

Summary of Rapid Response Evaluation

*Most of the important things in the world have
been accomplished by people who have kept on
trying when there seemed to be no hope at all.*

Dale Carnegie

Project Goals

- To research the status of outreach efforts to dislocated workers
- Review & Analyze current approach & materials used at Rapid Response Workshops
- Develop a plan to increase participation in the training opportunities and programs

Observations

Communication is key

Major Takeaways:

- ▶ **Complexity of system infrastructure and navigation**
- ▶ **Information overload – information in packets and during sessions**
- ▶ **Inconsistent (non-standardized) materials and messaging**
- ▶ **Role Blur: LWIA/DCEO/Centers**
- ▶ **Lack of consistent data, baselines, metrics**
- ▶ **NEED MORE EMPHASIS ON Training opportunities at workshops!**

Key Needs Identified

1. The Need for improved data collection and target market segmentation prior to and during the workshops
2. The Need for a More Proactive, Participative, and Consistent Process Prior to and During Workshops
3. The Need for Improved Accountability, Follow Up and Consistency Post Workshop
4. The Need for **Improved Communications throughout the process**

Recommendations

- ▶ Establish a State Level Standard and have DCEO distribute all handouts at Rapid response
 - Distribute materials other than the “basics” after the meeting or at workNet Centers
- ▶ Train and /or certify presenters
- ▶ Define the message and who delivers it
- ▶ Better data metrics is needed; DETS is key to tracking and is not being adequately utilized
- ▶ Know the “audience”
 - Better identify the groups that will be attending workshops – tailor messages
- ▶ Promote training options

Recommendations (cont)

- ▶ Develop and use an introduction video highlighting positive outcomes – 3 – 5 minutes in length that sets the tone for hope and positive outcomes.
- ▶ Utilize microphones and visual aides when possible.
- ▶ Use the agenda – keep acronyms out of the messaging (DW, 1D, TAA, OJT, etc.)
- ▶ Have clearly defined roles and “must haves” for content and time allotted for each speaker

Recommendations (cont)

- ▶ When possible set aside an area for training providers and other community partners to have information and to answer questions after the meeting.
- ▶ Take Appointments
- ▶ Survey revisions are necessary
 - Use only 1 Survey
 - When possible, have surveys distributed, collected, and tabulated prior to the workshops.



Opportunities

Preparing for the workshop:

- ▶ Establish procedures to engage local media and social media to promote participation and foster relationships
- ▶ Know basic worker demographics
 - What transferable skills do the workers possess
 - What the wage ranges are and how it will translate in the area/region
 - Be ready to discuss training opportunities in your area/region
- ▶ Know what other companies are hiring (OJTs potentials)
- ▶ Providing workshops:
 - Use sign-in sheets and collect contact information (cell phone, e-mail and physical address); veteran status
 - Have an attitude that offers hope and encouragement – provide success stories
 - Set up follow-up appointments at the workshops – don't let them leave without an appointment! Give appt. info to workers on cards, and send follow-up e-mail reminders.

Continuous Improvement

- Improve media outreach to promote WIOA programs to dislocated workers.
 - Use Social Media to promote workshops, services, etc. for known events as well as for those “1s” and “2s” layoffs
 - Utilize Illinois workNet for additional Media engagement

Continuous Improvement (cont)

- Improve Communication with businesses prior to any layoffs in order to be viewed as valuable resource – layoff aversion as well as rapid response
- Improve Communications between partners
- Improve Communications at the workshops

What is our Message?

- What is our goal?
- How are we communicating it?