



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.

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.

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 Schneker, 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**