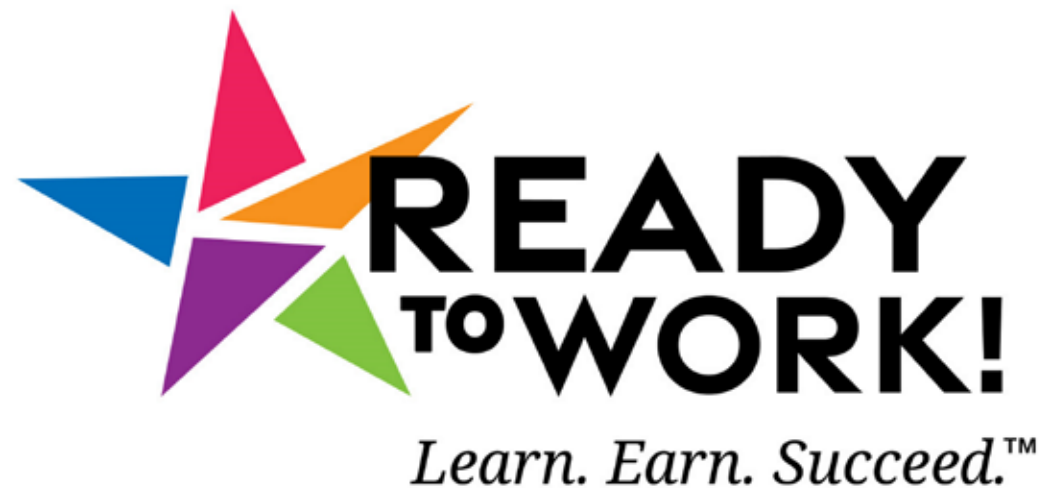




# Program Overview

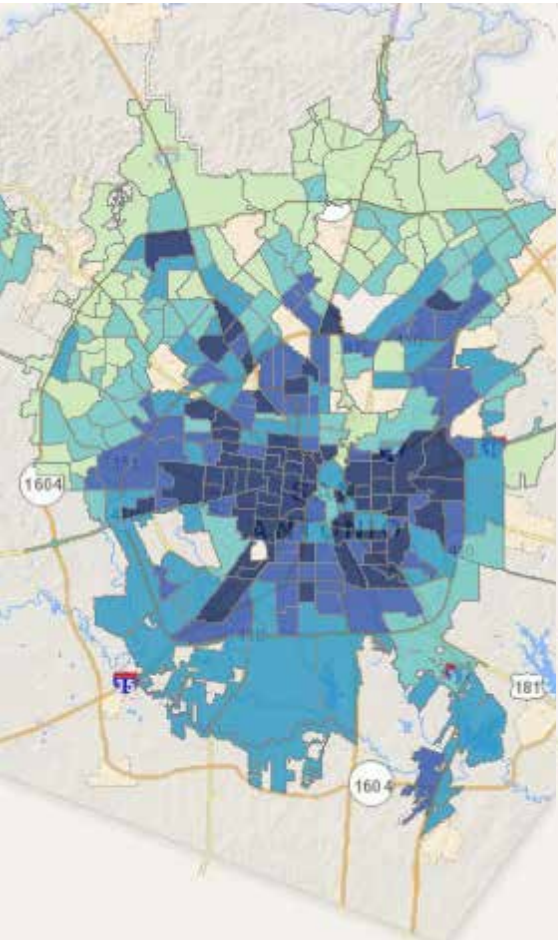
Kansas City Chamber

October 5, 2023

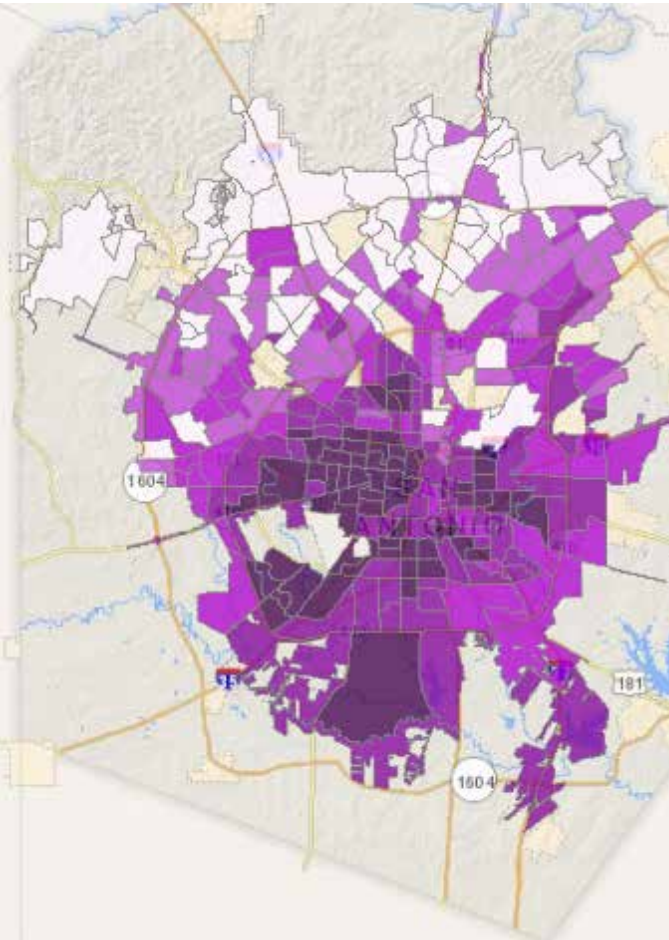




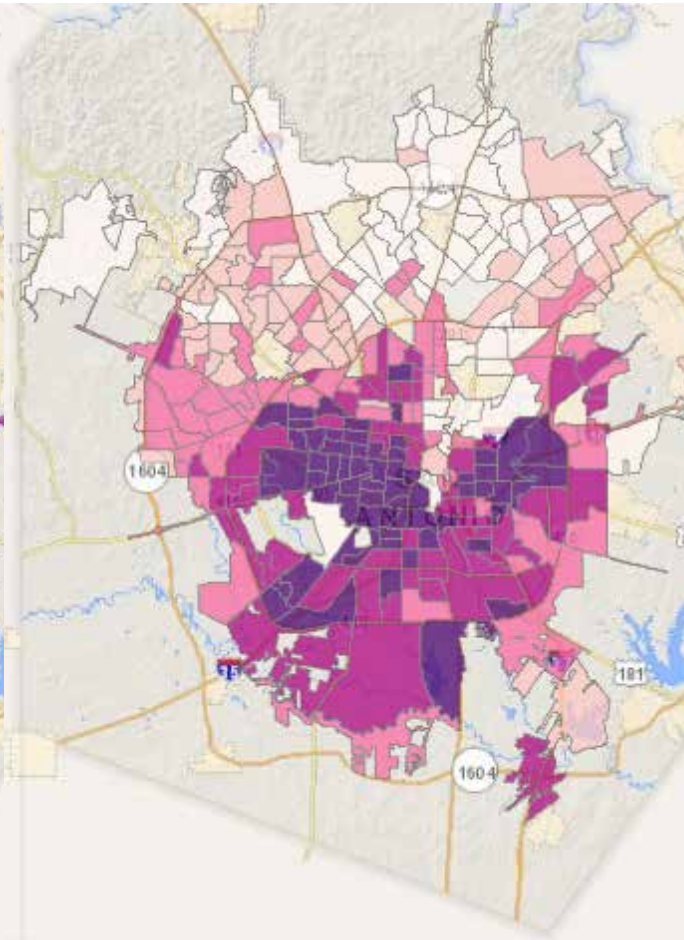
# Why are we investing in Ready to Work?



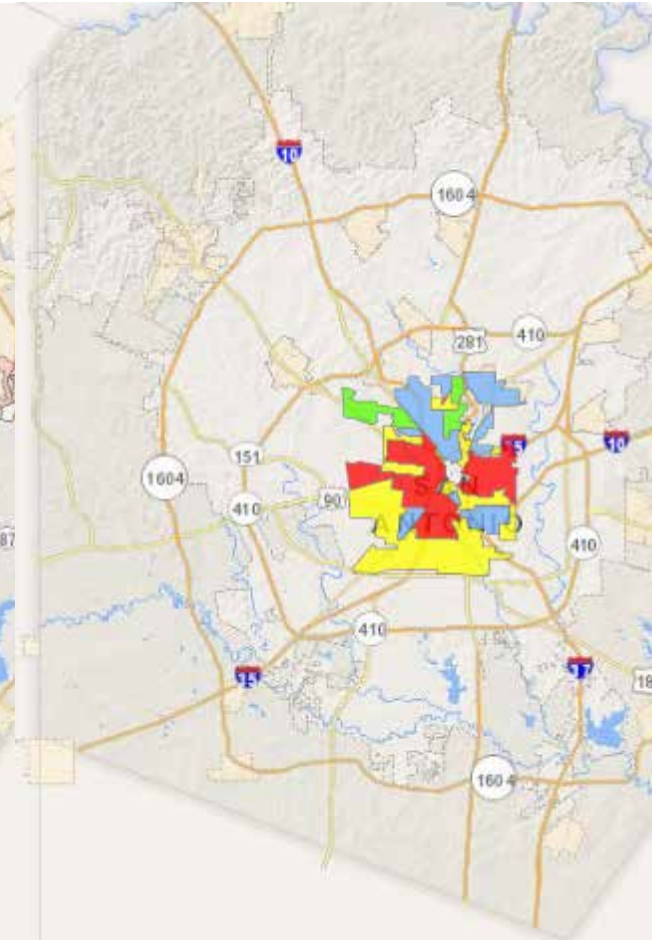
Income  
Inequality



Low Educational  
Attainment



75.2%  
People of Color



Historic  
Redlining



# Ballot Proposition

## San Antonio, Texas, Proposition B, Allocate Previously Approved Sales Tax to Early Childhood Education Municipal Development Corporation (November 2020)

**San Antonio Proposition B**, an **allocate previously approved sales tax to early childhood education municipal development corporation measure**, was on the ballot as a referral in San Antonio on November 3, 2020. It was **approved**.

A **"yes"** vote supported reallocating revenue from an 0.125% sales tax to job training and scholarships for the Early Childhood Education Municipal Development Corporation through 2025 that was previously approved by voters to fund the Edwards Aquifer Protection Venue and Parks Development and Expansion Venue projects.

A **"no"** vote opposed this measure reallocating revenue from an 0.125% sales tax to job training and scholarships for the Early Childhood Education Municipal Development Corporation through 2025 that was previously approved by voters to fund the Edwards Aquifer Protection Venue and Parks Development and Expansion Venue projects.

A simple majority was required for the approval of Proposition B.

### San Antonio Proposition B



**Election date**  
November 3, 2020

**Topic**  
Local sales tax and  
City budget

**Status**  
✓ *Approved*

### Election results

San Antonio Proposition B		
Result	Votes	Percentage
✓ Yes	<b>386,445</b>	76.96%
No	115,698	23.04%





# Ready to Work Overview



## Basics

- \$200+ Million
- Training, Education, and Job Placement Program



## Free Tuition

- Certifications
- Associate's Degrees
- Bachelor's Degrees
- Aligned with Employer Needs



## Unprecedented

- Scale
- Employer Engagement
- Community Collaborative
- Approved Course Catalog
- Central Data Platform



## Wraparound Services

- Career Coaching
- Benefit Navigation
- Course Enrollment
- Emergency Funding
- Interview Prep
- Job Placement
- Job Retention



## Referrals

- ESL resources
- Healthcare
- Family violence
- Substance abuse
- Legal services
- Long-term assistance



# Community Collaborative



## Intake and Case Management

### Alamo Colleges District

Graduation Alliance

### Project Quest

SAISD

### Restore Education

### Workforce Solutions Alamo

Avance

Barcom

C2 Global Services

Chrysalis Ministries

Family Service Association

SA Food Bank

Texas A&M San Antonio

YWCA

### City of San Antonio DHS

Training for Jobs Success

## Marketing and Community Outreach

Alamo Area Community Network

Community Champions

COPS/Metro

Courts

CPS Energy

Creative Noggin

MM Creative

Nonprofit Incentives

SA WORX

SA Housing Trust

San Antonio Area Asset Funders Network

San Antonio Community Resource Directory

Spurs Sports & Entertainment

United Way

211

311

## Think Tank

CALCO

Educate TX

Greenlight

Jobs for the Future

Lightcast

Opportunity Accelerator

Signify Health

UP Partnership

UTSA

## Advisory Board

Employer Engagement Subcommittee

Community Outreach Subcommittee

~350 Pledged Employers

~80 Approved Training Providers

~1000 Approved Programs



CITY OF SAN ANTONIO  
**WORKFORCE DEVELOPMENT OFFICE**

# RTW Employer Pledge

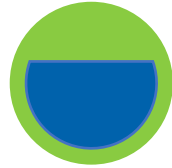


## Pledge

Join hundreds of local employers supporting RTW

Choose from many flexible options

Share the pledge with your network



## Engage

Inform us of your critical hiring needs

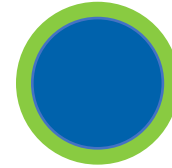
Join industry-focused Talent Pipeline Management sessions

Join employer roundtables on hot topics

List job openings on WorkInTexas.com

Leverage social media

Display RTW Employer Badge



## Hire

Prioritize RTW participants

Include RTW question on hiring forms

Connect with RTW agency partners

Respond to timely talent pipeline surveys

Highlight RTW success stories

Increase diversity and retention



[View over 350 RTW Pledged Employers](#)

# RTW Target Industries

Information Technology/Cybersecurity

Transportation/ Warehousing

Education/Professional Services

Finance/Insurance

Healthcare

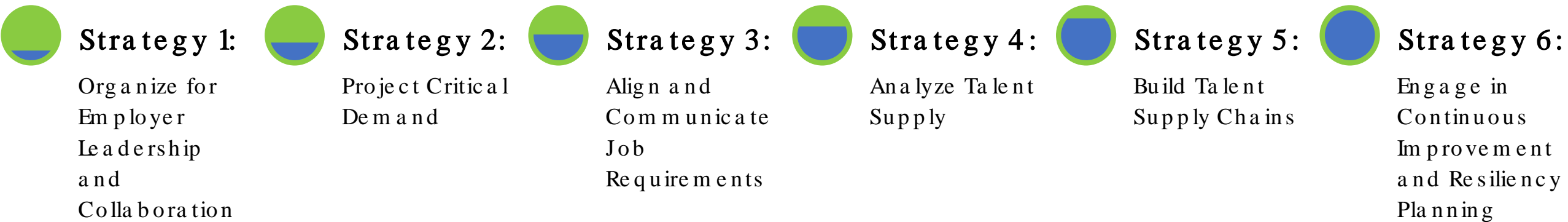
Construction/Manufacturing

83 Ready to Work approved target occupations are well-paid and are in high-demand.

The RTW Approved Training Catalog includes courses aligned with these target occupations



# Employer Engagement



## Talent Pipeline Management



U.S. Chamber of Commerce  
Foundation



# Employer Engagement



## MYSA Editorial FB Page Boosted Post

OPINION COMMENTARY

### Commentary: Ready to Work committed to changing lives

Benjamin A. Peavy and Jennifer Cantu, for the Express-News  
May 6, 2023 | Updated: June 5, 2023 2:20 p.m.

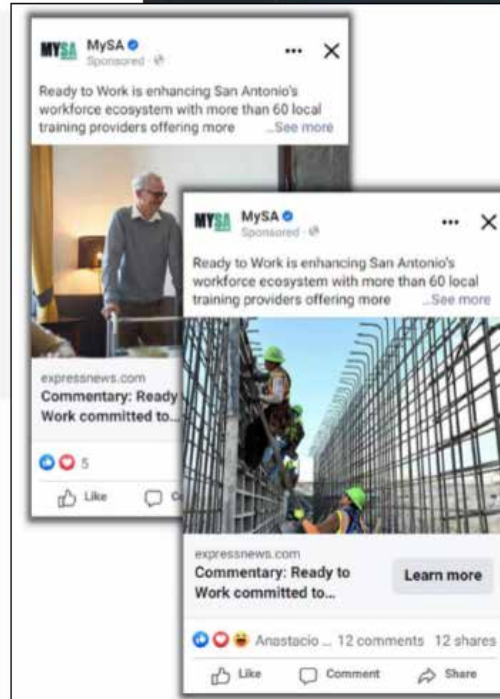
Gift this article



1 of 2  
Ben Peavy

There is no denying San Antonio is one of the most economically disparate cities in the country. We will never forget the iconic San Antonio Express-News photos of San Antonio Food Bank lines. Even as our economy rebounds from the COVID-19 pandemic, our workforce remains fragile. In many cases, families are less than the proverbial paycheck away from financial disaster.

The city of San Antonio's Ready to Work training and employment program is a solid start to addressing the inequities of our past, while preparing us for the future. Ready to Work brings together workforce development partners, educators and business leaders to provide easy access to education aligned with well-paid jobs.



1,143,504 Impressions

Total number of promotional ad units served to generate traffic to the story.

3,851 Pageviews

A page view of thirty seconds or more.

3,473 Clicks

Clicks on the promotional article (0.30% CTR)

4:31 Time Spent

Average amount of time a reader spends on the story page.

# Eligibility

- 18 years old when applying for the program \*
- Permitted to work in the United States
- Resident of the City of San Antonio\*
- Income less than 250% of federal poverty guidelines
  - Currently \$36,450 for an individual, or \$75,000 for a household of four
- Willing to take assessments relating to barriers, academics, skills aptitude, and workplace readiness
- Committed to completing the program

*\*Military-connected individuals living in Bexar County.*



# Participant Pathway

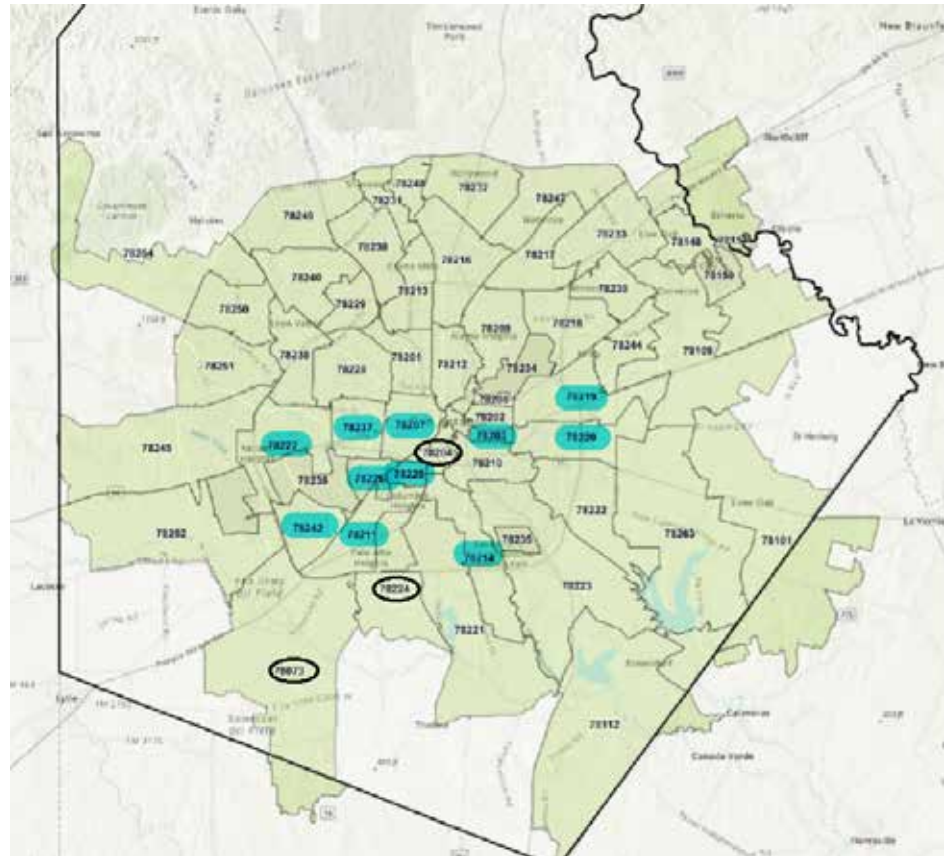





# RTW & Solid Waste Partnership



Almost 100,000 door hangers delivered!



Ready To Work Door Hanger Distribution					
					
Zipcode	Residential	Start of Delivery	End of Delivery	Vans used	Personnel Used
78207	16,407	7/20/2023	7/27/2023	2	16
78227	14,593	7/27/2023	7/28/2023	2	17
78237	11,715	7/27/2023	8/10/2023	2	18
78242	10,499	7/28/2023	8/4/2023	1	9
78211	9,671	8/3/2023	8/10/2023	2	17
78214	7,814	8/4/223	8/11/2023	2	18
78220	7,586	8/11/2023	8/17/2023	2	18
78225	4,387	8/17/2023	8/17/2023	1	9
78219	3,321	8/17/2023	8/18/2023	2	19
78226	2,400	8/17/2023	8/17/2023	1	9
78203	2,273	8/17/2023	8/17/2023	1	9
SWMD has 3 Ford Transit Vans, 3 Maintenance Crew Leaders and 31 Maintenance Workers					
Total Door Hangers Distributed	90666	Total Door Hangers Ordered	100000	Total Door hangers left over	9334

# RTW & Alameda Update



Continuing collaboration with  
City departments to reach  
community members



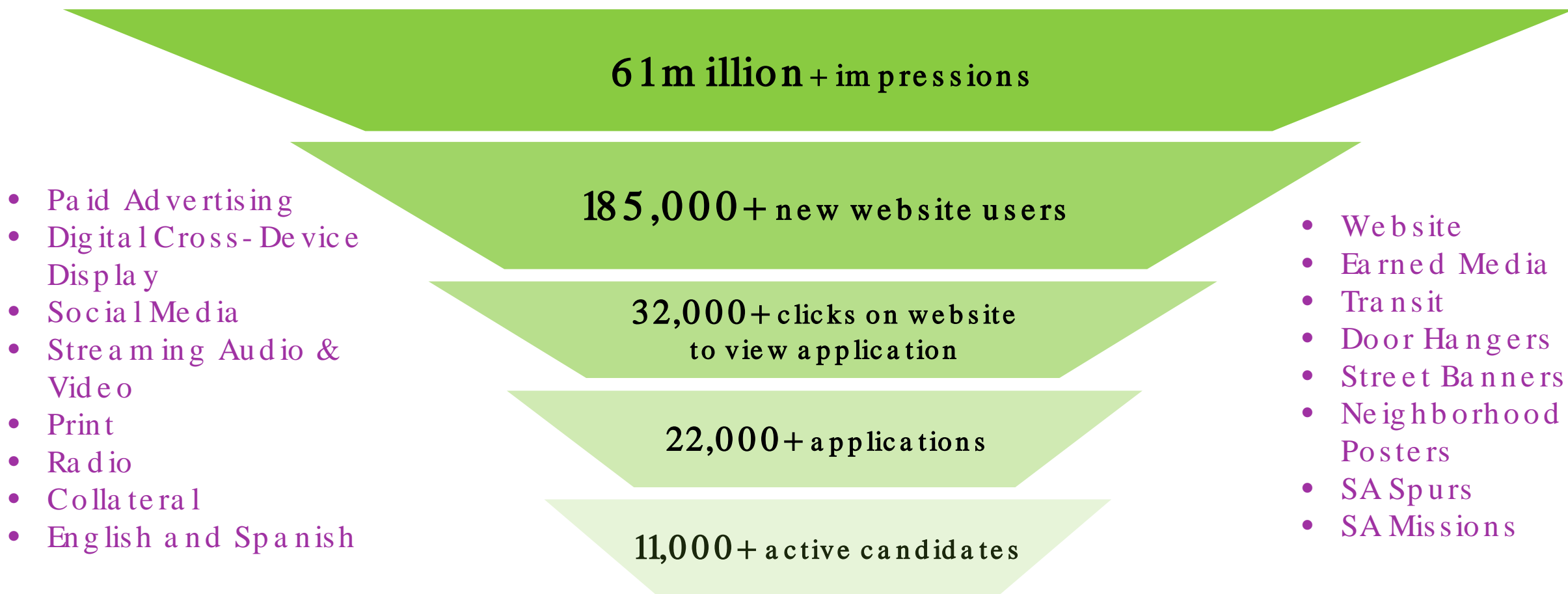
# RTW at Back to School Events



Co-promoted RTW with City Council Members



# Creative Nogg in Impact and Analytics



*Actualized statistics: Impressions run from May 2022-June 2023;  
Website users and clicks are through August 2023*

# Ready to Work Progress to Date

*As of September 28, 2023*

## San Antonio Workforce Development Ecosystem Improvement Underway

- Citywide collaboration
- Resident access to education and support
- Employer engagement and networking

11,884  
Started  
Intake  
Process

8,494  
Completed  
Intake  
Process

6,965  
Officially  
Admitted to  
Ready to Work

4,413  
Enrolled in  
Education &  
Training

704  
Already  
Completed  
Education &  
Training

## 273 Already Placed in Quality Jobs

- \$18.00 Median Starting Hourly Wage
- \$15.38 Median Hourly Wage Increase
- 212 Employers Have Hired RTW Participants

### Program Goals

- 39,000 Applicants Interviewed (Completed Intake)
- 28,000 Enrolled in Training
- 15,600 Placed in Quality Jobs



# Point of Light



- Joselyn and Diana both enrolled in RTW through **Project QUEST**.
- They completed **Dental Assistant** training through **UIW** and now work at **Downtown Dentistry** making **\$17.00/hr.**
- The two befriended each other while in training, and Diana encouraged Joselyn to apply at Downtown Dentistry, where they now work together.





# Questions?

[readytoworksa.com](http://readytoworksa.com)  
[RTW.Help@sanantonio.gov](mailto:RTW.Help@sanantonio.gov)  
210-207-JOBS

