WSA New Site- Boundaries
- Phase 1 will meet high level requirements for programs services, youth, data/Viz, virtual WSA center section and private portal need more planning
- WebHead will deliver their solution in phases to maximize WSA investment
- Partner- Diane Rath asked question: Concerned there is no link for Youth or Child Care, one of our largest funding sources. Is there a plan to include a link at some point?
- Ms. Gonzalez reply: Every service program will have a landing page with at least a Contact Us link. WSA existing site, WebHead will clean it up/massage it
- Jamie Allen asked question regarding ADA compliance
- Ms. Gonzalez replied: first site will have level one granted as we remediate it as part of the website maintenance

VII. Briefing: Communications & Marketing (recording time: 28:42)

Presenters: Johnathan Gurwitz, Vice President, KGBTexas Communications, Silvestre Vasquez, Quatro Strategic Solutions, Neil Schneuker, Executive Assistant to Katie Harvey & Special Projects Manager, KGBTexas Communications

-2020 Highlights; CEO Positions, Stakeholder Engagement, Rural Outreach, Program Engagement, COVID-19 Responses

- KGBTexas promoted WSA programs and services both in Bexar County and outlying counties. We had a proactive strategy with the media to control the narrative of the new WSA

- Due to COVID-19, KGB had to pivot and shift to the crisis response, dealing with closing of the facilities, moving to online services, and ensuring that people knew how to see the assistance they needed from WSA. And now we are at a point that we are moving into recovery, shifting focusing on WSA as the lead agency for jobs and for careers.

-YTD Earned Media Update: Ad Value \$141K, Editor Value \$425K, Impressions 37 million people

-Facebook Live Event with the City & County and had an interview with Texas Public Radio

-April stories: highlighted critical services that WSA was providing during the COVID crisis, specifically in relation to childcare assistance that was featured in the Business Journal; KSAT12 news story and New Braunfels Harold news article features

- May stories, features: KABB29, WOAI radio and Texas Radio interviewed Adrian

- WOAI radio also interviewed Adrian regarding PPE giveaway

- First town hall in Spanish in May on Univision via Facebook Live

- 2020 strategic plan:

- Short term objectives (June – Aug): Increase awareness and participation in WSA programs. Create awareness of WSA programs and services by providing meaningful employment opportunities across Bexar County and the 13-county region. Expand partnerships with public & private agencies in the region to gain buy-in, fill service gaps and foster collaboration

Short Term Strategies:

- Position WSA as the lead agency for job seekers and career development
- Become active in networking organizations that cater to key industries
- Drive engagement and participation among clients using targeted paid media and social
- Long term objectives (Sept-Dec): Create awareness of WSA efforts to identify and respond to the structural changes in the economy.
- Understanding the perspectives of and engage all stakeholders) e.g. employers, elected officials, business organizations, research institutions and community) regarding the structural changes in the economy
- Expand reach and services to core-constituency in affected industries.

- 30-day tactics:

- Hold strategic planning session with key leadership wk of 6/22
- Conduct quantitative research to gauge an understanding of current brand perceptions, key barriers/drivers and identify messaging opportunities under current economic climate
- Develop and build a unified messaging platform for all communications:
 - Establish brand guidelines
 - Brand narratives & unique value propositions
 - Elevator speech
 - Fact sheets
 - Support materials
- Develop campaign for “Job Jumpstart”. This is how WSA will employ the resources that eh City and County will be providing to WSA. This will build the idea of the competency of the agency developing jobs and careers.
- Include relevant and timely content on social media channels

- 60-day tactics:

- Coordinate townhall opportunities with elected officials, targeted business advocacy organizations, local chambers, community resources organizations, educational/research organizations in Bexar and rural communities.
- Continue with proactive PR efforts including desk side chats with local reporters, television and news radio to articulate the foundational role of WSA within the community, op-ed articles on key topics; support of grant awards
- Communicate the WSA brand story and success; develop a series of videos that capture the benefits of partnering with WSA.
- Continue to host virtual job fairs and provide online resources to job seekers

- 90-day tactics:

- Launch "Job Jumpstart" a comprehensive advertising campaign to promote WSA as the leader in jobs and career search across TV, radio, digital/search, and print outlets
- Identify local influencers, elected officials, and businesses with large social media followings to push messaging and content to key target audiences
- Use video testimonials of job seekers who have gone on to great careers in San Antonio and employers who have found employees they need by using WSA in paid ads or in sponsored content
- Host Chamber of Commerce sessions and participate on panels about workforce and career development.
- Longer term:
 - Position WSA leadership as experts in San Antonio and Bexar County and regional workforce solutions
 - Collaborate with business organizations to identify growth opportunities within the workforce
- 120+ day tactics:
 - Host "State of the Workforce" panel discussion and invite industry executive from various sectors including K-12, higher ed, labor unions, and other non-profits
 - Develop white papers for distribution that highlight thought leadership from key executives
 - Continue proactive media relations to keep WSA narrative top of mind with reporters
 - Coordinate with advisory council to advise on changes within the industry
- Key Performance Indicators (Measuring success):
 - Website traffic (Bexar)
 - Social media reach and engagement (Bexar)
 - Number of client inquiries (Bexar)
 - Improved SEO ranking (Bexar)
 - Media value (Bexar)
 - Local outreach and feedback (Rural)
- Next steps
 - Gain alignment on approach recommendations
 - Schedule strategy session for week of June 22nd
 - Field research week of June 22nd
 - Chair Solis comment: I envision this progressing as KGB being the umbrella organization including WebHead, WSA staff, contractors and when they have a marketing need, should be funneled up thru our WSA staff then to KGB to be able to address whatever may be needed. The marketing arm should be able to take care of that, that is the role of KGB.
 - Jamie Allen asked: What tools does KGB use to capture and measure media value?
 - Carlos DeLeon replied: KGB uses multiple monitoring tools, Talk Walker, a suite of LexisNexis that helps monitor social media. KGB is using a multi prong approach to capture everything that pops up on broadcast, print, radio, and/or social media

VIII. Briefing: Social Media & Website Reports (recording time 59:17)

Presenter: Rachel Cochran, Digital Media Specialist

- Website Analytics via WIX. 50,000 visits. Trend less engagements on the weekends. Most people coming to the website have gone directly to the website.
- 15,000 from search engines & referrals
- May 3: Worked with WebHead to establish Google Analytics
- Top 5 Pages: Home Page/Childcare Services/Childcare/ Job Seekers/Jobs Now
- Social media platforms utilized are Twitter, LinkedIn, Instagram, and Facebook
- Most reach has been organic (not paid)
- Social media follower metrics- largest on FB
 - Facebook followers: 4,606
 - Instagram followers: 437
 - LinkedIn followers: 430 as company page, 7,051 as Person page
 - Twitter followers: 1,368
- Large reach in April and May
- No paid advertising on LinkedIn
- Shared community resources on Twitter
- Ms. Gonzalez stated: Opportunity- Campaign for at home working moms needing childcare

IX. Chair Report

Presenter: Mr. Juan Solis, III, Chair

No report

X. CEO Report (recording time: 01:14:08)

Outreach plan for City and County Initiative Outreach plan for Dislocated Workers

Presenter: Adrian Lopez, CEO

- City and County will be investing approximately \$100,000,000 into workforce development, utilizing CARES funds

-Provide opportunity for unemployed residents and increase educational alignment, secure hard and soft skills, participate in work experience and on the job training, and positively affect the overall employability to increase resident changes of securing a job beyond the pandemic

- Develop Sector Based Model that systematically integrates the workforce ecosystem.

- Utilize unrestricted funds to provide education/training and wrap around services to lead to positive long-term employment outcomes.

-Strategies: Training/ HS or equivalent, Completion / Vocational Training / Job Readiness / Professional Level Training / Work Experience / Job Matching

-Social Media/Robocalls/Targeted Marketing

-Alamo Colleges Solutions for Community /Programs

- Chair Solis commented: We are involving the messages. We are controlling to the best of our ability our narratives and defining ourselves as we move forward.

XI. **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.**

XII. Adjournment

Time: 10:27am

Presenter: Mr. Juan Solis, III, Chair

MOVED BY Jamie Allen SECOND BY Dr. Mark Niederauer

MEMORANDUM

To: Marketing & Communications Committee

From: Adrian Lopez, WSA CEO

Presented By: Jonathan Gurwitz, Vice President of KGBTexas Communications; Linda Canizales, Public and Government Relations Coordinator and Rachel Cochran, Digital Marketing Specialist

Date: September 17, 2020

Subject: Communications and Marketing Updates

Summary: This item is to provide an update on the short- and long-term strategic plan presented by KGB, an update on our website, and introduce new staff and department goals.

Analysis: With the assistance of KGB and Webhead, WSA has adapted new messaging and strategies to create brand awareness and expand our service reach.

Alternatives: None

Fiscal Impact: The fiscal impact incurred for the development of a new website and marketing strategies to address changing needs of job seekers and employers. Costs will be minimized by the addition of two new staff members which has resulted in a fiscal impact of \$255,000 for FY 2020. This total includes professional services of approximately \$235,000 and \$20,000 of personnel costs in FY 2020.

Recommendation: None

Next Steps: Follow up meeting to discuss and approve internal marketing and communications plan.

New Staff Introductions & Website Update

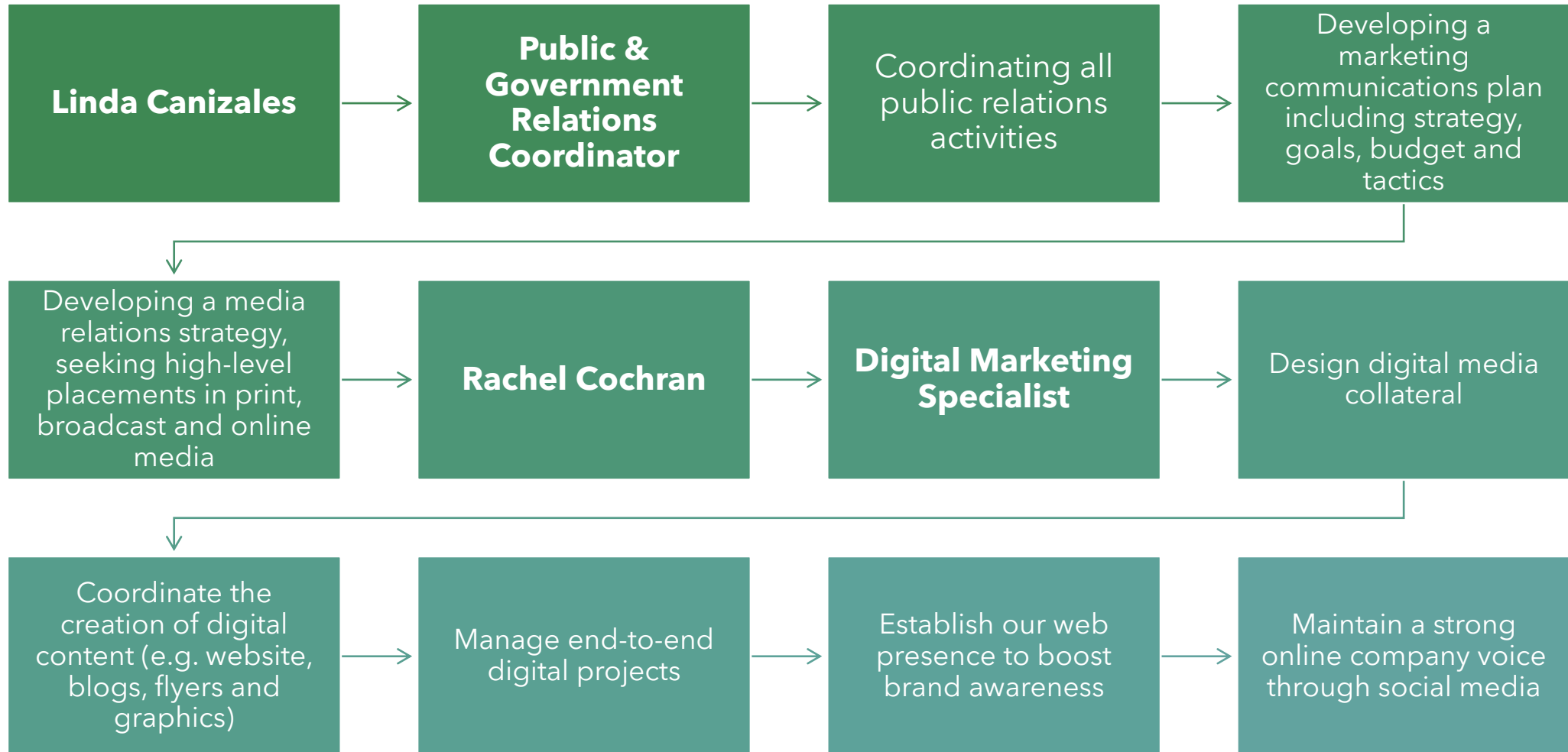
Linda Canizales, M.A.

Public & Government Relations Coordinator

Rachel Cochran

Digital Marketing Specialist

Roles & Responsibilities

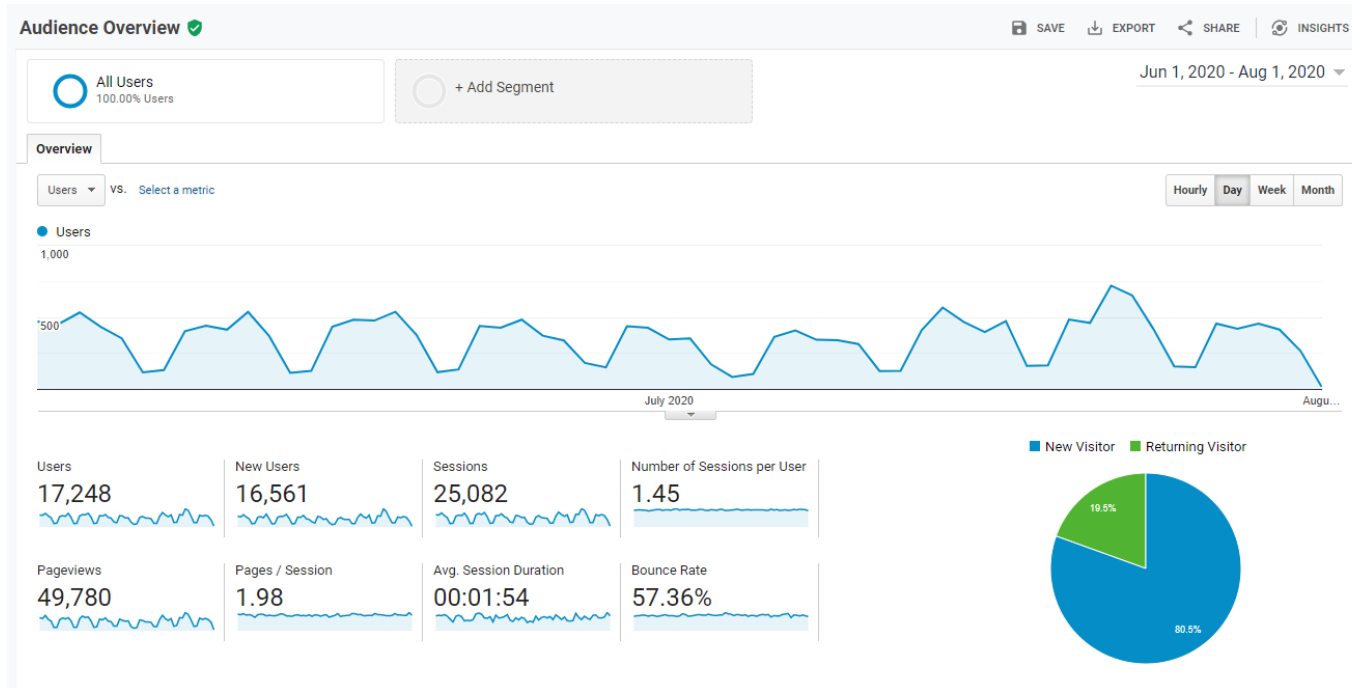


Website Update

- Key Functions
- Analytics
- www.workforcesolutionsalamo.org



Old Website Analytics



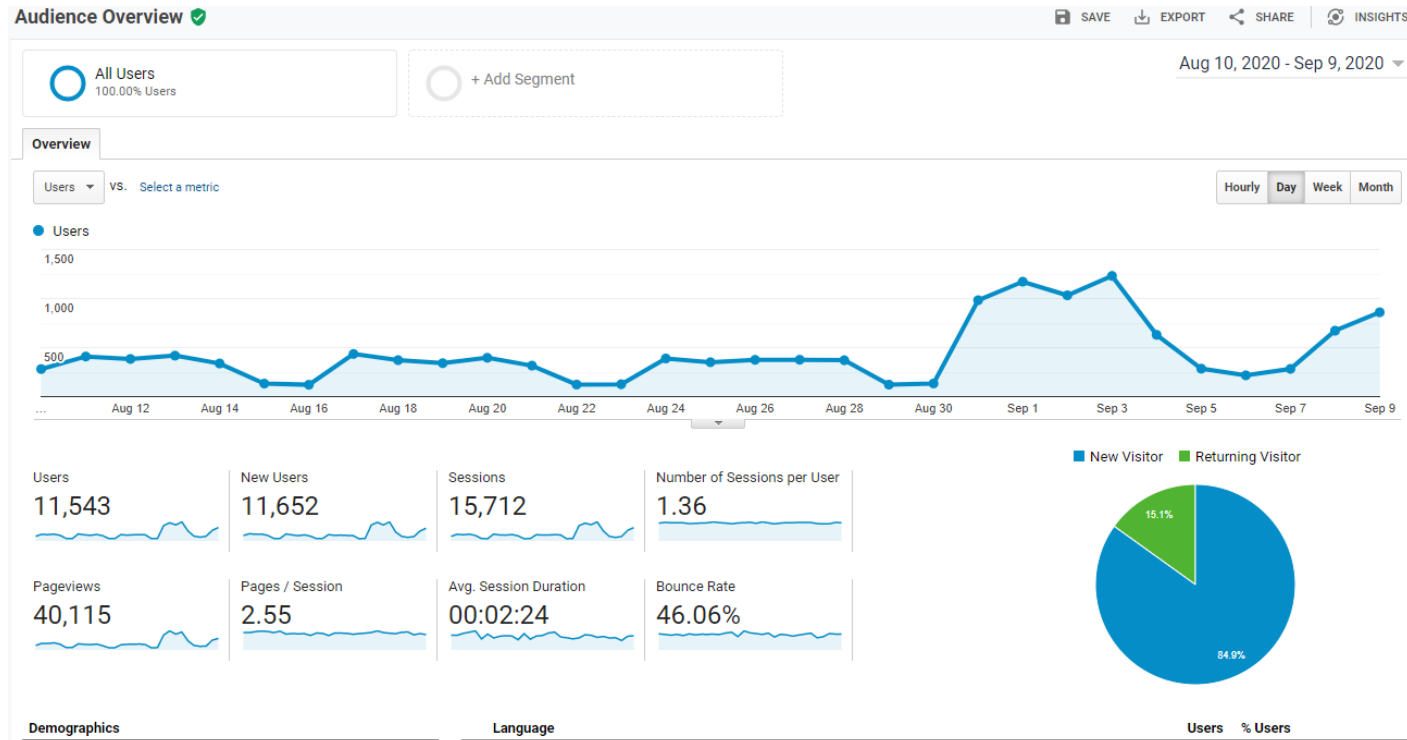
June 1 – August 1

Average amount of users on old site was about 400 on weekdays from June 1st through August 1st.

Top 5 Pages

- 1.Home page
- 2.Childcare
- 3.Childcare Services
 - 1.Page in banner for COVID-19
- 4.Job Seekers
 - 1.Page in banner for COVID-19
- 5.Jobs Now

New Website Analytics



August 10 - September 9

With only a month of data to analyze the average before August 30 of users was comparable to old site. However, there are notable changes of user behavior.

Top 5 Pages

1. Home page
2. Job Seekers
3. Calendar
4. Top Industries
5. Career Center Locations

Key Functions of New Website

Simple: The new website was designed by the vendor with the intention to be simple to our clients. We simplified copy and strived for a clean design that is user friendly.

More Calls to Action: Drives users to the information sessions, to fill out forms (COSA, Bexar County,) to sign up for events (calendar integration.)

Targeted Industries: On the old Wix website the targeted industries were only available via a spreadsheet. Now they are laid out with pictures to be easy to understand.

Accessibility & Language: The new website was designed to be accessible and has a language plugin for greater access.

Key Functions of New Website

Adaptable: WSA is now using WordPress instead of Wix. Additional functionality can be added via new widgets as needed in the future.

More Calls to Action: Both the COSA and Bexar County pages have fillable forms built in to collect data, as well as the sign up for newsletter widget and increased use of website being built out for each virtual job fair event.

Targeted Industries: On the old Wix website the targeted industries were only available via a spreadsheet. Now they are laid out with pictures to be easy to understand.

Social Platforms Current Metrics

- Facebook – 4,860 Followers (+245 from June)
- Instagram – 553 Followers (+116 from June)
- LinkedIn – 494 Followers as Company Page (+64 from June)
- LinkedIn – 7,132 as “Person” Page (+81 from June)
- Twitter – 1,418 Followers (+50 from June)

Facebook	Instagram	LinkedIn	Twitter
4,860	553	494 / 7,132	1,418

*Metrics current as of September 10, 2020.

Social Media and New Website Integration

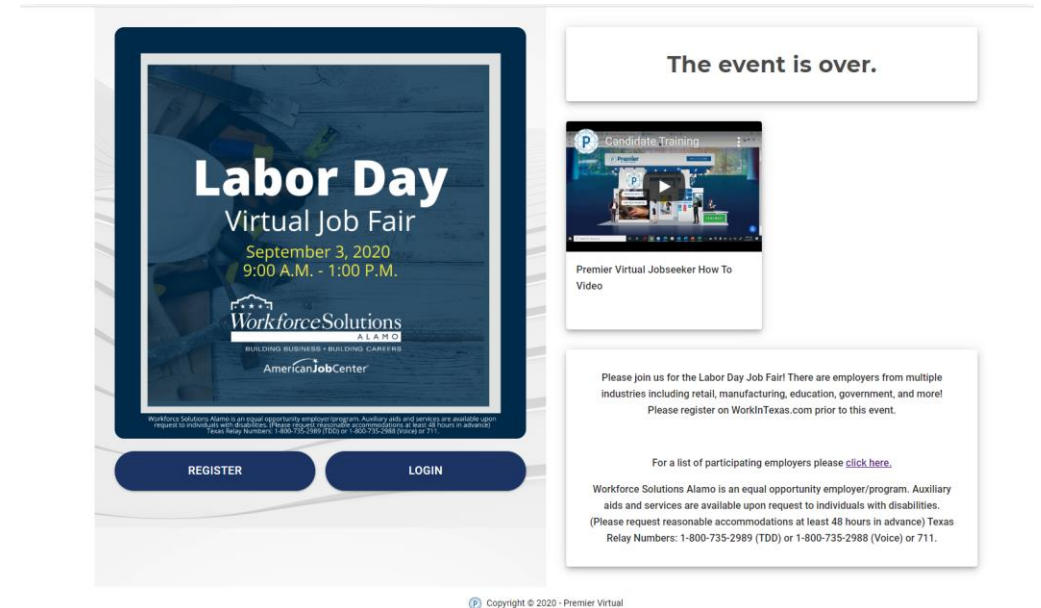
- The new website is key in new strategies of supporting our Premier Virtual Job Fairs.
- A calendar entry page is created, and the social media posts drive the user to the calendar page.
- The calendar page has both the jobseeker and employer link with more information about the event.



Facebook



Event Calendar Listing



Virtual Job Fair Software

Marketing & Communications Budget

Project	Projected	Start Date	End Date	Actual Cost
Bexar County	\$300,000	9/4/2020	11/30/2020	
City of San Antonio	\$200,000	9/14/2020	12/20/2021	
Project & Event Marketing	\$50,000	10/1/2020	10/1/2021	
KGB	\$30,000	10/2019	9/2020	
KGB	\$80,000	7/2019	9/2020	
WebHead	\$50,000	3/2020	3/2021	

Marketing & Communications Moving Forward

Linda Canizales, M.A.

Public & Government Relations Coordinator

Rachel Cochran

Digital Marketing Specialist

Outreach Plan for City & County Initiatives

Goals & Objectives: To get people connected to in-demand jobs, paid work opportunities and training

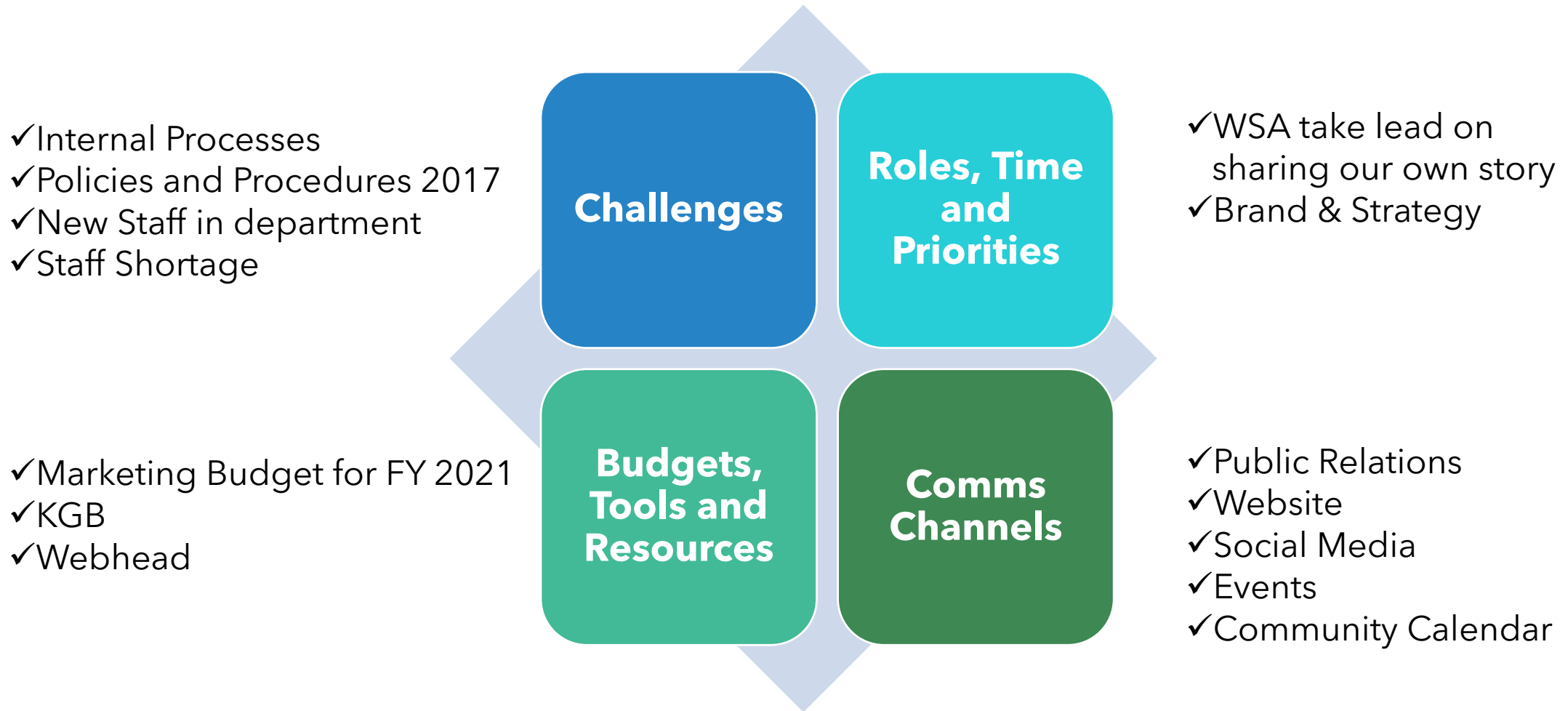
Target Audience (s): People whose jobs were affected by COVID-19, job seekers, employers and training providers, and grant specific target audiences

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



Thank you & QA

Linda Canizales, M.A.

Public & Government Relations Coordinator

lcantales@wsalamo.org

Rachel Cochran

Digital Marketing Specialist

rcochran@wsalamo.org

MEMORANDUM

To: Marketing and Communications Committee

From: Adrian Lopez, WSA CEO

Presented By: Jonathan Gurwitz, Vice President of KGBTexas Communications
Linda Canizales, Public and Government Relations Coordinator
and Rachel Cochran, Digital Marketing Specialist

Date: September 17, 2020

Subject: Outreach Plan for City and County Initiatives

Summary: This item is to provide an update of the City of San Antonio and Bexar County Outreach Initiatives.

Analysis: KGBTexas and WSA staff have collaborated to create a marketing and communications plan for the city and the county to include media, radio, advertising, and community outreach to spread the message to targeted audiences and increase participation.

Alternatives: None

Fiscal Impact: The fiscal impact incurred includes professional services and marketing services of approximately \$500,000 beginning September 2020 through December 2021.

Recommendation: None

Next Steps: A follow up meeting will be scheduled to evaluate progress, measure analytics, and discuss deliverables.