



MARKETING & COMMUNICATIONS

Workforce Solutions Alamo
100 N. Santa Rosa, Suite 101
San Antonio, TX 78207
March 13, 2020
9:30 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 Patti Santos at (210) 272-3250.

- I. Call to Order & Quorum Determination
Presenter: Juan Solis
- II. Declarations of Conflict of Interest
Presenter: Juan Solis, III
- III. Public Comment
Presenter: Juan Solis, III
- IV. Presentation on Website Improvements 2
Presenter: Adrian Lopez
- V. Presentation on Communications Plan 15
Presenter: Adrian Lopez
- VI. Presentation on Brand Standards 40
Presenter: Adrian Lopez
- VII. Next Scheduled Meeting
Friday, April 10, 2020 at 9:00 AM
Presenter: Juan Solis, III
- VIII. Adjournment
Presenter: Chair Solis, III

MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Gino D Morin, Digital Marketing & Marketing Coordinator

Date: 3/13/2020

Subject: Website & Social Media & Marketing Platforms

Summary: This item is to provide an update of and highlight elements related to Communications & Marketing including an outline on the website history, current site and goals for the website

Analysis: The website is developed in house to maintain an user friendly manageable dashboard for easy uploading and immediate results and to leverage cost saved by in house web development to purchase marketing equipment

Alternatives: Release a new RFP and contract services

Fiscal Impact: These costs are supported by the Board Budget

Recommendation: We recommend keeping the website in house for easy uploading and immediate results

Next Steps: Visit all 16 Career centers to complete communications matrix, photography and provide training May 2020

Website & Social Media & Marketing Platforms

Gino D Morin, Digital Marketing & Marketing Coordinator

March 13th 2020





Summary

This item is to provide an update of and highlight elements related to Communications & Marketing



Overview

1. Website Outline
 - History
 - Goals
2. Social Media
 - Analytics
 - Goals
3. Marketing Platforms Outline
4. Branding Outline



Current Website Outline

Compliance

- WSA is in compliance & meeting TWC requirements

Web design, content management, marketing integrations, and SEO (Search Engine Optimization) is produced in house



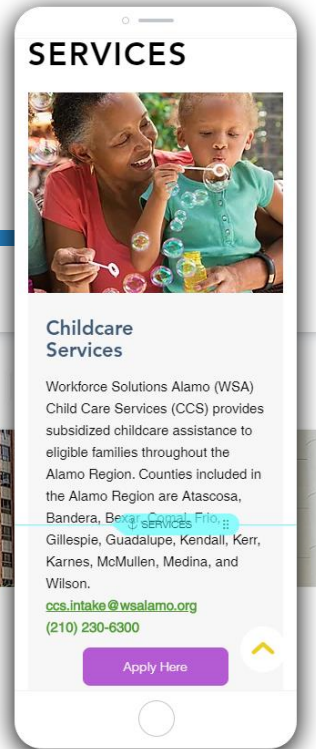
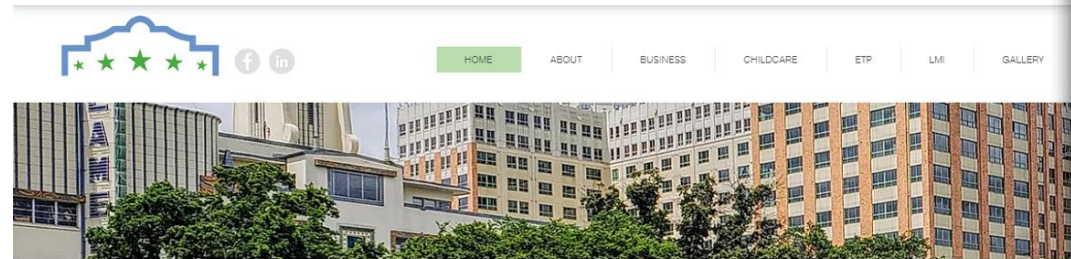
Website History

- The template was created in 2012 with a theme that is no longer available
- Hosted by a third party
- No FTP access/ analytics
- Broken Links & "404 error pages"
- Multiple inactive administrators
- Unsecure Site
- Outdated content



Current WSA website

- User/ Mobile Friendly
- Responsive
- Manageable dashboard for easy uploading and immediate results
- New content
- Integrated marketing platforms (texting, SEO, analytics)
- Secure Hosting
- 5 Minute staff training



Site 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

Integrations

- Google Analytics
- Facebook pixel
- Google Tag Manager
- Google Ads
- Facebook Catalog
- Yandex Metrica
- CallRails



Site Goals II

Staff Engagement

- Landing pages for 16 careers centers
- Create Interactive 13 county map

Blog

- Success stories
- News articles
- Podcast/ TV Show

Data

- Infographics
- Accessible Data



Website Completion Date

- **September 30, 2020** Marks 1 Year from the time the hosting and contract with Blonde Creative ended
- Tasks include:
 - Meeting TWC accessibility standards
 - 16 career centers interactive landing pages
 - Up to date content for each department
 - Creating an archive of high quality WSA photos and marketing integrations.
- **Website Completion Date April 12, 2020**



Goals for Jan 2021

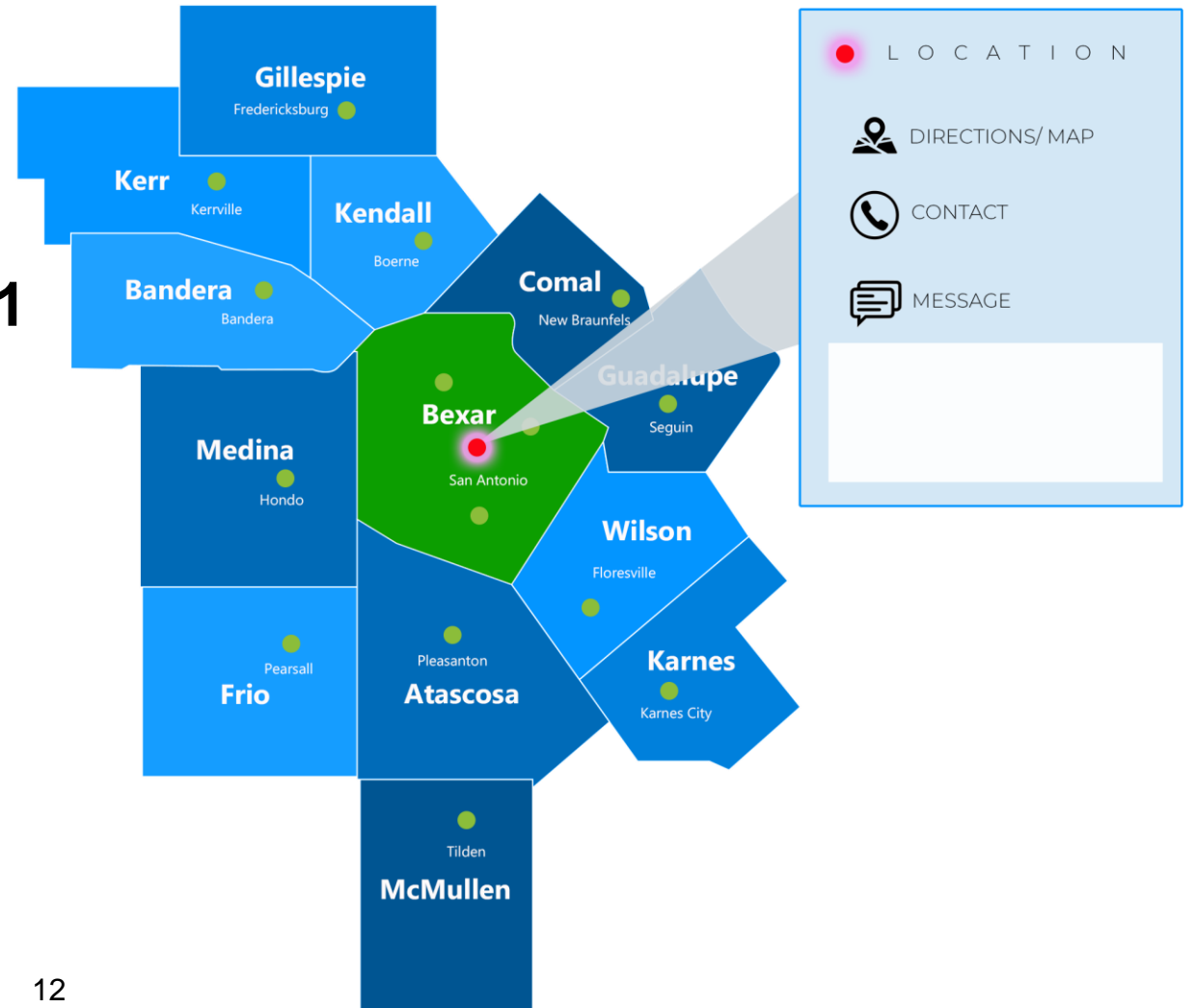
25k Unique Monthly Visits

- Job Postings
- Showcasing Events
- Blog/ TV Show
- Increase Branding Impressions to 900k

Increase Facebook likes to number 1 across 28 boards (currently 7th)

- PPC campaigns
- Showcasing Events
- Blog/ TV Show
- Increase Job Fair Awareness

Top of the search engines for job & employer resources



Challenges

- Google Cloud Platform
 - Google Business/ Maps
 - Tracking analytics
 - PPC Campaign
 - Cloud Computing – Virtualization
 - Trello
 - Space
- Collecting & creating new content from staff
- Training Staff on Current Marketing Platforms
 - Mandate current marketing request form



WSA MARKETING & COMMUNICATIONS ORDER REQUEST

To streamline the communications process please fill out this form in detail and allow for a turnaround time of **at least two weeks. All outreach material must be submitted and approved by the Workforce Solutions Alamo Marketing/Communications Team.**

DEPARTMENT INFORMATION

| | | | |
|--------------|--|----------|--|
| Today's Date | | Phone | |
| Name | | Email | |
| Department | | Due Date | |

PROJECT INFORMATION

NAME OF PROJECT:

PROJECT NEEDS: Program Photography Videography

PROMOTIONAL NEEDS:

| | | | |
|--|---|---|-------------------------------------|
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Social Media Post(s) | <input type="checkbox"/> Appspace | <input type="checkbox"/> TV/Radio |
| <input type="checkbox"/> Prints (specify size) | <input type="checkbox"/> PowerPoint | <input type="checkbox"/> Constant Contact | <input type="checkbox"/> Website |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Photography | <input type="checkbox"/> Videography | <input type="checkbox"/> Consulting |

PROJECT DESCRIPTION:

Please include details (quantity, event title, contact info needed for graphics/post and language needed)

PLEASE INCLUDE PROJECT **DEADLINES, QUANTITIES, DELIVERY** SPECIFICATIONS AND ANY OTHER NOTES BELOW:

SUBMISSION OF THIS FORM IS REQUIRED FOR ALL REQUESTS TO THE WSA MARKETING/COMMUNICATIONS TEAM. PLEASE INCLUDE ALL ATTACHMENTS WITH FORM SUBMISSION.

SUBMIT THIS FORM TO: communications@wsalamo.org CC gmorin@wsalamo.org & rcochran@wsalamo.org

Approved _____

Date _____





Questions?

MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Adrian Lopez

Date: March 13, 2020

Subject: WSA Communications Plan

Summary: This item is to present WSA's draft communications plan.

Analysis: WSA currently does not have an official communications plan to address the agency's communications strategy or to address goals associated WSA's narrative.

Alternatives: The alternative to having a communications plan is to continue as status quo and be responsive to issues as they appear.

Fiscal Impact: The initial draft of the communications plan was developed in conjunction with KGB utilizing the \$80K contract executed to help with public relation issues.

Recommendation: Staff recommends that the board review the plan and provide feedback.

Next Steps: Staff will finalize the communications plan within the next 60 days and will start executing the strategies.

Communications Plan

Adrian Lopez, CEO
March 13, 2020



Communication Challenges

- Currently use traditional media, paid print and social outlets to distribute news to its market
- Little penetration into the rural markets aside from job fair advertisements and any success stories in the metro area have been short-lived
- Partners or funded agencies have "taken credit" for initiatives primarily funded/staffed by WSA
- WSA does not control its own narrative



Short-Term Goals

Promote and highlight targeted success stories, promote and highlight the incoming CEO, promote and highlight the WSA master plan by:

- Developing personal/working relationship with traditional media sources by visiting with them individually
- Encourage partners to co-promote initiatives along with a single messaging structure
- Paid social media campaigns
- Website redesign



Focus

- Promoting work associated with grants
- Promoting WSA as a leading authority in workforce
- Promoting WSA subject matter experts
- WSA crisis plan



Grants work

- Position WSA as the leading regional workforce entity that secures grant funding for workforce-related programming
- 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



Grants work cont.

- Create awareness of WSA's funding priorities and needs for each of the thirteen counties
- Enhance the awareness among stakeholders and the business community on the positive benefits of grant awards and identify success stories for reporting
- Position WSA staff as subject matter experts across the entire thirteen-county footprint on issues regarding workforce development funding, development and implementation best practices



Grants work

Timeline for the Execution of Tactics

| <u>Timeline</u> | <u>Tactics</u> |
|-----------------|--|
| Q1 | <ul style="list-style-type: none"> Begin offering WSA staff for subject matter panels and conferences focused on grant administration |
| Q2 | <ul style="list-style-type: none"> Highlight WSA success stories with targeted media pitches that highlight an individual success story, business community champion and impact of grants within the local community Develop case studies/testimonials surrounding WSA programming and services to coincide with annual grant reporting |
| Q3 | <ul style="list-style-type: none"> Engage in speaking engagement tour with local business associations, economic development entities and chambers of commerce on grant and funding priorities for WSA |
| Q4 | <ul style="list-style-type: none"> Develop case studies/testimonials surrounding WSA programming and services tailored for an annual recap to stakeholders, elected officials and partners |
| Ongoing | <ul style="list-style-type: none"> Engage in periodic reporting throughout the thirteen-county region with local government officials such as county judges to update on WSA grant strategy, progress and implementation of resources within their community Discover tactics to improve on the quarterly market stats releases and benchmarks established by grant funding schedules Identify and cultivate opportunities for WSA to highlight the entity's best practices in the administration of grants in professional conference settings |



Leader in Workforce Development

Position Workforce Solutions Alamo and its leadership as the foremost leader in workforce development:

- WSA is a leader in economic development, to address the workforce needs of businesses now and in the future
- WSA is the expert in workforce development services for job seekers
- WSA plays a strategic part in other agencies' plans and articulates its findings and implications
- WSA is an effective partner in the economic development of the thirteen-county region.
- WSA is a powerful resource available to everyone in San Antonio and surrounding communities, no matter socio-economic circumstances, from cradle to career



Leader in Workforce Development Strategies

Create awareness of WSA programming

- Yearly job fairs and expositions,
- Employment opportunities and placements,
- Resource and educational seminars
- Case management services such as childcare benefits and subsidies

Enhance awareness among businesses of WSA services

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 services provided by the organization



Leader in Workforce Development Strategies cont.

Enhance awareness among businesses of WSA services.

- Develop media outreach plan and the timeline for regular announcements to keep stakeholders and the business community engaged and informed of job market reports and WSA programming to elevate regional trade and skillsets through its network of clients
- Coordinate smaller, key regional stakeholder meetings aimed at communicating the strategic planning results and implementation
- Develop a public relations campaign explicitly directed at business and industry associations such as chambers of commerce
- Create video testimonials
- Past job placements
 - Career immersion programs and internship participants who have gone on to great careers in the thirteen-county region
 - Business and human resources administrators who have found the resources of WSA invaluable in improving their workforce and have found capable and exemplary employees



WSA: Subject matter experts

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



WSA: Subject matter experts

WSA Staff as Subject Matter Experts (SME)

- Increase WSA staff activity on social media by hosting a comprehensive training to explain the benefits of reaching their digital audience
- Develop quarterly LinkedIn articles for WSA staff that highlight their work in their respective county within the thirteen-county footprint
- Maximize and position WSA staff as subject matter experts while visiting with local stakeholders and elected officials



WSA: Subject matter experts

WSA Staff as Subject Matter Experts (SME)

- Offer WSA staff for subject matter panels in the region and local economic development entities
- Establish microsites for each of WSA's member counties tailored at their specific needs within WSA brand guidelines; including social media pages
- Develop and pitch op-eds to trade publications in WSA's target industries and local community papers
- Identify community ambassadors for each of the thirteen counties



Leader and Subject Matter Expert

Timeline for the Execution of Tactics

| Timeline | Tactics |
|----------|---|
| Q1 | <ul style="list-style-type: none"> • Begin offering WSA staff for subject matter panels in the region • Establish microsites and social media accounts for each of the thirteen counties using WSA brand guidelines and develop content tailored explicitly at each individual community • Develop pitches to KLRN and TPR segments to raise the organization’s awareness and influence |
| Q2 | <ul style="list-style-type: none"> • Engage Spanish broadcast outlets to highlight WSA and their workforce development successes • Develop case studies/testimonials surrounding WSA programming and services to coincide with annual grant reporting |
| Q3 | <ul style="list-style-type: none"> • Develop and pitch op-eds to local and regional newspapers • Engage in speaking engagement tour with local business associations, economic development entities and chambers of commerce |
| Q4 | <ul style="list-style-type: none"> • Develop case studies/testimonials surrounding WSA programming and services tailored for an annual recap to stakeholders, elected officials and partners |
| Ongoing | <ul style="list-style-type: none"> • Pitch opportunities to have WSA provide Fox 29 bi-weekly updates on workforce development programs and initiatives • Establish a relationship with KTSA, SAEN and SABJ to give updates on a quarterly and monthly basis • Engage statewide outlets when significant wins occur • Engage in a media tour throughout the thirteen-county region in unison with presentations to local government officials such as county commissioners’ courts to update on WSA progress, strategy and job market outlook • Discover tactics to improve on the quarterly market stats releases • Develop quarterly LinkedIn articles for WSA staff to highlight their work in each of the thirteen counties |

Crisis Communication

Crisis communication can vary greatly for an organization as large as WSA. It is essential to develop a crisis tool kit that can help WSA navigate any crisis, regardless of the "severity."

Tool kit should include:

- Holding statements
- Press release templates
- Media contact lists
- Media response procedures (spokesperson, communication command center, etc.)
- Preparedness of website/social sites to handle external communications, field incoming questions and dialogue



Social Media Baselines

Crisis communication can vary greatly for an organization as large as WSA. It is essential to develop a crisis tool kit that can help WSA navigate any crisis, regardless of the "severity."

Tool kit should include:

- Holding statements
- Press release templates
- Media contact lists
- Media response procedures (spokesperson, communication command center, etc.)
- Preparedness of website/social sites to handle external communications, field incoming questions and dialogue



Website Analytics Jan-March 2020

29,257

VISITS ⓘ
0%

18,502

UNIQUE VISITORS ⓘ
↑ 4%

70%

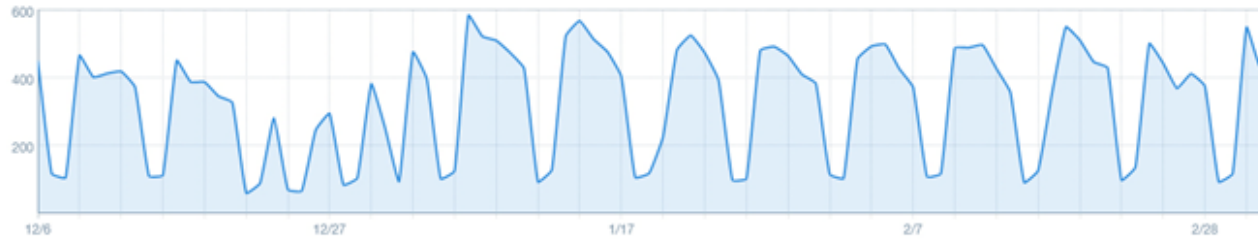
BOUNCE RATE ⓘ
↑ 2%

58

FORMS SUBMITTED ⓘ
↓ 37%

Site Visits

Total visits in the last 3 months: 29,257



Traffic Sources

Total traffic in the last 3 months: 29,257

By Source By Device

Online sources directing visitors to your site



- 19,123** visits came from entering the URL directly into the browser
- 8,778** visits came from search engines
- 1,013** visits came from other websites that linked
- 316** visits came from Facebook
- 19** visits came from LinkedIn
- 4** visits came from Blogspot
- 4** visits came from other social networks



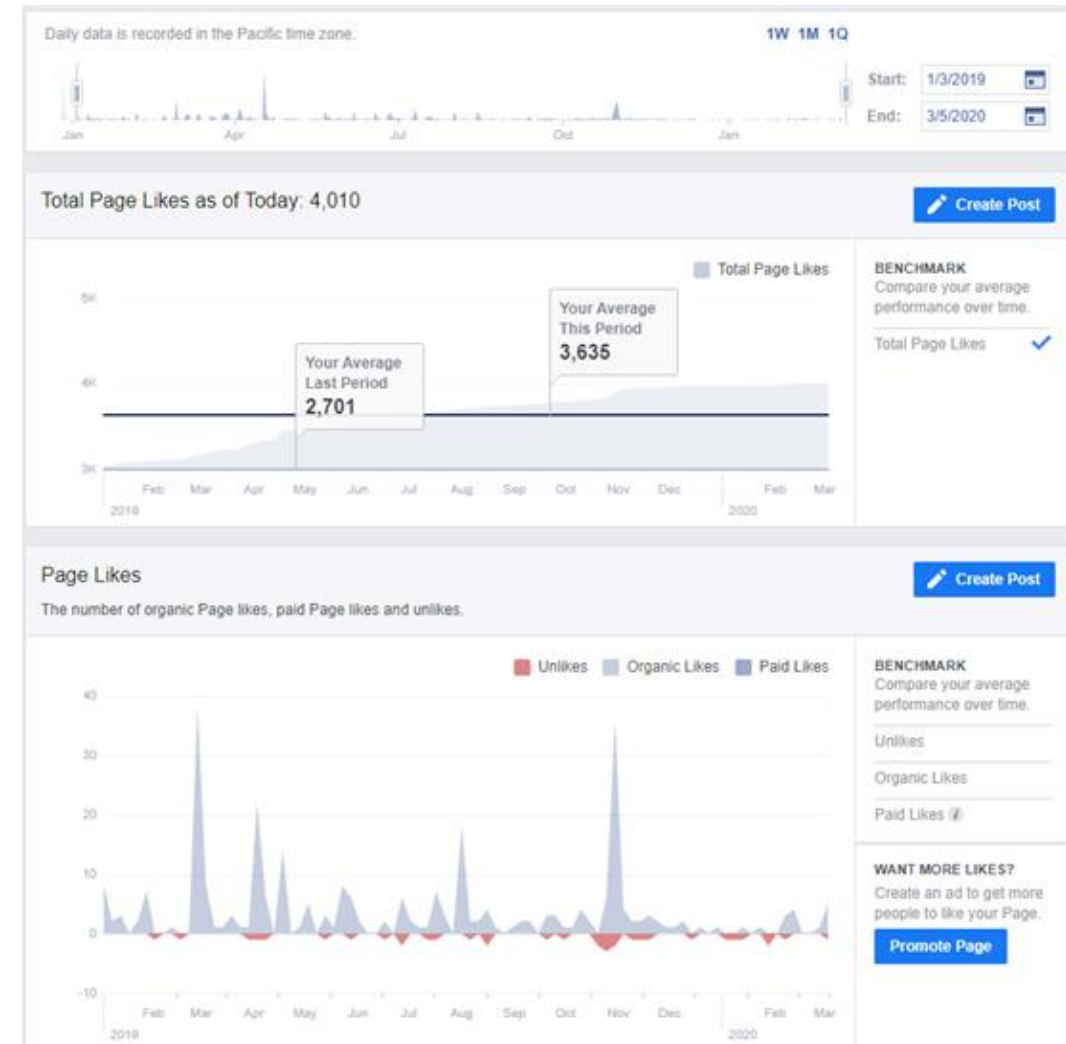
Website Analytics Jan-March 2020

Organic Reaches

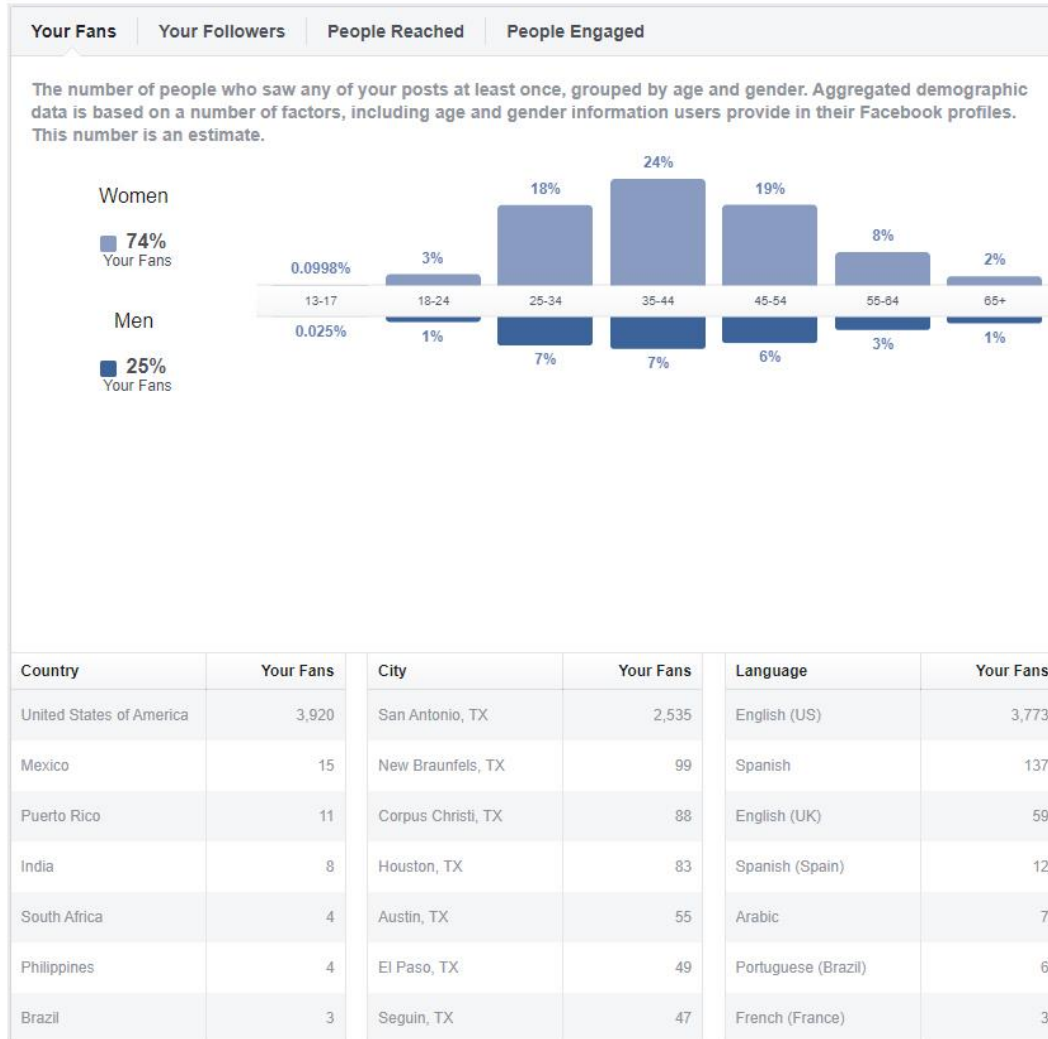
- 7th overall likes over 28 boards
- Increased 1000 Likes to 4,011
- Increased Organic Reaches

Facebook Goals

- 10k Likes by December 2020
- Increase Reach to 500k
- Increase Branding Impressions
- Increase Job Fair Awareness
- Increase Website Traffic
- Increase Business Engagement
- Increase Brand Awareness
- Increase Paid Ads



Facebook Fans



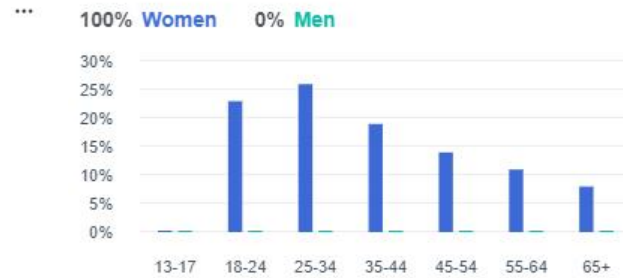
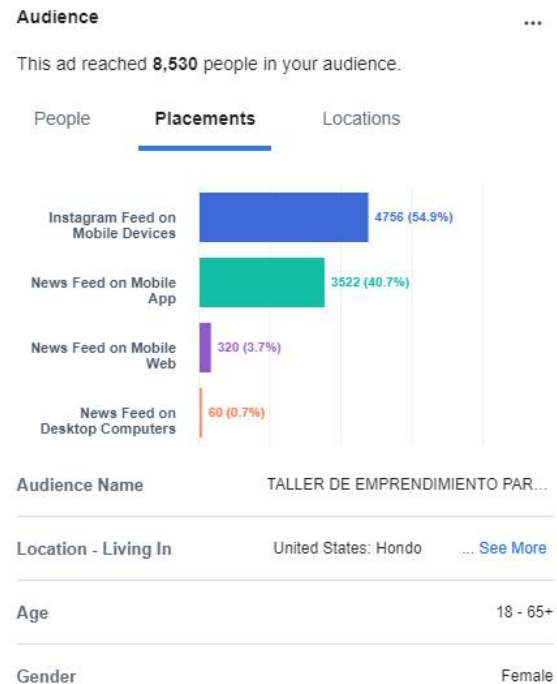
CITIES CONTINUED

| | | | |
|-----------------|----|--------------------|---|
| McAllen, TX | 36 | Floresville, TX | 8 |
| Dallas, TX | 24 | New York, NY | 8 |
| Fort Worth, TX | 23 | Pearsall, TX | 7 |
| Brownsville, TX | 21 | Castroville, TX | 7 |
| Pleasanton, TX | 20 | Universal City, TX | 7 |
| Edinburg, TX | 18 | Lubbock, TX | 6 |
| Harlingen, TX | 18 | Westlaco, TX | 6 |
| Laredo, TX | 15 | Los Angeles, CA | 6 |
| Cibolo, TX | 13 | Georgetown, TX | 5 |
| Bandera, TX | 13 | Hondo, TX | 5 |
| Schertz, TX | 12 | Poteet, TX | 5 |
| Pharr, TX | 12 | Arlington, TX | 5 |
| La Vernia, TX | 12 | Frisco, TX | 5 |
| Kerrville, TX | 10 | Converse, TX | 5 |
| Boerne, TX | 10 | San Diego, CA | 5 |
| Lytle, TX | 9 | Amarillo, TX | 5 |
| Victoria, TX | 9 | Chicago, IL | 5 |
| San Marcos, TX | 8 | Denver, CO | 5 |
| Mission, TX | 8 | Longview, TX | 0 |
| Canyon Lake, TX | 8 | Cypress, TX | 0 |
| | | Devine, TX | 0 |



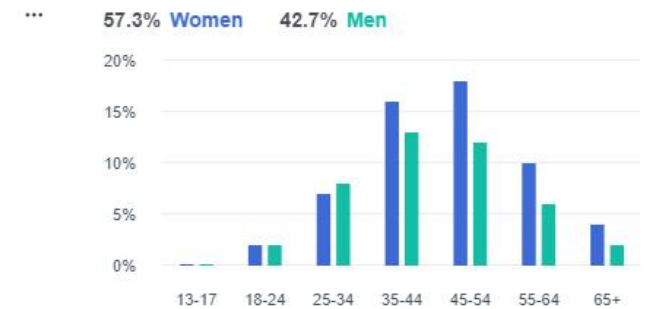
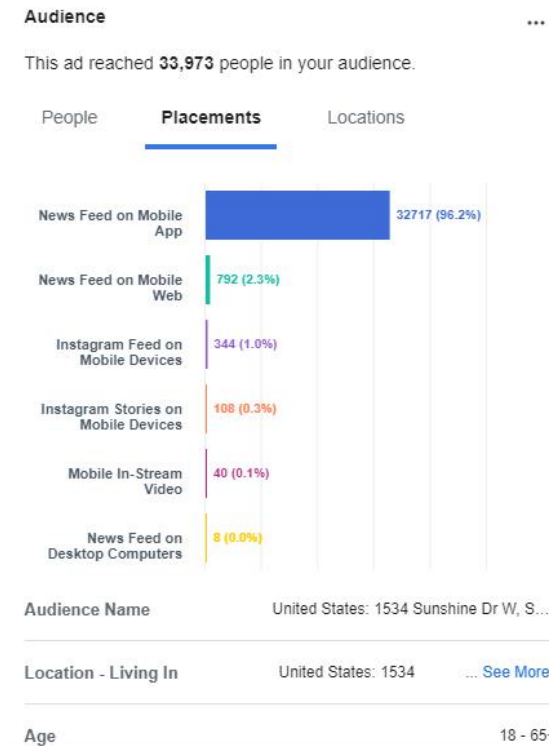
Facebook Paid Ad Analytics

Woman's Entrepreneurship Spanish



*Increased English Enrollment

Hiring Red White & You 2019



LinkedIn Analytics

Organic Reaches

- Current Followers 6,791

March 2019 – March 2020

- 0 Paid Campaigns
- Desktop Users
- Increased Followers from less than 1,000 Followers to 6,791 Followers
- Increased Website Traffic
- Increased Business Engagement
- Increased Brand Awareness

A screenshot of a LinkedIn post from the company 'Workforce Solutions Alamo'. The post includes a profile picture, company name, and a table showing 6,791 followers and 0 drafts. The main content is a hiring announcement for a 'Hiring Event!!!' on Thursday, March 5, 2020, from 9:00 am to 3:00 pm. The event is for 'Open Positions at our Medina Plant' located at 257 PR 3535, Hondo, TX 78861, with contact information (830) 426-2280. The post lists several job categories: Heavy Equipment Operators, Fixed Maintenance, General Laborers, and Plant Operators. The background of the post features images of heavy machinery and a construction site.

in Search Home My Network Jobs Messaging

Workforce Solutions Alamo
Connecting Talent Pipelines to Employers
2d •

Now Hiring – Same Day Offers

- #HeavyEquipmentOperators
- #FixedMaintenance
- #GeneralLaborers
- #PlantOperators

Great #Benefit Package and Matching #401K
Vulcan is an Equal Opportunity Employer M/F/V/D
www.workforvulcan.com

Thursday, March 5, 2020 9:00 am - 3:00 pm
Open Positions at the Medina Plant
257 PR 3535, Hondo, TX 78861
Contact: (830) 426-2280

Join our team! **Vulcan**
Materials Company
SOUTHWEST DIVISION
Hiring Event!!!
Thursday, March 5, 2020 9:00 am - 3:00 pm

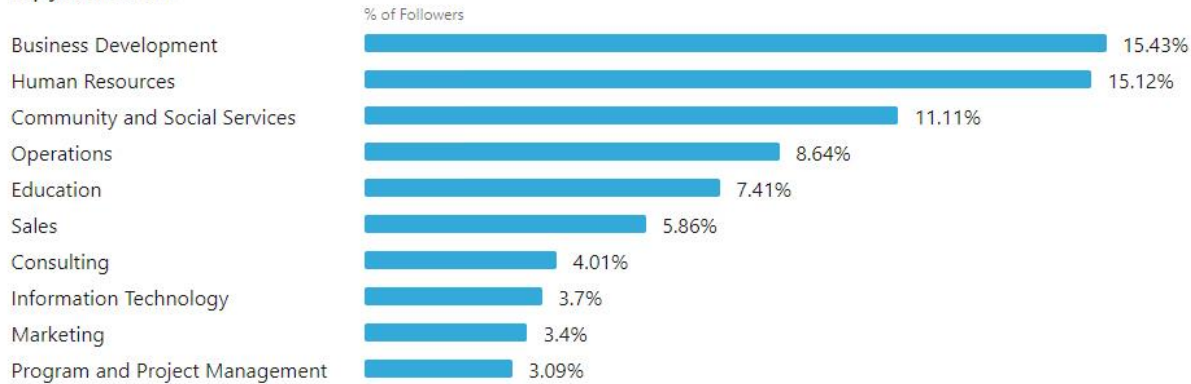
NOW HIRING – SAME DAY OFFERS

Open Positions at our Medina Plant
257 PR 3535, Hondo, TX 78861
Contact: (830) 426-2280

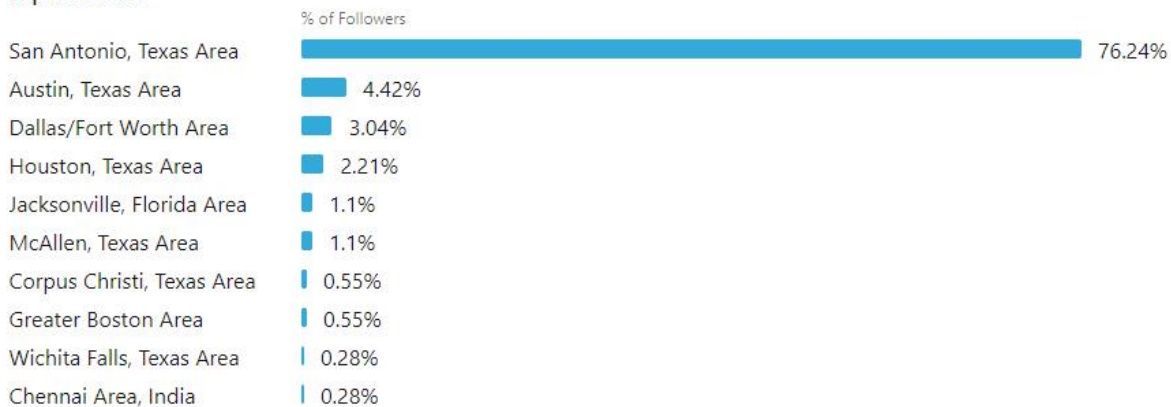
- Heavy Equipment Operators
- Fixed Maintenance
- General Laborers
- Plant Operators

LinkedIn Analytics

Top job functions

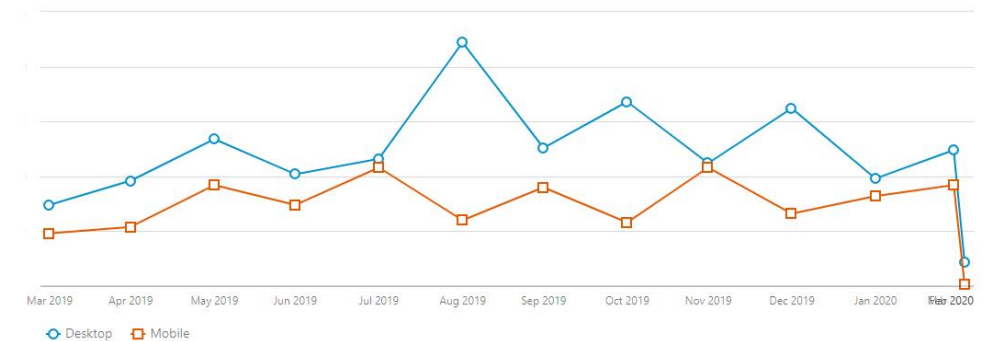


Top locations



Goals for Jan 1, 2021

- 10k Followers
- Increase Reach to 500k
- Increase Brand Awareness
- Increase Job Fair Awareness
- Increase Website Traffic
- Increase Business Engagement
- Increase Network
- Increase Business Page

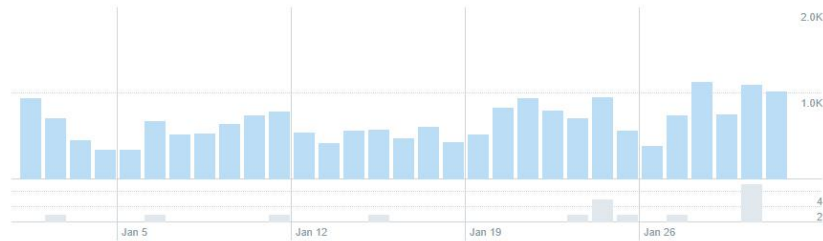


Twitter

Jan 2020 – March 2020

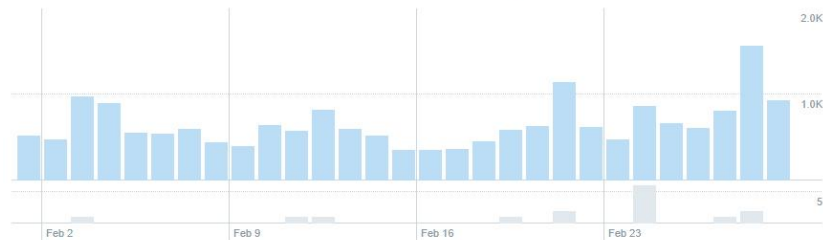
- Jan 20.8k Impressions

Your Tweets earned 20.8K impressions over this 31 day period



- Feb 19.0k Impressions

Your Tweets earned 19.0K impressions over this 29 day period





Account home
Workforce Solutions Alamo @WSASanAntonio

WOMEN'S ENTI

Page updated

28 day summary with change over previous period

| | | | | |
|----------------------------|---|-------------------------------------|-------------------------------|-------------------------------|
| Tweets 17 ↑21.4% | Tweet impressions 18.3K ↓6.8% | Profile visits 567 ↓28.7% | Mentions 15 ↑275.0% | Followers 1,334 ↑16 |
|----------------------------|---|-------------------------------------|-------------------------------|-------------------------------|

Mar 2020 • 5 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 205 impressions

Sold-out Texas Conference for Employers Employment Law Update kicks off this morning in New Braunfels.
pic.twitter.com/oahFZVVoWC



♥ 2

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 9 engagements

C2GPS
@InnovateC2GPS · Mar 4

@WFSolutions, @WSASanAntonio, @WorkforceCB, @WfTarrant and @csbrevard meeting on business services in Florida. Thanks for hosting us Thomas and Judy!! pic.twitter.com/3b0j7UCgKA



♥ 4

[View Tweet](#)

MAR 2020 SUMMARY

| | |
|-----------------------------|-----------------------------------|
| Tweets 3 | Tweet impressions 3,230 |
| Profile visits 97 | Mentions 1 |
| New followers 2 | |

Top Follower followed by 1,623 people





Questions?



MEMORANDUM

To: Workforce Solutions Alamo Board

From: Adrian Lopez, WSA CEO

Presented by: Gino D Morin, Digital Marketing & Marketing Coordinator

Date: 3/13/2020

Subject: Branding Standards

Summary: This item is to provide an update of and highlight elements related to Communications and Marketing including branding standards, advertising & marketing examples and brand objective.

Analysis: This is the official Workforce Solutions Alamo logo. It has been designed to establish a distinctive graphic identity for the services offered

Alternatives: Create a new brand

Fiscal Impact: N/A

Recommendation: Create a new mission statement and mantra

Next Steps: Collect input and Ideas from the board and staff, vote and design a new brand with style guide

WSA Branding Standards

Gino D. Morin, Digital Marketing & Marketing Coordinator

March 13th 2020





Summary

This item is to provide an update of and highlight elements related to Marketing & Communications



Overview

1. Branding Standards
 - Compliance
 - EEO
2. Advertising & Marketing Examples
 - Marketing Items
 - Flyers
 - Social Media
 - Signage
3. Brand Objectives



Branding Standards



Equal Employment Opportunity (EEO) Statement

Workforce Solutions Alamo is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Relay Texas (800) 735-2989 or (800) 735 -2988 Voice.



Branding Standards II



PMS 293 C
PMS 293 U
C:100 M:56 Y:0 K:0
100% Color used on the word
Workforce and Alamo bar

PMS 362 C
PMS 362 U
C:76 M:0 Y:100 K:11.5
100% Color used on the
word Solutions and stars

60% PMS 293 C
60% 293 U
C:54 M:35 Y:0 K:0
Color used on the shape
above the stars
Create with 60% of blue



Current Marketing Items

Marketing Items that Require Branding Approval

- Job fair flyers
- Career center flyers
- Outreach materials
- Brochures
- Appspace ads
- PowerPoint presentations
- Administration temp forms (procurement letterheads, forms, etc.)
- Email Signatures
- Signage/ Banners
- Media Commercials
- Press Releases
- Social media postings



Advertising & Marketing Examples

Not Approved

- Stretched logo
- Missing Icons
- Bad Contact
- Missing EEO
- Low quality graphics

**Workforce Innovation Opportunity Act
How can WIOA help you succeed?**



Unemployed?

Just graduated and need to market your new skills?

WIOA Provides:

Individualized Job Search Assistance

Job Matching and Referrals

Application & Resume Assistance

On-Site Employer Recruitment to include On-Site Interviews

Vocational Training

Contingent upon eligibility, individual needs, and funding availability, Support Services to ensure success may be available

Transportation
(Fuel for job search, training and interviews)
Work Related Expenses
&
Education Related Expenses

*There is a job for everyone.
Let us help you find yours!!!!*

Walzem Workforce Center
WIOA Orientations
Every Wednesday @ 2:15pm



A proud partner of the AmericanJobCenter network

Workforce Solutions Alamo is an equal opportunity employer/program

We have the employer contacts to meet your needs.

Positions Available:
General skilled Laborer
Healthcare Positions
Education
Information Technology
Childcare Worker

Installation, Maintenance and repair

Office and Administrative Support

Social Services

Production

Sales

Transportation
Warehouse
Any many more!!!!!!!!!!!!!!

Approved





Youth Empowerment Services

Paid Internships • Higher Paying Jobs
Goal Setting • Financial Support
Entrepreneurial Training • Leadership
College Preparation • Industry Certification
Job Training • Lifestyle Budgeting

TEXT: (210) 457-2366 EMAIL: YES@wsalamo.org






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Advertising & Marketing Examples II

Before Request Form



JOB FAIR
February 27, 2020
10:00am-1:00pm

New Braunfels Food Bank
1620 S Seguin Ave
New Braunfels, TX 78130

- | | |
|----------------------|-------------------|
| Navarro ISD | CBE |
| Walmart Distribution | ABM Industries |
| The Levy Company | Martin Marietta |
| Express Personnel | Comal ISD |
| IBEX | TaskUs |
| Sysco | Caterpillar |
| Detex | VisionWorks |
| Harland Clarke | Hunter Industries |
| PNC Bank | PSCI |
| LKQ | Republic Plastics |
| Priority Personnel | |



Workforce Solutions Alamo is an equal opportunity employer.

After Request Form



MULTIPLE HIGH PAYING INDUSTRIES
THURSDAY FEBRUARY 27TH 10AM - 1PM



NEW BRAUNFELS FOOD BANK
1620 S. Seguin Ave, New Braunfels, TX 78130



Workforce Solutions Alamo is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas (800) 735-2889 or (800) 735-2988 Voice.



Flyers Created by Staff & Partners

- WSA Brand must be on all outreach materials

Potential Salary **73K**

PrepareU **CompTIA Bootcamp**

12-week CompTIA IT Bootcamp
Get into the IT Industry with the Following Classes...

- IT Fundamentals+ (FC0-U61)
- CompTIA A+ (220-1101 and 220-1102)
- Network+ (N10-007)
- Security+ (SY0-501)

Soft Skills 101 Includes:

- Developing Your Work Brand • Communication • Customer Service
- Reducing Anxiety and Conflict • Working for Your Supervisor
- Working Within Your Organization • Developing Your Elevator Pitch
- Resumes and Job Interviews • Behavioral Interview Questions
- Social Styles • Ethics • Decision-Making, and More • Job Networking
- Soft Skills Review and Recap

Text the word "IT" to 210.879.6975

Workforce Solutions ALAMO logo and AmericanJobCenter logo.

JW MARRIOTT SAN ANTONIO Annual Job Open House 2020

ON-SITE INTERVIEWS | +200 full time / part-time / seasonal jobs

apply online in advance <http://bit.ly/2FvV5Uj>

SAVE THE DATE
SAT 2.1.20 10am - 4pm

Exhibit Hall
JW Marriott San Antonio
23808 Resort Pkwy 78261

Why Marriott?
Legendary company culture | opportunity to impact your community through our Spirit to Serve initiatives | competitive compensation including Medical, Dental & Vision Insurance, 401k Retirement/Profit Sharing | Room rate discounts | Tuition reimbursement | myTakeCare, our award winning 3 Pillar Wellness Program | begin your Journey with FORBES' #1 Hospitality Best Places to Work.

Workforce Solutions ALAMO logo and AmericanJobCenter logo.

Workforce Solutions ALAMO logo and AmericanJobCenter logo.

www.workforcesolutionalamo.org

Hospitality & Food Service

S Flores WFC March Job Fair: March 17th, 2020

Many Vacancies

MARK YOUR CALENDARS
9:00 AM TO 12 NOON

- PLAN TO ARRIVE EARLY TO GET THE BEST JOBS

Location:
Workforce Solutions
6723 S Flores
San Antonio, TX 78221
(210) 928-3985

WORKinTEXAS.com logo.

Workforce Solutions ALAMO logo and AmericanJobCenter logo.

TEXAS VETERANS COMMISSION logo.

YES! logo.

WORKinTEXAS.com logo.

JOIN US FOR OUR YOUTH INCLUSIVE JOB FAIR!

WORKFORCE SOLUTIONS DATAPoint CENTER:
3652 BLUEMEL RD. SAN ANTONIO, TX 78229

Do you have what employers are looking for?
Get ready to start your new career!

MARCH 24, 2020
9:00AM TO 12:00PM

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Social Media Branding

- General Hashtaging
 - #WSAsanantonio
 - #WSAlamo
 - #WorkforceSolutionsAlamo
 - #TWC
 - #WorkforceExcellence

Search Twitter

Workforce Solutions Alamo
@WSASanAntonio

Workforce Solutions Alamo connects #employers & job seekers to create growth and career opportunities in #SanAntonio & 13 counties in the Alamo Region #jobs

San Antonio, TX workforcesolutionsalamo.org Joined June 2011

1,206 Following 1,333 Followers

Tweets Tweets & replies Media Likes

Workforce Solutions Alamo
Connecting Talent Pipelines to Employers
1mo · 🌐

🔔 Nuestro primer Taller en español es el 24 de febrero de 2020 y tenemos espacios disponibles! Regístrate ahora. Detalles abajo:
TALLER DE ESPÍRITU EMPRENDEDOR PARA MUJERES 🙋

<https://lnkd.in/eKbb58e>

Todo lo que necesita saber sobre comenzar un negocio para hacer crecer su negocio 📁
TALLER GRATUITO DE 1 DÍA
📅 febrero 24, 2020 (Este es el primer día en español, pero también hay más fechas)
🗣 Inglés y español
📍 Hondo, New Braunfels, Pleasanton y San Antonio
✅ Ubicación y registro aquí:
<https://lnkd.in/eKbb58e>
#workforcesolutionsalamo #WSAlamo #bootcamp #entrepreneurship #women #mujeres #taller #empresaria #sanantonio #sanantoniotx #satx #hondotx #nbttx #newbraunfels #pleasantontx

See translation

TALLER DE ESPÍRITU EMPRENDEDOR PARA MUJERES
Todo lo que necesita saber sobre comenzar un negocio para hacer crecer su negocio

TALLER GRATUITO DE 1 DÍA
6 de enero a 27 de julio
inglés y español
Hondo, New Braunfels, Pleasanton y San Antonio

Ubicación y registro aquí:
workforcesolutionsalamo.org/we

Workforce Solutions Alamo
Published by Gino Morin [?] · March 6 at 4:59 PM · 🌐

👉 **YOUTH RESOURCE & HIREABILITY FAIR** 🙋
Afternoon Session (12PM-2PM)
www.YouthFairPM.eventbrite.com

👉 Youth Ages 16-24 with and without a #disability
Employment Opportunities / Community Resources / Career Pathways / Breakout Sessions & More!

📍 Morgan's Wonderland
5223 David Edwards Dr
San Antonio, TX 78233

📅 March 31st, 2020
Two Sessions 9AM - 11 AM, 12PM - 2PM
Morning Session (9AM-11AM)
www.YouthFairAM.eventbrite.com

#youth #sanantonio #disabilities #twc #hireability #bexarcounty #gillespiecounty #kerrcounty #kendallcounty #comalcounty #banderacounty #guadalupecounty #medinacounty #wilsoncounty #karnescounty #friocounty #atascosacounty #mcmullencounty #workforcesolutionsalamo #WSAlamo #WSAsanantonio

YOUTH RESOURCE & HIREABILITY FAIR
TEXT (210) 457-2366
March 31st, 2020
Two Sessions 9AM - 11 AM, 12PM - 2PM
Morning Session (9AM-11AM)
YouthFairAM.eventbrite.com
Afternoon Session (12PM-2PM)
YouthFairPM.eventbrite.com
RSVP NOW - LIMITED TICKETS
LOCATION:
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1,562 People Reached 92 Engagements [Boost Post](#)

You and 8 others 16 Shares



Signage

- High Quality & High Contrast Branding





Branding Objectives for 2020

Objectives for a growing business

- Boost brand awareness
- Improve recognition
- Improve brand image
- Establish brand loyalty
- Build a community
- Enhance engagement





Questions?