

Ready to Work At Large Community Organization	Application No: No: 20210122093345_10562
ELIGIBILITY	
PROFILE	
Prefix	Ms.
Last Name	Matta-Barrera
First Name	Romanita
Middle Name	
Suffix	
Preferred Name	Romanita
Title	
Address Type?	
Address	
City	
State	
Zip	78205
Phone Type?	
Phone number	
Phone 2 Type?	
Phone 2 number	
eMail	
Employer	
Job Title	
Occupation	
Date of Birth	

Board/Commission/Committee Name	Ready to Work~At Large~Community Organization~05
DEMOGRAPHIC INFORMATION	
The City of San Antonio strives for boards and commissions to be representative of our diverse community. Providing the following demographic information is voluntary, and will only be used for statistical and reporting purposes.	
Race/Ethnicity (Please select all that apply):	Hispanic/Latino/a
Gender:	Female
Age:	45 to 54
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
QUESTIONS	
If this board position requires residency within Bexar County, the City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	Yes
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	09
In which City Council District do you reside?	01

How many years have you lived in the City Council District where you reside?	07
Do you or any of your immediate family members or any businesses that you or they own currently have any direct or indirect financial interest in any contract(s) with the City, including subcontracts?	No
Will you or any of your immediate family members or any businesses that you or they own seek a contract(s) with the City in the foreseeable future?	No
Do you or any of your immediate family members or any businesses that you or they own have any financial interest, direct or indirect, in any sale to the City of any land, materials, supplies, or service?	No
Does your employer or an employer of your immediate family members have a contract with the City?	Yes
List name of employer, family member and describe contract.	My employer, San Antonio Economic Development Foundation and SA Works, both have contracts thru the City's Economic Development Dept.
Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No

Do you currently serve in any elected or appointed public government office?	No
Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?	Yes
Give the title and dates of any position which you have held in such organization:	I am an employee of a the San Antonio Economic Development Foundation (SAEDF) since August of 2016 as the Executive Director of SA Works and EVP of Workforce Development of the SAEDF
Do you receive any compensation for service on this entity(ies)?	Yes
If yes, please describe compensation, for example - \$20 per meeting.	I am a salaried employee of the San Antonio Economic Development Foundation
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	I have a bachelor's degree with honors from the University of Texas at Austin with a double major in political science and Latin American studies earned in 1996. I also studied at El Colegio de Mexico and completed the U.S., Mexico, Canada program on the North American Free Trade Agreement in 1996.

<p>Describe your Professional History & Certification designations (Current and historical).</p>	<p>I have over 20 years of professional experience spanning the following fields: Communications, Education, Hispanic outreach, workforce and economic development. Currently serving as the executive director of SA Works and EVP of Workforce Development the workforce development arm of the San Antonio Economic Development Foundation since August 2016. Prior to this role, I served as CEO and founder of Fluent Strategy Group, a consulting firm established in Washington, DC with key service areas including diversity, Hispanic communications and coalition-building from 2009 to 2016. Fluent Strategy Group clients included AARP Foundation, SER Jobs for Progress-National, AVANCE National and the Charles Butt Foundation among others. From 2006 to 2009, I served as Director of Hispanic Outreach and Communications at the U.S. Department of Education and Deputy Director of the White House Initiative on Educational Excellence for Hispanic Americans in the Bush Administration. From 2003 to 2008, I served as Texas Media Director for U.S. Senator John Cornyn of Texas leading bilingual communications as well as Hispanic coalition-building in both Texas and Washington, DC. Prior to that, I worked in several workforce and communications roles at SER Jobs for Progress-San Antonio, a workforce agency, and TEC, a workforce agency serving Jobs Corps youth.</p>
<p>Describe your Volunteer Experience & Community</p>	<p>For the past five years, I served on the Board of Family Service Association of</p>

Service	<p>which I served as Board Secretary the last two years. I also serve on the Board of TX-FAME (Federation for the Advancement of Manufacturing Education) and on the advisory committee for UPGRADE, a reskilling program under the San Antonio Education Partnership.</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>Key to the economic mobility of our residents is access to education and employment and I am committed to ensuring that San Antonians are prepared with the technical and life skills to secure employment that provides them and their families sustainable wages and a path to economic mobility. I grew up in the San Juan Homes on Zarzamora, in a low-income community, despite that I have been able to advance in my professional career due to having access to education and caring adults. The pandemic has particularly negatively impacted individuals in low-skill, low-wage jobs whose previous occupations may no longer be available. The data is compelling. The individuals most deeply impacted are those with lower educational attainment with 83 having some college or less and almost 63 having a high school equivalency diploma or less. And of these, the proportion of individuals 34 years old and younger account for almost half of all claimants at 47.8 with females most heavily impacted. The pandemic heightened the need to upskill low-wage workers in order for them to access pathways into better paying and more sustainable jobs of tomorrow. Mary C. Daly, president and CEO of the Federal Reserve Bank of San</p>

	<p>Francisco, recently said, "we need to become evidence-based optimists and feed hope with intentionality." This resonated with me as, we at the SAEDF and SA Works, continue to work alongside chambers, non-profits, education, private and public sector partners to bring both HOPE and HELP to our community. I am committed to bringing my professional expertise and relationships with both workforce agencies and employers to ensure that residents access quality training that will prepare them to successfully enter hi-skill, hi-wage jobs that provide economic mobility to them and their families. For years, we have discussed the issues of intergenerational poverty, economic inequity and low educational attainment and this is our moment to positively influence change and opportunity. I am committed personally and professionally to ensuring that our residents are prepared to take on high-wage jobs that have shown resilience to the pandemic. This is our opportunity to competitively position San Antonio to recruit and grow high-wage jobs that will promote economic prosperity. The SA: Ready to Work investment in our greatest asset - our human capital - is our now or never moment and I would be honored to serve my community in this capacity.</p>
Do you have any relatives who are employed with the San Antonio Police Department?	No
APPLICATION SIGN-OFF	
As a board, commission, or	

committee member, you will be asked to adhere to: Code of Ordinances, City of San Antonio, Part II, Chapter 2, Article IX, Sec.2-534. All board and commission members must file a Financial Disclosure Report with the Office of the City Clerk upon appointment, and annually thereafter, throughout the member's term. Failure to file a Financial Disclosure Report within the time required by the City's Ethics Code will be considered an automatic removal.

I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally possible to maintain the confidentiality of such information, and I hereby release the City of San

Acknowledged

Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release.	
OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.	Acknowledged
I further request, as a part of my application, that all law enforcement officials and criminal justice agencies release any criminal history records concerning me to the Office of the City Clerk of the City of San Antonio in order that qualifications may be checked.	Acknowledged
Enter Your Name	Romanita Matta-Barrera
Date of submission.	1/22/2021
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in the custody of the City that contains your	

home address, home telephone number, or reveals whether you have family members. Please note that this does not apply to business addresses, which are subject to public disclosure. If an open records request is filed requesting to view or obtain records that contain your personal information, the City will take steps to protect your personal information as authorized by the Texas Public Information Act, but only if you have elected to protect personal information.	
I want the public to have access to my Home Address.	No
I want the public to have access to my Home Telephone Number.	No
I want the public to have access to my Social Security Number.	No
I want the public to have access to my Emergency Contact Information.	No
I want the public to have access to my Family Information.	No
Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.	