



EXECUTIVE COMMITTEE MEETING

Workforce Solutions Alamo
100 N. Santa Rosa, Suite 101
San Antonio, TX 78207
June 3, 2020
9:00 AM

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). Speakers are encouraged to register at the beginning of the meeting. Questions relating to these rules may be directed to Linda Martinez at (210) 272-3250.

- I. Call to Order and Quorum Determination
Presenter: Chair Solis
- II. Roll Call
Presenter: Chair Solis
- III. Public Comment
Presenter: Chair Solis
- IV. Declaration of Conflict of Interest
Presenter: Chair Solis
- V. Discussion and Possible Action Regarding Previous Meeting Minutes -March 13, 2020 3
Presenter: Chair Solis
- VI. Briefing: Website Update
Presenter: Janie Gonzalez, CEO, WebHead
- VII. Briefing Communications & Marketing 7
Presenters: Johnathan Gurwitz, Vice President, KGBTexas Communications,
Silvestre Vasquez, Quatro Strategic Solutions,
Neil Schneuker, Executive Assistant to Katie Harvey & Special Projects Manager,
KGBTexas
Communications
 - a. Marketing/Communications Update 30
Presenter: Janie Gonzalez
- VIII. Briefing: Social Media & Website Reports 31
Presenter: Rachel Cochran
 - a. Social Media and Website Reports 46
- IX. Chair Report

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) 272-3250 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).

Presenter: Chair Solis

X. CEO Report

Presenter: Adrian Lopez

- a. Outreach Plan for City and County Initiatives
- b. Outreach Plan for Dislocated Workers

60

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

Presenter: Chair Solis

MEETING MINUTES

Workforce Solutions Alamo

Marketing and Communications Committee

Friday, March 13, 2020 at 9:30 AM

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

ATTENDEES:

Juan Solis, III
Burnie Roper
Mark Niederauer
Jamie Allen- called in

WSA STAFF:

Adrian Lopez
Gino Morin
Tony Martinez
Tiffany Harris
Linda G. Martinez
Ricardo Ramirez
Patti Santos
Rachel Cochran

I. Call to Order and Quorum Determination

The meeting was called to order by Adrian Lopez, CEO at 9:32AM and Quorum was met.

II. Declarations of Conflict of Interest

Presenter: Chair Solis

There was no conflict of interests declared.

III. Public Comment - There were no Public Comments

Presenter: Chair Solis

IV. Presentation on Website Improvements

Presenters: Gino Morin, Marketing/Digital Marketing Coordinator

Adrian Lopez, CEO

1) Prior website was created 2012, vendor that was paid had website hosted by third party in India; outdated content; unsecure; multiple inactive administrators; broken links

2) Current website maintenance is now in-house, user mobile friendly; staff can email Marketing and requests are done immediately; manageable dashboard

a. Mr. Solis asked what the platform capacity is today.

Gino:

- need to continue to upgrade

- not at capacity; important content that needs to be done internally still pending; - staff can easily be trained to upload documents;

- prior website, Google ratings were very low, we are targeting and trying to change

- currently only two staff have access to upload documents, Gino & Rachel. Linda will be provided access to upload calendars, etc.

b. Mr. Solis asked that two things be addressed: Systems- that we have, are they correct ones for us to grow and be responsive and Content

c. Tiffany asked- is there a maximum number of administrators we can have?

- Gino- recommended to have five (5) administrators maximum

d. GOALS: SEO Goals (Search Engine Optimization; Measure online campaigns, collect valuable information about visitors' behavior on the site; PPC Campaigns (pay per click); Google access campaign; Leverage cost saved by in house web development to purchase marketing equipment
Mr. Solis asked- what is the timeline to get this accomplish goal(s)?

Gino: the issue is getting Google access; RIT suggested not to use GoogleDrive;

In order to be manage and use more effectively, such as PPC Campaigns (pay per click); Google access campaign , GoogleMaps, etc. and provide an enhanced and robust website,

Mr. Solis stated for website administrator to be able to accomplish such goals, approval, authorization and directive must be given by WSA Board to WSA IT.

- e. Mr. Solis also recommended GoogleDrive approval submission presentation to Board
- f. Staff engagement with customer- interactive map, click on county and staff member received customer information
 - Mr. Solis expectations: information/recommendation(s) on what is needed to get WSA up to speed with technology, website, i.e. WebEx, TEAMS, etc. needs to be presented to Board for approval.
- g. Website completion date: Sept 30, 2020; 90% complete
- h. Content deadline: April 12, 2020
 - Includes meeting TWC accessibility standards, 16 career center inactive landing pages; up to date content for each department, creating archive high quality WSA photos and marketing integration
- i. Goal: to increase Facebook likes to number 1 across 28 boards (currently 7th) all organic, no paid advertisements
- j. Goal: to be top of the search engines for job & employer resources
Mr. Solis asked- how does correlate with TWC - Work in Texas?
Gino: on WSA landing page, click on HotJobs, takes you to Work in Texas, states website for jobs
- k. Created Marketing Request Form to allow for consistency, branding identity; will mandated for all marketing requests
- l. Gino has authority to advise vendors of WSA logo/printing standards
- m. Training Staff – All BSRs with C2- trained on CANVA; 15 BSRs have been trained, templates were created to be used; branding guidelines are available; all WSA logos to be used;
- n. Gino – staff needs to provide data to media on blogs data (pg. 19)
- o. Adrian added due to DOL visit – a portal is being created so that there is one central location for contractors to access policies same will be done for marketing
- p. Color printers are in house at Board Office; Gino has requested an estimate for a production machine that will be kept at the Board Office; in order to keep quality control; centralized & QA mass production of flyers, etc.
Mr. Solis asked – Will you make recommendation for staffing? There are currently on two, Gino & Rachel
 - Gino was asked by Chair Solis will he recommend additional staff to assist with website and Gino replied, “yes”.
 - small Alamo logo was created as additional materials
 - Standard logo is Alamo image with WorkforceSolutions American JobCenter
 - Logo needs to be visible on the landing/main page; currently not on the header
- q. Website should also include who we are/who we service
- r. Easy for visitors to navigate and get referrals for services and/or get resources
- s. Research other WorkforceSolutions website as models; how they are reaching out to community
- t. Website should be more robust

ACTION ITEMS:

- o **Logo header on main page needs to be fixed ASAP**

V. Presentation on Communications Plan

Presenter: Adrian Lopez, CEO

- a. In conjunction with KGB Consulting
 - a. KGBT should also create monthly status reports of what services they provided and the outcomes/results (after action reports); what did WSA gain, i.e. increased number of clients; increased clicks, etc.
 - b. KGBT non-federal funds (\$80k)
 - c. Targeting success stories and sending to local elected officials
 - d. As we move forward, a few things we would like to focus on are:
 - Promoting work associated with grants

- Positioning WSA as a leading authority in the workforce, WSA has the highest number of resources, \$112M budget
 - Raise awareness of WSA programming and strategic priorities and initiatives.
 - Effectively communicate the distribution of resources throughout the regional WSA footprint.
 - Establish a record of success stories and effective management of resources
 - SAEL (Summer Earn and Learn) \$900K grant
- b. Challenges: Some of the WSA partners or funded agencies have "taken credit" for initiatives primarily funded/staffed by WSA, including all data that is 'born' at WSA. Partners assemble in nice packets/promote it and they take credit for it. This is a challenge that needs to be addressed
- c. Challenges: Workforce Solutions- Alamo (WSA), currently uses traditional media, paid print and social outlets to distribute news to its market
- d. Challenges: To date, little penetration into the rural markets aside from job fair advertisements and any success stories in the metro area have been short-lived, no follow-up

Mark N.: Google analytics and GoogleDrive are important. If search result doesn't show up within first 2 pages

Jamie: Creating and establishing resources for community on website; solid online strategy needed; will send information to Chair Solis; WSA needs to own its website, make it more robust and sophisticated, like other workforce websites...OWN, EARN & PURCHASE, need to be best in these strategies

Burnie: is there an electronic WSA newsletter? This would be a good vehicle to do these things, communicate on a weekly/monthly basis.

Chair Solis: How do we receive funding for marketing? Is it part of contract with TWC?

Adrian; that is a challenge. Challenge associated with TWC, will allow WSA to use grant dollars for marketing promotion of the actual programs. It becomes a grey area about what all the entails and does not entail. Flyers promoting the programs, promoting the success of programs are allowable.

 - KGB budget is \$80K, only consultant services

Jamie: Marketing plan is missing. Is KGB providing monthly status/performance reports of what services they provided and the outcomes/results (after action reports); what did WSA gain, i.e. increased number of clients; increased clicks, etc.

Adrian: KGB has assisted with visits with 13 county judges, pitching of success stories and major events, grand opening of DataPoint.

Gino: currently tracks all metrics including media for each job fair and large events including how many households were viewed.

Jamie: requested that KGB provide clippings, video, media information, etc. to show what they have provided for the funding in conjunction with their contract.
- e. Dual branding opportunity with partners, i.e. Dress for Success;
- f. Business Journal has event calendar using vendor logos and WSA does not have an event calendar however, WSA will have mirror such a calendar
- g. Position WSA staff as subject matter experts across the entire thirteen-county footprint on issues
 - Workforce development
 - Technical and skills trade education
 - Childcare and other social services provided by the organization tailored to the unique needs of each community

VI. Presentation on Brand Standards

Presenter: Adrian Lopez, CEO

- a. Gino: Standard brand is Workforce Solutions Alamo - American Job Center is the general logo/our brand. We also must include the Equal Employment Opportunity statement in all outreach material.
- b. High contrasting standards
- c. Current marketing items require branding approval, any & all flyers, brochures, outreach materials

- d. Three templates, job fairs, for specific departments, i.e. veteran services, business services, dislocated workers,
- e. Chair Solis asked what timeline is to get templates to staff?
- f. There are templates/guidelines are available to staff. For example, email signature, signage and banners, media commercials, press releases and social media postings
 - o Jamie asked, who does the graphic design? Are you using stock photography?
 - o Gino: both, Gino & Rachel do graphic design
- h. Adrian has requested that Marketing discontinue using stock photography
 - o Jamie commented: KGB can also assist with this building templates; they are professional designers
- i. Gino has authority to direct vendors on WSA branding standards
- j. Objectives for a growing business
 - a. Boost brand awareness
 - b. Improve recognition
 - c. Improve brand image
 - d. Establish brand loyalty
 - e. Build a community
 - f. Enhance engagement

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- 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.**

No items were discussed or considered under Executive Session.

VIII. Adjournment Presenter: Chair Solis at 10:50AM

MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Adrian Lopez, WSA CEO
Janie Martinez, Webhead CEO

Date: 6/3/2020

Subject: Communications and Marketing Update

Summary: This item is to provide an update on the Communications, Outreach and Marketing. WSA solicited the services of KGB Texas to provide Communication, Outreach, Engagement and Marketing services via two contracts:

- \$80K contract executed in July 2019 that expires in September 2020
- \$30K contract executed in October 2019 that expires in September 2020

KGB Texas has been providing PR/Marketing/Outreach and collaborating with Webhead who is making improvements to the WSA website. KGB's focus initially was to work with the incoming CEO to provide opportunities to develop relationships with local elected, business, employers, and non-profit agencies working on Workforce Issues. When the COVID pandemic hit, KGB was instrumental in outreaching to online, print, broadcast, and radio media and secure interviews.

Analysis: KGB has provided a Media Value Report for the months of March and April.

Traditional Media	Total Hits	Ad Value	Editorial Value	Impressions	Sentiment
Online/Print	40	\$30,077.61	\$91,753.00	29,488,784	Neutral
Broadcast	76	\$80,943.90	\$242,832.20	2,631,378	Neutral
Radio	2	\$15,043.00	\$45,131.10	11,000	Neutral
Total	118	\$126,064.51	\$379,716.30	32,131,162	

Alternatives: The alternative for this work to be conducted internally; however, WSA does not currently have that capacity.

Fiscal Impact: WSA budgeted \$110K to finance the costs of outreach, engagement, and communications.

Recommendation: This update is for informational purposes only.

Next Steps: KGB will continue to meet the goals outlined in the draft Communications Plan.



2020 Marketing & Communications Update

June 3, 2020



2020 HIGHLIGHTS

- CEO Positioning
- Stakeholder Engagement
- Rural Outreach
- Promotion of Programs and Services
- COVID-19 Response

YTD EARNED MEDIA UPDATE



AD VALUE: \$141K

EDITORIAL VALUE: \$425K

IMPRESSIONS: 37MM

FEB/MARCH



Workforce Solutions Alamo preparing for unemployment storm

Mar 20, 2020, 12:52pm CDT Updated: Mar 25, 2020, 11:11am CDT

See Correction/Clarification at end of article

Workforce Solutions Alamo will continue to keep its career centers open until further notice to help employees and employers with the potential layoffs caused by the COVID-19 pandemic.

Access to Workforce Solutions Alamo's 16 regional career centers, however, has been modified to only accept clients by appointment to comply with ongoing public health emergency orders beginning March 24, according to a news release.

"Workforce Solutions Alamo Career Centers will continue to operate and provide services. The health, safety and well-being of our staff, clients and their families continue to be a top priority. WSA is committed to doing our part to stop the COVID-19 pandemic," the organization said in the statement.

The organization has seen a recent uptick in the number people seeking services. It's uncertain how much impact the pandemic has had on the region as data is currently being compiled. That data will be provided within the next few weeks to show the effects of the coronavirus on our region's workforce, Workforce Solutions Alamo CEO [Adrian Lopez](#) said.

The organization serves 13 counties: Bexar, Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, McMullen, Medina and Wilson counties.

Lopez and his team are working to ensure that small businesses get help, which includes offering its layoff aversions service that helps subsidize salaries to help businesses stay afloat for a few weeks.

Businesses are only required to provide a 60-day notice to the state's workforce commission if they will layoff 50 or more employees under the Worker Adjustment and Retraining Notification, or WARN, Act. As of March 20, were only two WARN notices in our area, Lopez said.

"We encourage all job seekers and employers to seek out our services," Lopez said.

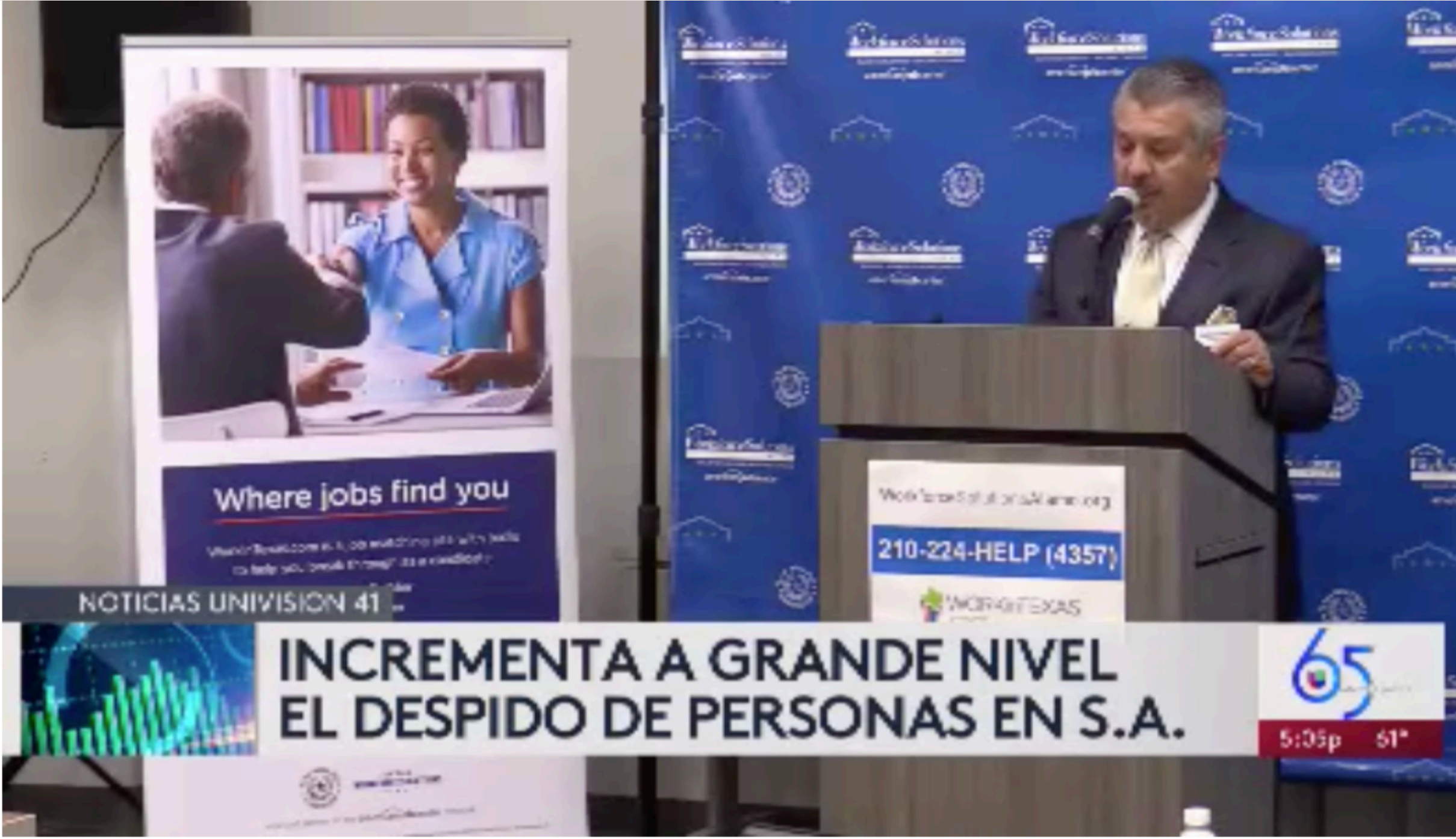
More jobs do exist for those that have been laid off. Lopez urges job seekers to register to the state's online job database called [Work in Texas](#) or call 210-224-HELP for further assistance.



GABE HERNANDEZ | SABJ

CEO Adrian Lopez of Workforce Solutions Alamo on Tuesday, Feb. 25, 2020, in San Antonio.

MARCH



Child care assistance now available for essential workers

Apr 10, 2020, 12:15pm CDT

Workforce Solutions Alamo will now subsidize child care programs for essential workers to cover parents' share of costs.

The organization is prioritizing money for workers in child care services, pharmacy, health care and first responders, as well as critical infrastructure workers in grocery, utilities, trucking, critical state and local government staff, mail and delivery services, nursing homes, home health care and direct care providers, bank workers, gas station workers, members of the military, and restaurants and other food delivery service workers.

Workforce Solutions Alamo was given a little more than \$2.86 million of the \$40 million that the Texas Workforce Commission received for COVID-19 supplemental child care, as reported by the Business Journal.

Those interested in applying can do so at www.workforcesolutionsalamo.org/childcare-services.

Help is also available for those who may not be eligible for child care assistance through WSA. The United Way of San Antonio and Bexar County, the city of San Antonio's Department of Human Services and the San Antonio Area Foundation are offering up to three weeks of assistance for child care. [Click here](#) to apply.

Jeannette E. Garcia
Reporter
San Antonio Business Journal



GABE HERNANDEZ | SABJ

Workforce Solutions Alamo has a little more than \$2.86 million to provide subsidized child care funding for workers deemed essential.

KSAT 12 & KSAT.com
April 11 · 

Workforce Solutions Alamo announced a new program for frontlines essential COVID-19 workers where they can apply for child care assistance.





KSAT.COM
Frontline essential COVID-19 workers can apply for child care assistance through Workforce Solutions



Texas jobless claims soar with virus spread

State's jobless benefits application website and call centers overwhelmed

Business owner talks stresses of filing for unemployment, furloughing employees

Apr 22, 2020, 9:35am CDT

Editor's note: This story was published through a partnership between the San Antonio Business Journal and KSAT.

As Covid-19 continues to wreak havoc on the economy, many people like Marianna Briseno who owns Lash Oasis, a beauty spa on DeZavala, are finding themselves without work.

"We've never seen anything like this before. We didn't know what to do. My girls, all my staff, we didn't even know what to tell them," Briseno said.

Briseno is in the 4.2 percent of the population that Workforce Solutions Alamo reports is now without work in the area. That rate climbed from 3.2 percent in February.

"We've never been through anything like this. So at one point, I just had to tell them it's time to go file for unemployment," Briseno said.

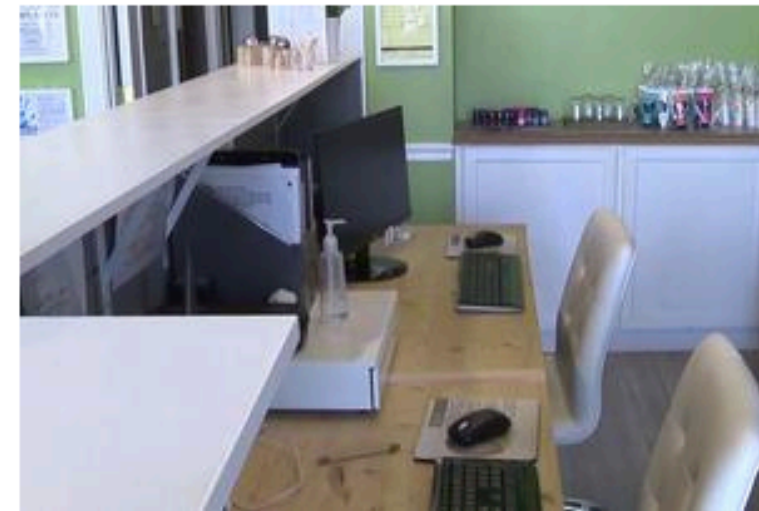
Unfortunately, Briseno says the online filing process only added to the stresses of losing work.

"I was having a hard time getting in. So I had to try several times. You'd go through a series of things... at one point it would... just stop. It wasn't working," Briseno said.

Briseno was finally able to successfully apply online late at night, she's was also able to apply for a small business loan.

Some financial relief is expected, though she's looking forward to the day she can earn her living again.

"It's so quiet in here (Lash Oasis) and... like it was so full of people, you know, it's been hard," Briseno said.



KSAT

Businesses like Lash Oasis are left empty as the pandemic hits the economy, but the unemployment filing process hasn't made things any easier.

Workforce Solutions Alamo to temporarily close career centers due to COVID-19

Apr 7, 2020, 4:27pm CDT

Workforce Solutions Alamo will temporarily close its 16 career centers around the region starting Thursday, April 9, the organization announced Tuesday afternoon.

The move comes under the advisement of the Texas Workforce Commission and follows closures of other workforce centers throughout the state in an effort to mitigate the spread of COVID-19, a news release from the organization said.

"We understand that the need for our services remains critical, and we are committed to providing services to all employers and residents needing assistance during these trying times," the statement said.

The organization's phone systems and online applications remain open.

WSA will continue to offer a comprehensive suite of employment, training, educational and supportive services, including soft skills training programs and resources, as well as child care services.

"We want to assure those needing our assistance that there are sufficient resources to assist all those who need our services. The Texas Workforce Commission is providing additional resources to be more responsive to unemployment claims," the statement said.

The organization encourages job seekers in need of help or businesses facing layoffs or closure to call 210-224-HELP or visit their website at workforcesolutionsalamo.org for further assistance.

The organization serves 13 counties: Bexar, Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, McMullen, Medina and Wilson counties.





GABE HERNANDEZ | SABJ

Workforce Solutions Alamo's 16 regional career centers will close temporarily on Thursday, April 9, to help mitigate the spread of COVID-19.



MAY

NEWS4SA 

NEWSWEATHERCORONAVIRUSTROUBLE SHOOTERSCHIME INWATCH **LIVE**  74°

Workforce Solutions Alamo to offer training opportunities for in-demand jobs

by Maritza Salazar | Thursday, May 14th 2020



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142K Texans Filed For Unemployment Last Week, Bringing Jobless Total To Over 2.5M

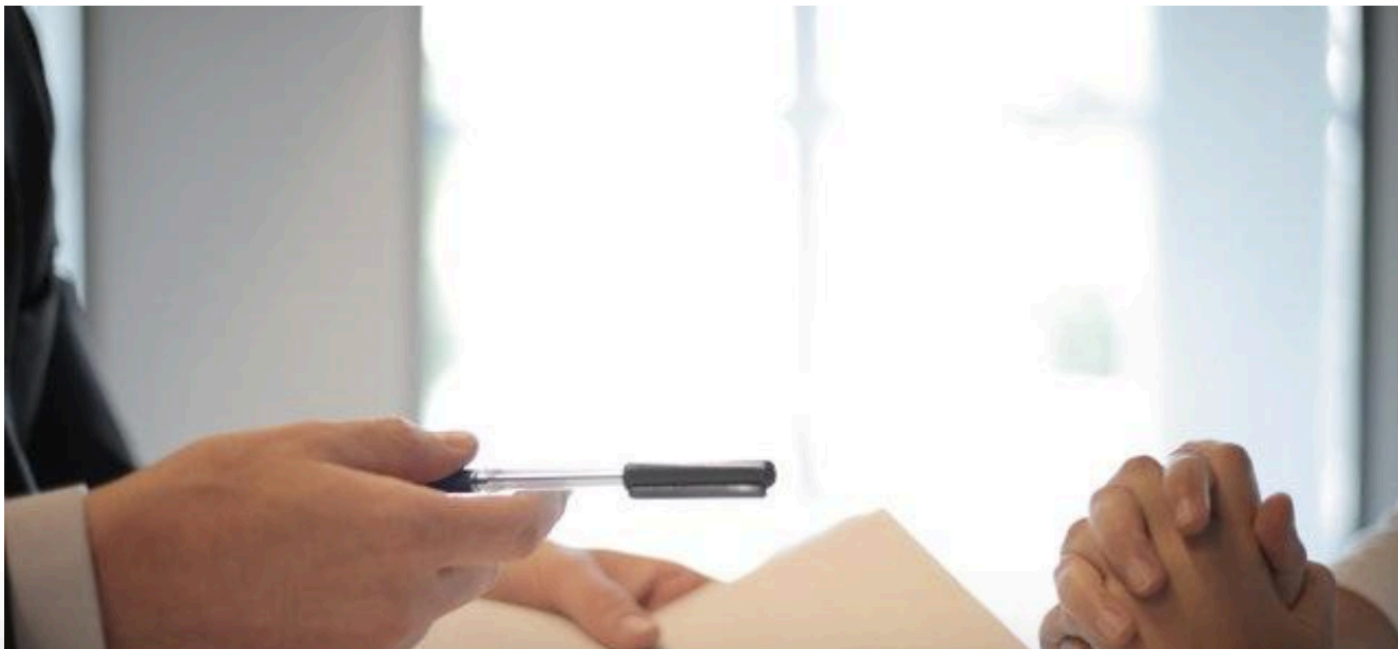
By KIM JOHNSON & DALLAS WILLIAMS • MAY 19, 2020

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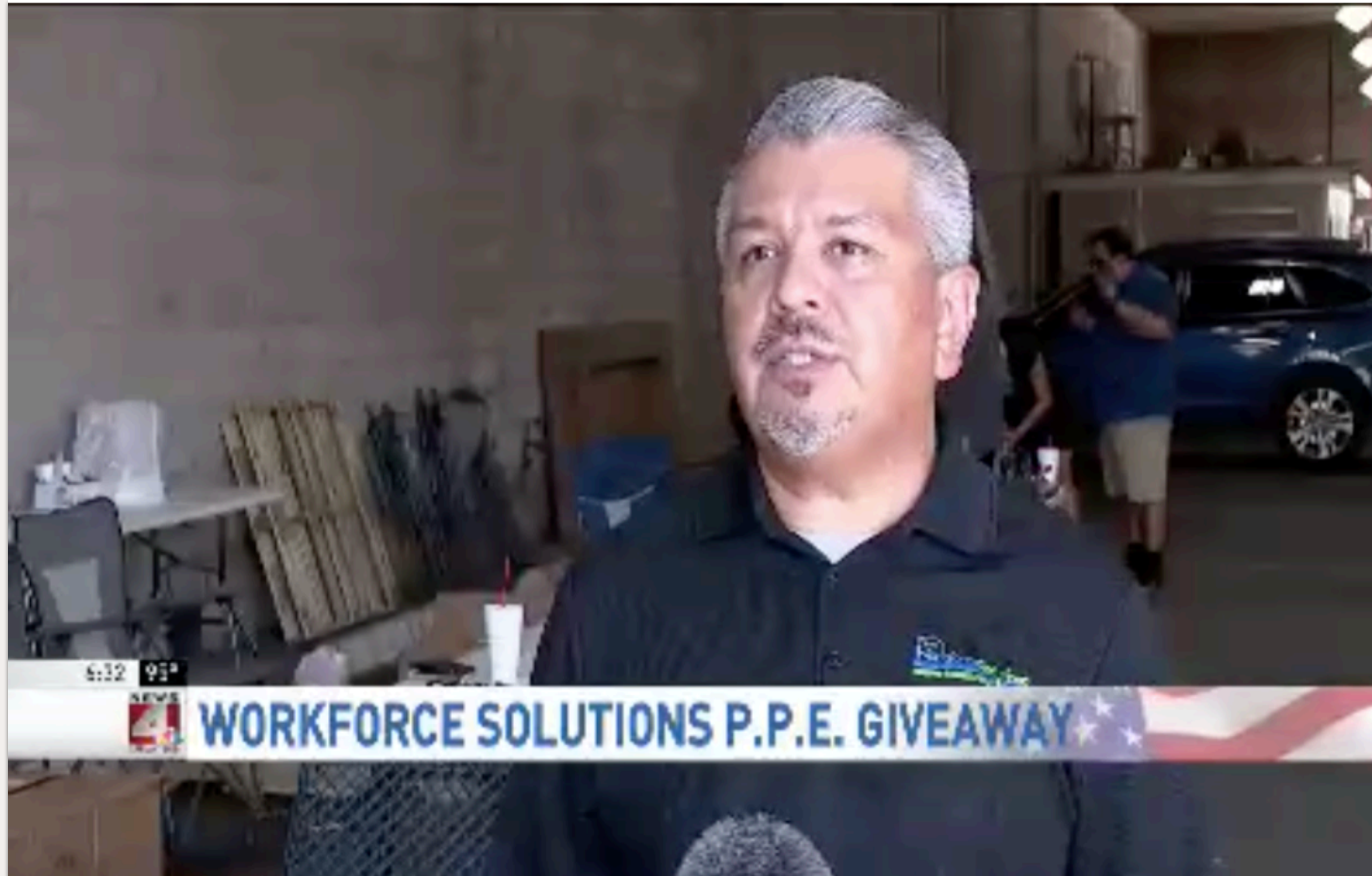
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May 7 at 11:59 PM · 🌐

EN VIVO | Beneficios por desempleo ante el impacto del coronavirus.

FORO ESPECIAL: BENEFICIOS POR DESEMPLEO
HAY DINERO DISPONIBLE PARA AYUDARLE 65

0:20:49 ————— -0:43:12

128 Likes · 86 Comments · 61 Shares



2020
**STRATEGIC
PLAN**

2020 OBJECTIVES

SHORT-TERM (JUNE - AUG)

- Increase participation in WSA programs among targeted audiences
- Create awareness of WSA programs and services by providing meaningful employment opportunities across Bexar County and the 13-county region
- Expand partnerships with public and private agencies in the region to gain buy-in, fill service gaps and foster collaboration

LONG-TERM (SEPT-DEC)

- Create awareness of WSA efforts to identify and respond to the structural changes in the economy
- Understand 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

STRATEGIES

SHORT-TERM (JUNE - AUG)

- 1 Position WSA as the lead agency for job seekers and career development
- 2 Become active in networking organizations that cater to key industries
- 3 Drive engagement and participation among clients using targeted paid media and social

KEY TACTICS

30-DAY

- Hold a 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 narrative & Unique value proposition
 - Elevator speech
 - Fact sheets
 - Support materials
- **Develop campaign for “Job Jumpstart”**
- **Include relevant and timely content on social media channels**

KEY TACTICS

60-DAY

- Coordinate numerous town hall 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 for job seekers

KEY TACTICS

90-DAY

- Launch “**Job Jumpstart**” a comprehensive advertising campaign to promote WSA as the leader in jobs and career search across TV, OOH, 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

STRATEGIES

LONG-TERM (SEPT - DEC)

- 1** Position WSA leadership as experts in San Antonio and Bexar County and regional workforce solutions
- 2** Collaborate with business organizations to identify growth opportunities within the workforce

KEY TACTICS

120-DAY+

- Host “State of the Workforce” panel discussion and invite industry executive from various sectors including K-12, higher ed, labor unions and other nonprofits
- 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



The following are metrics that we evaluate to ensure the team's success:

BEXAR COUNTY

- Website traffic
- Social media reach and engagement
- Number of client inquiries
- Improved SEO ranking
- Media value

RURAL

- Website traffic
- Social media reach and engagement
- Number of client inquiries
- Improved SEO ranking
- Media value
- Local outreach and feedback



Next STEPS

NEXT STEPS



- 1 Gain alignment on approach recommendations**
- 2 Schedule strategy session for wk of 6/22**
- 3 Field research wk of 6/22**

THANK YOU

MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Adrian Lopez, WSA CEO
Janie Martinez, Webhead CEO

Date: 6/3/2020

Subject: WSA Website Update

Summary: This item is to provide an update on the improvements to the website. On March 13, 2020, staff presented the status of the previous site and solicited feedback from the Marketing Committee. Staff offered an alternative to updating the website utilizing external resources. Following the Committee meeting on the 13th, the COVID emergency orders rapidly changed the need for an updated website that would be functional to the thousands of clients who would be seeking out WSA and TWC services. WSA hired Webhead and executed a contract on March 26, 2020.

Analysis: The initial updates to the website were intended to meet the demands of the COVID response. The website improvements included the posting of the JobsNow Initiative, data capturing through analytical tools, more efficient navigation, the ability to sign up for announcements or the latest news, and other improvements. The next phase of the website improvements will focus on Jobs and Careers and how to move clients from being unemployed into employment in targeted industries.

Alternatives: The alternative for this item has already been exercised by hiring an outside party to make the improvements to the website.

Fiscal Impact: WSA budgeted \$50K to finance the website improvements.

Recommendation: This update is for informational purposes only.

Next Steps: The new website will go live within the next few weeks.

MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Rachel Cochran, Digital Marketing Specialist

Date: June 3, 2020

Subject: Website and Social Media Update

Summary: This item is to provide an update on website analytics and social media activity since the last Marketing and Communications Committee Meeting on March 13, 2020.

Analysis: WSA has adapted the message and strategy of our digital marketing since the coronavirus pandemic. We have not used any paid social media strategies in the last three months. We have had support from Webhead on social media through consultations, implementation of new tools, and graphic design.

Website Data: There were 48,827 visits to the website from March through May. In May we implemented Google Analytics and will now be able to access more detailed website data.

Social Media Data: Facebook is our largest audience with 4,606 Followers, then Twitter (1,368), LinkedIn (430/7,051), and Instagram (437).

Alternatives: The alternative to continuing with primarily organic social media campaigns would be to change to a primary use of paid social media campaigns.

Fiscal Impact: There is no fiscal impact to continue to engage in organic social media campaigns. However, there would be a fiscal impact if we utilized paid social media campaigns.

Recommendation: WSA should continue to monitor the website analytics. Social media campaigns should continue to be primarily organic. Paid campaigns should be used if deemed necessary/helpful for the marketing campaign on a case by case basis.

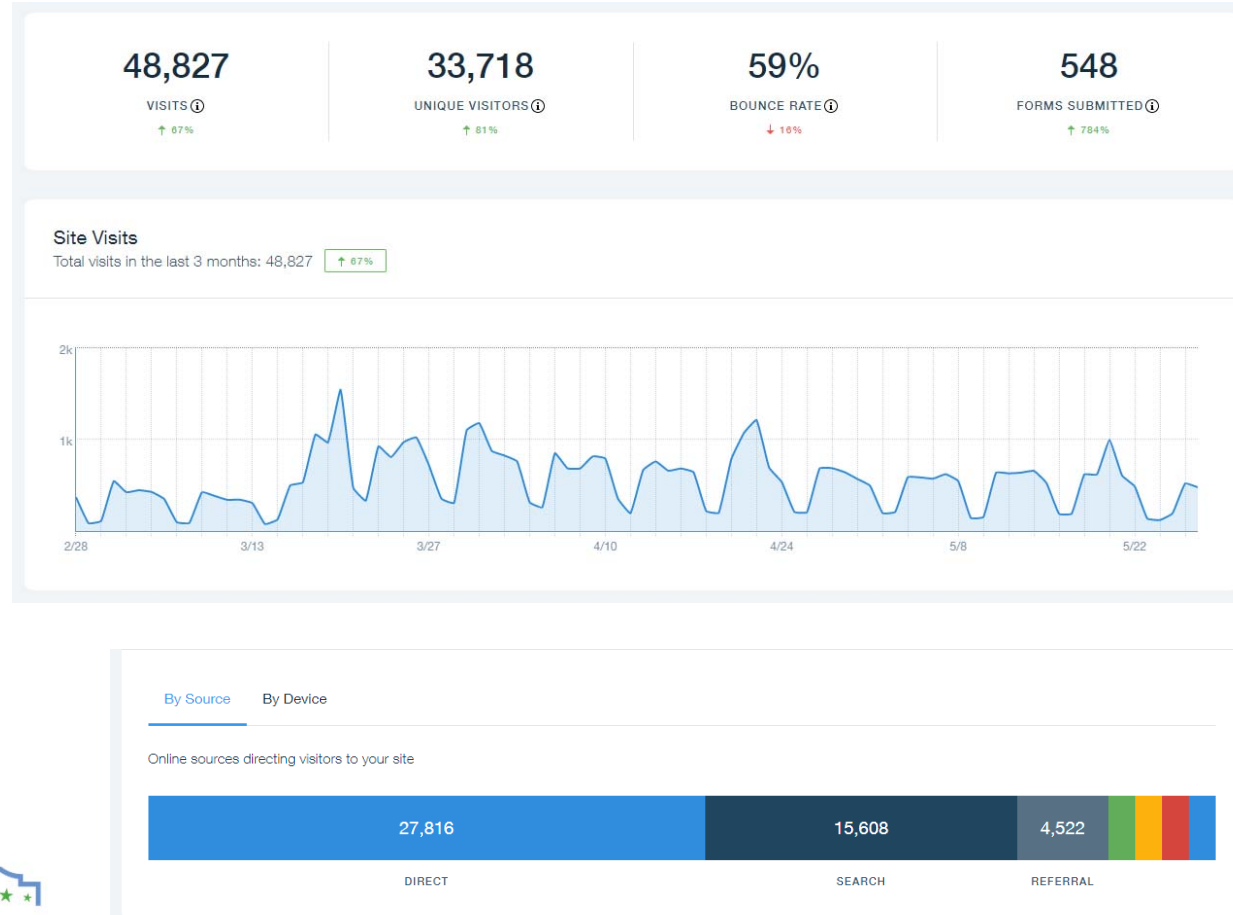
Next Steps: WSA continues to utilize Google Analytics and Hootsuite and organically grow our digital presence.

Website and Social Media

Rachel Cochran, Digital Marketing Specialist



Website Analytics March - May



27,816 visits came from entering your URL directly into the browser (up 46%).

15,608 visits came from search engines (up 79%).

4,522 visits came from other websites that linked to yours (up 352%).

766 visits came from Facebook (up 138%).

75 visits came from Twitter (up 2400%).

30 visits came from LinkedIn (up 20%).

10 visits came from other social networks (up 100%).



May Analytics



● Pageviews



Pageviews

24,601



Unique Pageviews

21,505



Avg. Time on Page

00:02:01



Bounce Rate

60.54%



% Exit

53.11%



Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page

Pageviews

% Pageviews

1.	/		8,924		36.27%
2.	/childcare-services		4,834		19.65%
3.	/childcare		4,004		16.28%
4.	/jobseekers		1,792		7.28%
5.	/jobsnow		1,365		5.55%
6.	/community		588		2.39%
7.	/employers		416		1.69%
8.	/youth		234		0.95%

May Analytics



- Top 5 Pages
 1. Home page
 2. Childcare Services
 1. Page in banner for COVID-19
 3. Childcare
 4. Job Seekers
 1. Page in banner for COVID-19
 5. Jobs Now
 1. Button on Main Page
 2. Promoted in “Jobs Now” social media campaign



Social Media Background

- We utilize: Twitter, LinkedIn, Instagram, and Facebook
- Most of our reach has been organic, with exception of small campaigns (HWRW last year and Women's Ent Bootcamp)
- We are growing on all Social Media channels and have seen a steady growth
- COVID-19 has highlighted the need for a strong social media presence, and we have utilized our platforms to reach the community in this unprecedented time of need.
- Our highest engagement and largest audience is Facebook



Social Platforms Current Metrics

- Facebook – 4,606 Followers
- Instagram – 437 Followers
- LinkedIn – 430 Followers as Company Page, 7,051 as “Person” Page
- Twitter – 1,368 Followers

Facebook	Instagram	LinkedIn	Twitter
4,606	437	430 / 7,051	1,368



Reach: COVID-19 Impact

	Facebook	Instagram	LinkedIn	Twitter
February	7,036	781	4,671	4,783
April	31,539	659	5,597	34,651
May	31,343	722	6,969	22,500

LinkedIn

- LinkedIn is completely organic (not paid)
- WSA has two pages, the Company page and an additional “main” account
- Audience: Business owners, employers, recruiters, job seekers



Twitter

Analytics Home Tweets More ▾

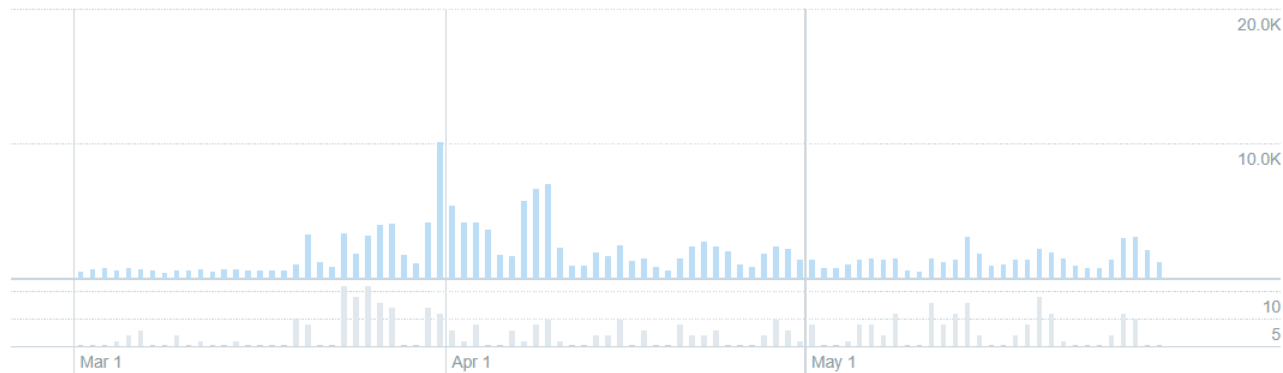
WSA ▾  ▾ Go to Ads

Tweet activity

Mar 1 – May 30, 2020 ▾

Export data ▾

Your Tweets earned **172.3K impressions** over this **91 day** period



YOUR TWEETS

During this 91 day period, you earned **1.9K impressions** per day.

Tweets **Top Tweets** Tweets and replies Promoted

Impressions

Engagements

Engagement rate

Engagements

Showing 91 days with daily frequency



Facebook

- This is our largest audience
- I utilize the “group” function to share our posts to various job boards in our 13-County area to increase reach and brand awareness
- We have the most engagement on Facebook out of all of our platforms



Instagram

- Photo based, not utilized as often
- Used for campaigns
 - Ex: Jobs Now
- Growing on Instagram, audience is younger than other platforms



Case Study: Jobs Now Campaign

- Background
 - Considering COVID-19 TWC put guidance together that all Workforce Development Boards create a “Jobs Now” page to highlight employers who were still hiring
 - Developed Organic Campaign to support this initiative





Language:

“Do you need a job now? Workforce Solutions Alamo is here to help you on your job search! Visit our “Jobs Now” Page to see over 800 open positions or use WorkInTexas.com, TWC’s premier job searching tool!

These are some current Food Service jobs up on our #jobsnow page:

(lists a few jobs with the Work In Texas ID#)

Over 30 more Food Service jobs are currently on our page. Don’t wait, apply today!”

Reach: 1,923 for this one post on Facebook

Questions?



WORKFORCE SOLUTIONS ALAMO

MARCH MEDIA VALUE REPORT

OVERVIEW: The following earned media coverage was executed by KGBTexas encompassing a range of public relations tactics that include a media advisory, press release, coordination of a press conference and individual media interviews. These combined efforts helped educate the community and media outlets on Workforce Solutions Alamo's response to the COVID-19 crisis. See media coverage summary below:

*MEDIA VALUE REPORT RECAP SUMMARY

*Refer to the March MVR document for in depth coverage

	TOTAL HITS	AD VALUE	EDITORIAL VALUE	IMPRESSIONS	SENTIMENT
TRADITIONAL MEDIA					
ONLINE/PRINT	16	\$10,525.00	\$33,195.00	13,878,677	Neutral
BROADCAST	38	\$29,427.00	\$88,281.20	1,341,269	Neutral
RADIO	2	\$15,043.00	\$45,131.10	11,000	Neutral
TOTAL	56	\$54,995.00	\$166,607.30	15,230,946	-
SOCIAL MEDIA					
	TOTAL HITS	LIKES	COMMENTS	SHARES	VIEWS
FB LIVE / POSTS	10	527	432	441	55,916
TOTAL	10	527	432	441	55,916

GLOSSARY:

AD VALUE: Refers to the cost of buying the space taken up by a piece of media coverage, had that coverage been an advertisement.

EDITORIAL VALUE: Helps determine the value a publication delivers to readers, prospects, and customers.

IMPRESSIONS: Number of distinct people that visited the site over the selected time period (usually 1 month.) A person visiting the site multiple times during the time period is only counted once. We believe that unique visitors more accurately represents the number of people who may have viewed the article/TV or radio spot.

SENTIMENT: A feeling, emotion, attitude or opinion conveyed in a brand mention.

WORKFORCE SOLUTIONS ALAMO

MARCH MEDIA VALUE REPORT

ONLINE / PRINT							
Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/17/2020	The Rivard Report	The Rivard Report - Amazon, H-E-B Add Short-Term Jobs to Handle Surge in Sales Amid Coronavirus	\$234.00	\$702.00	47,411	Neutral	Press Release
3/19/2020	San Antonio Express News	San Antonio Express-News - This isn't something I could have prepared for at all'. Laid-off San Antonio workers plot next steps	\$427.00	\$1,281.00	183,824	Neutral	Press Release
3/19/2020							
3/20/2020	KSAT	Workforce Solutions responds to questions about employers, employees affected by COVID-19	\$693.00	\$2,079.00	251,916	Neutral	Req. for Coverage
3/20/2020	KENS	Workforce Solutions Alamo: We are here to help the community, especially during coronavirus pandemic	\$469.00	\$1,407.00	168,962	Neutral	Press Conference/Req. for Coverage
3/20/2020	San Antonio Business Journal	Workforce Solutions Alamo preparing for unemployment storm	\$1,605.00	\$4,815.00	3,063,240	Neutral	Press Conference/Req. for Coverage
3/20/2020	Rivard Report	Layoffs Due to Pandemic Closures Overwhelm State, Area Workforce Agencies	\$178.00	\$534.00	43,017	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	A guide to unemployment benefits for Texans laid off during coronavirus pandemic	\$693.00	\$2,079.00	251,916	Neutral	Press Conference/Req. for Coverage
3/21/2020	KSAT	Possible 'shift in employment' with workers moving to 'survival jobs' amid coronavirus pandemic	\$693.00	\$2,079.00	251,916	Neutral	Press Conference/Req. for Coverage
3/23/2020	Hondo Anvil Herald	Hondo Anvil Herald - Council updated on changes related to virus	\$23.00	\$69.00	433	Neutral	Press Release
3/24/2020	San Antonio Business Journal	Workforce Solutions Alamo modifies methods amid stay-at-home order	\$1,605.00	\$4,815.00	3,063,240	Neutral	Press Release/ Direct outreach
3/25/2020	KSAT	Watch: Texas Workforce Commission answer your unemployment questions on Facebook	\$693.00	\$2,079.00	251,916	Neutral	Press Release
3/27/2020	San Antonio Business Journal	Workforce Solutions Alamo may receive money for supplemental child care	\$1,065.00	\$4,815.00	3,063,240	Neutral	Direct outreach
3/27/2020	KENS	What health insurance options are available for the unemployed?	\$469.00	\$1,407.00	168,962	Neutral	Interview
ONLINE TOTAL			\$8,847.00	\$28,161	10,809,993		
BROADCAST							
Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/17/2020	KWEX	NOTICIAS 41 A LAS 5 (Press release/interview w/CEO regarding event cancellations & services)	\$1,320.00	\$3,960.00	30,000	Neutral	Press Release/Interview
3/19/2020	KSAT	KSAT 12 NEWS NIGHTBEAT (Press conference coverage)	\$799.20	\$2,397.60	86,916	Neutral	Req. for Coverage
3/19/2020	KABB	FOX 29 NEWS AT 9 (Press conference coverage)	\$507.50	\$1,522.50	108,301	Neutral	Req. for Coverage
3/19/2020	KABB	FOX NEWS MIDDAY (Unemployment benefits)	\$82.33	\$247.00	13,353	Neutral	Interview
3/19/2020	KABB	FOX NEWS FIRST (Unemployment benefits)	\$95.00	\$285.00	15,823	Neutral	Interview
3/19/2020	KABB	FOX NEWS FIRST (Unemployment benefits)	\$85.00	\$255.00	7,544	Neutral	Interview
3/19/2020	WOAI	NEWS 4 WOAI TODAY 5AM (Unemployment benefits)	\$141.60	\$424.80	6,853	Neutral	Interview
3/19/2020	WOAI	NEWS 4 WOAI TODAY @ 4:30AM (Unemployment benefits)	\$34.00	\$102.00	5,205	Neutral	Interview
3/20/2020	KSAT	KSAT 12 NEWS NIGHTBEAT (Press conference coverage)	\$2,456.80	\$7,370.40	86,916	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX 29 NEWS AT 9 (Press conference coverage)	\$770.00	\$2,310.00	108,301	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 6 O-CLOCK NEWS (Press conference coverage)	\$775.00	\$2,325.00	66,030	Neutral	Press Conference/Req. for Coverage
3/20/2020	KENS	EYEWITNESS NEWS @ 6PM (Press conference coverage)	\$480.67	\$1,442.00	66,720	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI @ 6PM (Press conference coverage)	\$773.33	\$2,320.00	35,111	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 6 O-CLOCK NEWS (Press conference coverage and services update)	\$2,700.00	\$8,100.00	82,684	Neutral (Negative TWC mention)	Press Conference/Req. for Coverage
3/20/2020	KENS	EYEWITNESS NEWS @ 5PM (Press conference coverage)	\$753.10	\$2,259.30	59,968	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 NEWS AT 5 (Gen. services/jobs update & press conference coverage)	\$2,432.50	\$7,297.50	69,437	Neutral	Press Conference/Press Release
3/20/2020	WOAI	NEWS 4 WOAI @ 5PM (Press conference coverage, job center Ft. & interview w/Melissa Salder-Nitu)	\$793.33	\$2,380.00	36,348	Neutral	Press Conference/Interview
3/20/2020	KENS	EYEWITNESS NEWS AT 4PM (Press conference coverage)	\$323.00	\$969.00	23,842	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 SAN ANTONIO AT NOON (Press conference coverage)	\$234.00	\$702.00	13,984	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$3,126.67	\$9,380.00	36,835	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	DAYTIME AT 9 (Press conference coverage)	\$520.00	\$1,560.00	21,827	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$460.00	\$1,380.00	30,438	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$460.00	\$1,380.00	28,528	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI TODAY 6AM (Gen. services/jobs update & press conference coverage)	\$641.67	\$1,925.00	13,343	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$300.00	\$900.00	41,725	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$175.00	\$525.00	15,823	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$187.50	\$562.50	7,544	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI TODAY 5AM (Gen. services/jobs update & press conference coverage)	\$302.87	\$908.60	6,853	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$21.67	\$65.00	13,056	Neutral	Press Conference/Req. for Coverage

3/20/2020	KWEX	Edicion Digital San Antonio (Press conference coverage)	\$1,133.33	\$3,400.00	19,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KWEX	NOTICIAS 41 A LAS 5 (Press conference coverage)	\$2,250.00	\$6,750.00	30,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$833.33	\$2,500.00	11,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$41.67	\$125.00	12,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$1,208.33	\$3,625.00	12,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$1,520.00	\$4,560.00	9,000	Neutral	Press Conference/Req. for Coverage/Interview
3/26/2020	KENS	EYEWITNESS NEWS @ 6PM (Interview w/CEO regarding unemployment numbers)	\$343.33	\$1,030.00	66,720	Neutral	Interview
3/27/2020	KENS	EYEWITNESS NEWS @ 6AM (Interview w/CEO regarding unemployment numbers)	\$236.67	\$710.00	26,721	Neutral	Interview
3/27/2020	KENS	EYEWITNESS NEWS 5AM (Interview w/CEO regarding unemployment numbers)	\$108.67	\$326.00	15,520	Neutral	Interview
BROADCAST TOTAL			\$29,427.07	\$88,281.20	1,341,269		
RADIO							
Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/22/2020	KSTX-FM	The Source: Coronavirus Pandemic Causes Surge In Texas Layoffs, Unemployment Claims	\$6,480.00	\$19,440.00	5,300	Neutral	Interview
3/25/2020	KSTX-FM	The Source: Texas' Troubled Child Care System Further Strained By Coronavirus Threat	\$8,563.70	\$25,691.10	5,700	Neutral	Interview
RADIO TOTAL			\$15,043.70	\$45,131.10	11,000		
SOCIAL MEDIA							
Date	Outlet	Headline (Subject)	Likes	Comments	Shares	Views	Output
3/20/2020	Workforce Solutions - Facebook	https://www.facebook.com/WSASanAntonio/videos/833312590487186	19	10	14	1,500	Press Conference/Req. for Coverage
3/20/2020	KENS 5 - Facebook Live	https://www.facebook.com/kens5/videos/509344263287684	129	119	59	23,000	Press Conference/Req. for Coverage
3/20/2020	KSAT 12 - Facebook post	https://www.facebook.com/KSAT12/posts/10159587562173858	21	4	9	0	Press Conference/Req. for Coverage
3/20/2020	News 4 SA - Facebook Live	https://www.facebook.com/News4SA/videos/624590634790635	98	165	32	18,000	Press Conference/Req. for Coverage
3/20/2020	KABB - Facebook Live	https://www.facebook.com/foxsanantonio/videos/253455992357241	71	90	49	13,000	Press Conference/Req. for Coverage
3/20/2020	KSAT 12 - Facebook Post	https://www.facebook.com/KSAT12/posts/10159589845173858	151	36	213	0	Press Conference/Req. for Coverage
3/20/2020	News 4 - Stand Alone Story	https://www.facebook.com/watch/?ref=search&v=515422762453366&external_log_id=28a5d07b-5f5d-4acf-9ab4-6bc71cdd35a8&q=%22workforce%20solutions%20alamo%22	5	4	61	0	Press Conference/Req. for Coverage
3/20/2020	Texas Public Radio - Facebook Live	https://www.facebook.com/texaspublicradio/videos/22755551940460	7	4	4	416	Press Conference/Req. for Coverage
3/20/2020	KSAT - Youtube	https://www.youtube.com/watch?v=ynmFfLCon7c	6	0	0	0	Press Conference/Req. for Coverage
3/20/2020	KSAT - Youtube	https://www.youtube.com/watch?v=YKyQyQfGwyY	20	0	0	0	Press Conference/Req. for Coverage
SOCIAL MEDIA TOTAL			527	432	441	55,916	



WORKFORCE SOLUTIONS ALAMO

APRIL MEDIA VALUE REPORT

OVERVIEW: The following earned media coverage was executed by KGBTexas encompassing a range of public relations tactics that include a press release and individual media interviews. These combined efforts helped educate the community and media outlets on Workforce Solutions Alamo's response to the COVID-19 crisis. See media coverage summary below:

*MEDIA VALUE REPORT RECAP SUMMARY

*Refer to the April MVR document for in depth coverage

	TOTAL HITS	AD VALUE	EDITORIAL VALUE	IMPRESSIONS	SENTIMENT
TRADITIONAL MEDIA					
ONLINE/PRINT	24	\$19,552.61	\$58,558.00	15,610,107	Neutral
BROADCAST	38	\$51,516.90	\$154,551.00	1,290,109	Neutral
RADIO	-	-	-	-	-
TOTAL	62	\$71,069.51	\$213,109.00	16,900,216	-
SOCIAL MEDIA					
	TOTAL HITS	LIKES	COMMENTS	SHARES	VIEWS
FB POSTS	13	252	55	168	197
TOTAL	13	252	55	168	197

GLOSSARY:

AD VALUE: Refers to the cost of buying the space taken up by a piece of media coverage, had that coverage been an advertisement.

EDITORIAL VALUE: Helps determine the value a publication delivers to readers, prospects, and customers.

IMPRESSIONS: Number of distinct people that visited the site over the selected time period (usually 1 month.) A person visiting the site multiple times during the time period is only counted once. We believe that unique visitors more accurately represents the number of people who may have viewed the article/TV or radio spot.

SENTIMENT: A feeling, emotion, attitude or opinion conveyed in a brand mention.

ONLINE / PRINT

Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/17/2020	The Rivard Report	The Rivard Report - Amazon, H-E-B Add Short-Term Jobs to Handle Surge in Sales Amid Coronavirus	\$234.00	\$702.00	47,411	Neutral	Press Release
3/19/2020	San Antonio Express News	San Antonio Express-News - This isn't something I could have prepared for at all: Laid-off San Antonio workers plot next steps	\$427.00	\$1,281.00	183,824	Neutral	Press Release
3/19/2020							
3/20/2020	KSAT	Workforce Solutions responds to questions about employers, employees affected by COVID-19	\$693.00	\$2,079.00	251,916	Neutral	Req. for Coverage
3/20/2020	KENS	Workforce Solutions Alamo: We are here to help the community, especially during coronavirus pandemic	\$469.00	\$1,407.00	168,962	Neutral	Press Conference/Req. for Coverage
3/20/2020	San Antonio Business Journal	Workforce Solutions Alamo preparing for unemployment storm	\$1,605.00	\$4,815.00	3,063,240	Neutral	Press Conference/Req. for Coverage
3/20/2020	Rivard Report	Layoffs Due to Pandemic Closures Overwhelm State, Area Workforce Agencies	\$178.00	\$534.00	43,017	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	A guide to unemployment benefits for Texans laid off during coronavirus pandemic	\$693.00	\$2,079.00	251,916	Neutral	Press Conference/Req. for Coverage
3/21/2020	KSAT	Possible 'shift in employment' with workers moving to 'survival jobs' amid coronavirus pandemic	\$693.00	\$2,079.00	251,916	Neutral	Press Conference/Req. for Coverage
3/23/2020	Hondo Anvil Herald	Hondo Anvil Herald - Council updated on changes related to virus	\$23.00	\$69.00	433	Neutral	Press Release
3/24/2020	San Antonio Business Journal	Workforce Solutions Alamo modifies methods amid stay-at-home order	\$1,605.00	\$4,815.00	3,063,240	Neutral	Press Release/ Direct outreach
3/25/2020	KSAT	Watch: Texas Workforce Commission answer your unemployment questions on Facebook	\$693.00	\$2,079.00	251,916	Neutral	Press Release
3/27/2020	San Antonio Business Journal	Workforce Solutions Alamo may receive money for supplemental child care	\$1,065.00	\$4,815.00	3,063,240	Neutral	Direct outreach
3/27/2020	KENS	What health insurance options are available for the unemployed?	\$469.00	\$1,407.00	168,962	Neutral	Interview
ONLINE TOTAL			\$8,847.00	\$28,161	10,809,993		

BROADCAST

Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/17/2020	KWEX	NOTICIAS 41 A LAS 5 (Press release/interview w/CEO regarding event cancellations & services)	\$1,320.00	\$3,960.00	30,000	Neutral	Press Release/Interview
3/19/2020	KSAT	KSAT 12 NEWS NIGHTBEAT (Press conference coverage)	\$799.20	\$2,397.60	86,916	Neutral	Req. for Coverage
3/19/2020	KABB	FOX 29 NEWS AT 9 (Press conference coverage)	\$507.50	\$1,522.50	108,301	Neutral	Req. for Coverage
3/19/2020	KABB	FOX NEWS MIDDAY (Unemployment benefits)	\$82.33	\$247.00	13,353	Neutral	Interview
3/19/2020	KABB	FOX NEWS FIRST (Unemployment benefits)	\$95.00	\$285.00	15,823	Neutral	Interview
3/19/2020	KABB	FOX NEWS FIRST (Unemployment benefits)	\$85.00	\$255.00	7,544	Neutral	Interview
3/19/2020	WOAI	NEWS 4 WOAI TODAY 5AM (Unemployment benefits)	\$141.60	\$424.80	6,853	Neutral	Interview
3/19/2020	WOAI	NEWS 4 WOAI TODAY @ 4:30AM (Unemployment benefits)	\$34.00	\$102.00	5,205	Neutral	Interview
3/20/2020	KSAT	KSAT 12 NEWS NIGHTBEAT (Press conference coverage)	\$2,456.80	\$7,370.40	86,916	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX 29 NEWS AT 9 (Press conference coverage)	\$770.00	\$2,310.00	108,301	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 6 O-CLOCK NEWS (Press conference coverage)	\$775.00	\$2,325.00	66,030	Neutral	Press Conference/Req. for Coverage
3/20/2020	KENS	EYEWITNESS NEWS @ 6PM (Press conference coverage)	\$480.67	\$1,442.00	66,720	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI @ 6PM (Press conference coverage)	\$773.33	\$2,320.00	35,111	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 6 O-CLOCK NEWS (Press conference coverage and services update)	\$2,700.00	\$8,100.00	82,684	Neutral (Negative TWC mention)	Press Conference/Req. for Coverage
3/20/2020	KENS	EYEWITNESS NEWS @ 5PM (Press conference coverage)	\$753.10	\$2,259.30	59,968	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	KSAT 12 NEWS AT 5 (Gen. services/jobs update & press conference coverage)	\$2,432.50	\$7,297.50	69,437	Neutral	Press Conference/Press Release
3/20/2020	WOAI	NEWS 4 WOAI @ 5PM (Press conference coverage, job center Ft. & interview w/Melissa Salder-Nitu)	\$793.33	\$2,380.00	36,348	Neutral	Press Conference/Interview
3/20/2020	KENS	EYEWITNESS NEWS AT 4PM (Press conference coverage)	\$323.00	\$969.00	23,842	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 SAN ANTONIO AT NOON (Press conference coverage)	\$234.00	\$702.00	13,984	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$3,126.67	\$9,380.00	36,835	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	DAYTIME AT 9 (Press conference coverage)	\$520.00	\$1,560.00	21,827	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$460.00	\$1,380.00	30,438	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$460.00	\$1,380.00	28,528	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI TODAY 6AM (Gen. services/jobs update & press conference coverage)	\$641.67	\$1,925.00	13,343	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$300.00	\$900.00	41,725	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$175.00	\$525.00	15,823	Neutral	Press Conference/Req. for Coverage
3/20/2020	KABB	FOX NEWS FIRST (Gen. services/jobs update & press conference coverage)	\$187.50	\$562.50	7,544	Neutral	Press Conference/Req. for Coverage
3/20/2020	WOAI	NEWS 4 WOAI TODAY 5AM (Gen. services/jobs update & press conference coverage)	\$302.87	\$908.60	6,853	Neutral	Press Conference/Req. for Coverage
3/20/2020	KSAT	GOOD MORNING SAN ANTONIO (Press conference coverage)	\$21.67	\$65.00	13,056	Neutral	Press Conference/Req. for Coverage
3/20/2020	KWEX	Edicion Digital San Antonio (Press conference coverage)	\$1,133.33	\$3,400.00	19,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KWEX	NOTICIAS 41 A LAS 5 (Press conference coverage)	\$2,250.00	\$6,750.00	30,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$833.33	\$2,500.00	11,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$41.67	\$125.00	12,000	Neutral	Press Conference/Req. for Coverage/Interview
3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$1,208.33	\$3,625.00	12,000	Neutral	Press Conference/Req. for Coverage/Interview

3/20/2020	KVDA	NOTICIAS 60 TELEMUNDO (Press conference coverage)	\$1,520.00	\$4,560.00	9,000	Neutral	Press Conference/Req. for Coverage/Interview
3/26/2020	KENS	EYEWITNESS NEWS @ 6PM (Interview w/CEO regarding unemployment numbers)	\$343.33	\$1,030.00	66,720	Neutral	Interview
3/27/2020	KENS	EYEWITNESS NEWS @ 6AM (Interview w/CEO regarding unemployment numbers)	\$236.67	\$710.00	26,721	Neutral	Interview
3/27/2020	KENS	EYEWITNESS NEWS 5AM (Interview w/CEO regarding unemployment numbers)	\$108.67	\$326.00	15,520	Neutral	Interview
BROADCAST TOTAL			\$29,427.07	\$88,281.20	1,341,269		
RADIO							
Date	Outlet	Headline (Subject)	Ad Value	Editorial Value	Impressions	Sentiment	Output
3/22/2020	KSTX-FM	The Source: Coronavirus Pandemic Causes Surge In Texas Layoffs, Unemployment Claims	\$6,480.00	\$19,440.00	5,300	Neutral	Interview
3/25/2020	KSTX-FM	The Source: Texas' Troubled Child Care System Further Strained By Coronavirus Threat	\$8,563.70	\$25,691.10	5,700	Neutral	Interview
RADIO TOTAL			\$15,043.70	\$45,131.10	11,000		
SOCIAL MEDIA							
Date	Outlet	Headline (Subject)	Likes	Comments	Shares	Views	Output
3/20/2020	Workforce Solutions - Facebook	https://www.facebook.com/WSASanAntonio/videos/833312590487186	19	10	14	1,500	Press Conference/Req. for Coverage
3/20/2020	KENS 5 - Facebook Live	https://www.facebook.com/kens5/videos/509344263287684	129	119	59	23,000	Press Conference/Req. for Coverage
3/20/2020	KSAT 12 - Facebook post	https://www.facebook.com/KSAT12/posts/10159587562173858	21	4	9	0	Press Conference/Req. for Coverage
3/20/2020	News 4 SA - Facebook Live	https://www.facebook.com/News4SA/videos/624590634790635	98	165	32	18,000	Press Conference/Req. for Coverage
3/20/2020	KABB - Facebook Live	https://www.facebook.com/foxsanantonio/videos/253455992357241	71	90	49	13,000	Press Conference/Req. for Coverage
3/20/2020	KSAT 12 - Facebook Post	https://www.facebook.com/KSAT12/posts/10159589845173858	151	36	213	0	Press Conference/Req. for Coverage
3/20/2020	News 4 - Stand Alone Story	https://www.facebook.com/watch/?ref=search&v=515422762453366&external_log_id=28a5d07b-5f5d-4acf-9ab4-6bc71cd435a8&q=%22workforce%20solutions%20alamo%22	5	4	61	0	Press Conference/Req. for Coverage
3/20/2020	Texas Public Radio - Facebook Live	https://www.facebook.com/texaspublicradio/videos/227555551940460	7	4	4	416	Press Conference/Req. for Coverage
3/20/2020	KSAT - Youtube	https://www.youtube.com/watch?v=synmFflCon7c	6	0	0	0	Press Conference/Req. for Coverage
3/20/2020	KSAT - Youtube	https://www.youtube.com/watch?v=YKvQvGvYv	20	0	0	0	Press Conference/Req. for Coverage
SOCIAL MEDIA TOTAL			527	432	441	55,916	

INTERNAL WSA STAFF REPORT

Outreach and Marketing Strategies for the city and county funds:

We will monitor their social media accounts and promote information relevant to our audience.

Disaster Relief Funds for Dislocated Workers (\$1.3 million):

We have developed internal strategies for outreach via geo marketing, and in partnership with local municipalities and chambers. However, given that there are only 122 slots available we may need to be more strategic and targeted in our approach. A meeting was held on June 1 to further discuss this initiative. Rick Garcia can speak regarding this initiative.

Google Analytics (May 3-May 29): Added Google Analytics to the website on May 3. We have been able to collect data from this point onward.

# of Visitor Sessions	Pages Per Session	Avg. Duration	Most Visited Page
12,612	1.87	1 min. 40 seconds	Childcare

Social Media (May 1-May 29):

Social Media strategy has become higher priority in our marketing strategy since COVID-19. Staff has worked with Webhead on messaging ideas to further increase success of campaigns and engage with our audience.

Current campaigns: Jobs Now, Virtual Orientations

In Progress campaigns: Childcare Campaign

Youth Social Media – We are enhancing our presence of the YES! Social Media.

Additional Social Media campaigns are being finalized that are directly associated with the Target Audience Personas that have been identified. Those will be launched over the next several weeks.

Social Media Metrics:

Platform:	# of Posts	# of Engagements	# of Followers
Main Facebook (not youth)	73	751	4,307
Twitter	82	104	1,376
Instagram	13	73	434
LinkedIn (Company page)	5	5	426

Newsletter: The first newsletter went out in mid-May to 543 individuals, including board members, WSA staff, partners, EDCs, etc. Since then 315 additional subscribers have signed up through our website to receive future newsletters. The second newsletter is scheduled to go out the week of June 1. We will be continuing to send out these newsletters twice a month moving forward. To view the newsletter, visit www.workforcesolutionsalamo.org/newsletter.

The content for the newsletters will be determined by Executive Management, Department Leads, Data Analytics collected from the website and social media platforms. The messaging will be designed around the Audience Personas that were developed.

Outreach to businesses, employers: Focus at the Board level has been to assist the Business Services Team at C2 with publicizing any virtual job fairs they have. The ZOOM events have been limited to 100 participants, so there has been limited opportunity to publicize these events outside of the targeted emails within the WIT platform to their current clients.

Outreach to clients: The primary focus on outreach to clients for the internal communications department has been to direct individuals to our virtual orientations via social media. Facebook has been the strongest tool, utilizing groups to share message that we are open virtually and services are available. See Webhead report for more information about progress being made on setting up the virtual career center web pages.

Childcare: Childcare department sends out newsletters to parents and providers regularly. We were set to kick off the Essential Workers campaign when we were told by Tony Martinez that there was no more funding for additional referrals. We pivoted the campaign to just encourage parents to look at the Frontline portal if they were looking for childcare to be able to go back to work. However, the Frontline portal still has a message that it is only for FrontLine/Essential Workers – Tony has an email in to ask them what their strategy for rebranding is moving forward.

How Internal Team is Collaborating with External Teams:

Webhead: Board staff has been collaborating with Webhead Digital for consultation and strategy. We utilize the Trello platform for communicating all website changes to Webhead. Once changes are made, we review for accuracy.

KGB: Board staff has worked with KGB on various events including the COVID-19 Press Conference, and Childcare PPE distribution event. We have supported KGB's efforts. We worked with KGB to coordinate media outreach regarding unemployment data reports.

WEBHEAD REPORT

TACTICS FOR QUARTER TWO

The WSA Communication and Digital Marketing Strategy features a strategy featuring a multichannel approach to a diversity of audience (Employer, Youth) for programs, services and resources to help the organization to achieve maximum outreach and efficient information sharing during COVID-19 during the Quarter 1 and now entering Quarter 2 with a new normal.

1. PR/Media
2. Website
3. Social Media
4. Email Marketing
5. Video Conferencing
6. Blogging
7. Text Messaging
8. Direct Mail
9. Grassroots

MARCH/APRIL

WSA TACTICAL OUTREACH PLAN

KGB of Texas	Webhead	Key Stakeholder Collocations	Grassroots	Creating an Advisory Board
PR/Marketing	Update Existing Site	Joint Live Stream	Co-Host Digital Community Forums	People who represent each target audience
Creative (Press Kits, Tools Kits, Fact Sheets, Posters, Signs)	Building a new public site	Coordinate Social Media and Email Marketing Efforts	Arrange Video Conferencing Meeting with Key Community Influencers	Well Respected in with in the community
Live Streaming	Defining Requirements for Online Services	Advertise online and with SAWS, VIA, CPS Energy	Public Service Announcements Radio/TV	Vested in Issues with deep knowledge of WSA
Media Buys	Social Media Support	Advertise VIA Business	Outreach with Community Based Organizations	Business Leaders demonstrated interest
Set Up Editorial Board Meetings	Email Marketing	Flyers in invoices SAWS, VIA, CPS Energy	Advertise in free newspapers	
Host Digital Forums	Consulting			
Arrangement Meetings with Key Influencers	Program Management			

EXISTING WEBSITE

- Assisted on updating and launching WIX website. Webhead worked to prepare the website and technically launch
- Focus on the homepage for COVID-19 Response - Messaging and Call to Actions
- Daily content updates - Up to 100 Requests Daily. Responded Same Day – no less than 24 hours.
 - Daily updates to COVID Sections
 - Updates to JOBS NOW
 - Updates to Resources
 - Creation of Data Center Pages
 - General Daily Content Updates]
- Trouble Shoot WIX Site Job Posting Database, UX and Misc. Bugs - Addressed

NEW WEBSITE

- Consultation
 - Overall Technical Platform
 - Information Architecture
 - Interactive/Functional Components
 - User Journeys
 - Strategy for Integration of Virtual Centers
 - Recommendation on New Jobs/HR platform
 - Analytics Capturing

MARKETING

- Defined Target Audience
- Creation of Target Journeys
- Social Media
 - Assessed Strategy
 - Provided Recommendations
 - Identified Social Media Campaigns based on Target Audiences/Journeys
 - Launched creation of first campaign – Child Care Services
- Newsletter
 - Planning/Strategy

SOFTWARE

- Taking inventory of WSA Software
 - Salesforce
 - Constant Contact
 - Social Media
 - Analytics
 - NACK

COLLABORATION TOOLS

- Established Trello
- Daily Correspondence with Team – Established Process

EXECUTIVE CONSULTATION

- QuickStart Tactical Outreach and Coordination Strategy
- Hybrid of Tactical Outreach and Standardization of New Approach Strategy

MAY

CURRENT WEBSITE

- Daily content updates - Up to 100 Requests Daily. Responded Same Day – no less than 24 hours.
 - Daily updates to COVID Sections
 - **Met with and Updated YOUTH PROGRAM section, updates to HR/PROCUREMENT section, updates to CHILD CARE SERVICES**
 - Finalizing Data Center Pages (Under Review)
 - Updates to JOBS NOW
 - Updates to Resources
 - General Daily Content Updates
- FUNCTIONALITY
 - Recommendation and addition of **ANNOUNCEMENTS, BLOG AND SOCIAL MEDIA FEED AND EVENTS** features/functionality on homepage
 - Development/Integration of **SIGN UP FOR NEWSLETTER** feature – integrated with Constant Contact. The User can select the Newsletter they are interested in. Once the sign up, their information gets securely updated in Constant Contact.
 - Troubleshooting **JOBS NOW** search by category functionality. Collaborated with internal teams to finalize and integrate into the website.
 - Addition of **Google Analytics**

NEW WEBSITE

- Consultation - Provided Strategy for Website and Virtual Capabilities
- Information Architecture - Designed/Developed UX/UI
 - Sitemap (Navigation Strategy)
 - Developed Wireframes (Content presented by hierarchy)
 - Mobile Optimization
- Created 3 Design Concepts
- Built & Presented Website Prototype
 - Homepage
 - Secondary Pages
 - Automation
- Proposed Functionality
 - AI Engagement
 - Chat Bot
 - Sign up for Text Messages
 - Links to Key Resources

- Department Video Vignettes
 - Online Surveys
 - Smart Search
 - Easy to Use Calendar of Events
 - News/Blogs
 - Secured Access to Digital Collateral
 - Auto Language Translator
 - User Friendly Job Posting
 - Virtual Center - Private Section for both Clients/WSA Admins, Secure Self Registration Portal, Personalized Alerts and Notifications (web, email, SMS), Secure Online Forms, Video Training, Webinars, One on One Web Counseling Sessions, Data Tracking)
 - New Job Posting Software/Process
 - Secured Online Process Forms (all departments)
 - Interactive Locations Map
 - Integration of Salesforce to centralize data capture
 - Incorporate APIs from 3rd Parties for Data Reporting
 - Mobile Optimized
 - 508 Compliance
- IT/Network
 - Provided recommendation on Hosting Solution

MARKETING

- Social Media
 - Ongoing Creation of Campaigns
 - Developed Branding/Content for Child Care Services
 - Integrated Hootsuite for Scheduling/Tracking/Data Capturing
 - Introduction of Trello specifically for SM
- Newsletter
 - First Issue Launched
 - Assisted in Configuring Constant Contact with Capturing Newsletter Registrations on website

SOFTWARE

Ongoing Research, Consultation on WSA Software

- Salesforce - Met with WSA Team, Researched & Provided Recommendation for Path Forward
- Constant Contact - Introduced functionality to website and integrated automation to software
- Social Media - Established account for WSA and integrated Social Media Platforms for Scheduling, Tracking and Data Capturing
- Analytics - Integrated Google Analytics to current website to capture Audience Behavioral Data

DATA

- Website - Integrated Google Analytics
- Social Media – Established Hootsuite
- Constant Contact – Integration to Website

COLLABORATION TOOLS

- Use of Trello with Department Leads
- Development of secured **ONLINE MARKETING REQUEST FORM** for WSA Marketing & Communications Department. Developed for Contractors/Departments to submit requests for branded marketing assets.

EXECUTIVE CONSULTATION

- Partner Collaboration + Enterprise Architecture Solutions + Data + AI (Higher Ed – Collaboration and Enterprise Architecture Solutions Data & AI)

City and County Partnership Outreach Plan

Adrian Lopez, WSA CEO

6/3/20



AmericanJobCenter®

Objectives

1. Provide opportunities for unemployed residents to increase educational attainment, secure hard and soft skills, participate in work experience and on the job training, and positively affect the overall employability to increase resident chances of securing a job beyond the pandemic
2. Develop Sector Based Model that systematically integrates the workforce ecosystem
3. Utilize unrestricted funds to provide education/training and wrap around services to lead to positive long-term employment outcomes

County Recommendations - Timeline

Item	Description	Timeline
Data on UI Claimants	WSA will provide data to Bexar County for each precinct and impacted industry broken down by youth and adult.	5/25
Outreach and Recruitment	WSA will begin to reach out to impacted workers using 4 specific recruitment strategies.	5/30
Assessments	Assessments will be conducted immediately following the outreach and recruitment	6/21
Training Start	With the schedule of training programs in place WSA will coordinate with training providers (GED, Short term, Occ. OJT, Work Experience will be considered)	6/28
Training Completion	Training completion dates determined based on length of program and training selected	July-Dec.
Placement Outreach	WSA will begin the process of determining the number of positions needed based on the training programs being offered.	June – Nov.
Placement Begins	Placement will commence immediately for those not enrolled in training.	June – Feb.

City Recommendations - Timeline

Item	Description	Timeline
Data on UI Claimants	WSA will provide data to COSA for each precinct and impacted industry broken down by youth and adult.	6/10
Outreach and Recruitment	WSA will begin to reach out to impacted workers using 4 specific recruitment strategies.	6/15
Assessments	Assessments will be conducted immediately following the outreach and recruitment	6/21
Training Start	With the schedule of training programs in place WSA will coordinate with training providers (GED, Short term, Occ. OJT, Work Experience will be considered)	6/28
Training Completion	Training completion dates determined based on length of program and training selected	July-Sept '21.
Placement Outreach	WSA will begin the process of determining the number of positions needed based on the training programs being offered.	July-Sept '21.
Placement Begins	Placement will commence immediately for those not enrolled in training.	July-Sept '21.

Strategies

Training

High School Completion/Equivalency

Vocational Training

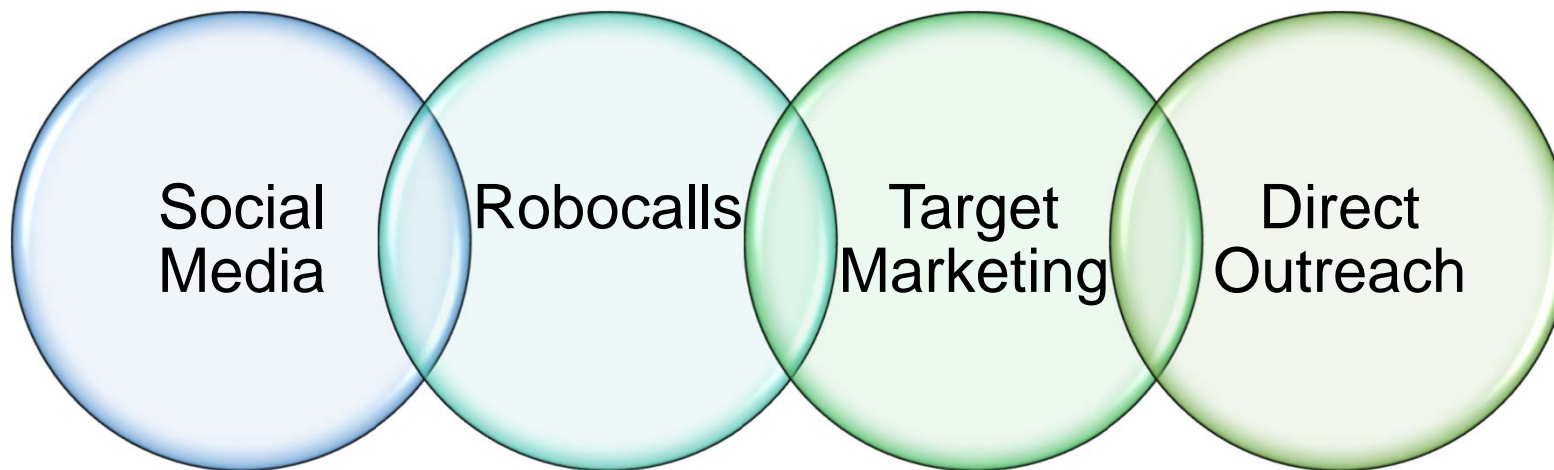
Job Readiness/Skills

Professional Level Training

Work Experience

Job Matching

WSA Recruitment Strategies



Estimated number of candidates recruited for training by these means = 8,000

Solutions for our community

Business /Communications (29 course options)

Scrum Master Certified*** – less than 1 week – 100% online - Certified ScrumMaster®
Medical Billing & Coding Program** – 10 to 12 weeks – 100% online – AAPC/CPC certification
Community Healthcare Worker** - 10 to 12 weeks – 100% online - Level I Certificate

Manufacturing/Logistics (34 course options)

OSHA-10 or OSHA-30 General* – less than 1 week – 100% online – OSHA-10 or OSHA-30 (DOL)
Certified Logistics Associate** – 2 to 3 weeks – 100% online - MSSC CLA Certification

Health & Biosciences (18 course options)

Certified Nurse Aide** – 4 to 6 weeks – hybrid - Texas Nurse Aide Certification/ CPR certification
Electronic Medical Applications* – 2 to 3 weeks – 100% online - Certificate of Completion (Alamo)
Acute Care Technician** – 4 to 6 weeks – hybrid - Certified ACT

Public Service (4 course options)

Child Development Associate* – 4 to 6 weeks – 100% online - CDA Certification
SHRM Certification Prep*** – 2 to 3 weeks – 100% online – SHRM/SCP Certification

Science & Technology (18 course options)

Python*** – less than 1 week – 100% online - PCEP /Certified Entry-Level Python Programmer
Cisco** 1 through 4 -- 10 to 12 weeks – 100% online - CCNA Cisco Certification (CCNA Composite or ICND1 and ICND2)
CompTIA A+** - 2 to 3 weeks – 100% online - CompTIA A+ 220-901 & 220-902
CompTIA Network+** - 2 to 3 weeks – 100% online - CompTIA Network+ N10-006
CompTIA Security+** - 2 to 3 weeks – 100% online - CompTIA Security+ SY0-401; SY0-501

Minimum educational level

*ABE lower-skilled
**high school diploma or equivalent
***incumbent workers / former military



ALAMO
COLLEGES
DISTRICT







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Robocall Script

Hello! This is **Adrian Lopez** with Workforce Solutions Alamo.
And this is **Atascosa County Judge Robert Hurley**.

(Adrian continues)

We know this is a difficult time for many families in our area, especially those who have experienced layoffs. Workforce Solutions Alamo is here to help you. We can assist with filing for finding a new job, getting job training for a new career path and securing child care services. All at no cost to you. With 16 locations across 13 South Texas counties, we have a team of people near you who are ready to help.

To learn more and locate the Workforce Solutions center nearest you, visit workforcesolutionsalamo.org or call 210-272-3260.



Questions?

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