

Strategies for Participant Recruitment and Community Outreach

OUTREACH STRATEGY	EXAMPLES IMPLEMENTED BY LWIAs	POTENTIAL NEW STRATEGIES
<p>(a) Facilitate Partner Meetings to Identify Additional WIOA Outreach Strategies</p>	<p>Expand the outreach and services provided to the Local Workforce Innovation Area (LWIA)'s targeted populations and partners that are outlined in the LWIA's Regional/Local Plan. Increase outreach, coordinate special workforce events, and set up temporary access points in coordination with community and workforce partners.</p> <ul style="list-style-type: none"> • Offer services for returning citizens with pro-active outreach by facilitating orientations prior to release. • Establish a working group for homeless services – identify a navigator who can refer people to public workforce services. • Work with State and Local organizations to support individuals with disabilities by creating a task force that provides access for people with disabilities. • Use of a "Mobile Workforce Center" to travel throughout the County offering a variety of services for job seekers, including computers with internet access for online applications & job searches, the ability to create/revise a competitive résumé, and an online job board with listings from local businesses. • Participate in community events throughout the County (i.e., resource fairs, community events, etc.). • Partner with Community-Based Organizations (CBOs) and county departments to host events (i.e., State's Atty, local churches, Spanish Center, IDOC) and with municipalities to host open-air events such as Drive-Thru Job Fairs. • Advertise on public transit systems. • One Workforce Center promoted/advertised on electronic billboards at no cost to partners. • Establish and maintain relationships with community centers, childcare facilities, and local churches. • Partner with the Unions to provide Dislocated Worker services outreach to laid-off members this has included hosting Career Fairs at the Union Hall. • Use of the customized Customer Relationship Management (CRM) (G*Stars) system to support the local business services team is effective in managing employer relations and supporting the workforce ecosystem. • Create a dislocated worker and Trade outreach flyer that lists specific companies who had significant layoffs or closures over the past two years, an effort to target former employees. 	<ul style="list-style-type: none"> • Educate County Chief Elected Officials (CEOs) about Rapid Response/Dislocated Worker programs; as CEOs become aware that a company is planning layoffs in their communities, leverage them to refer the company to the LWIA. • Utilize Illinois Department of Employment Security (IDES) Mass Layoff Statistics (MLS) Report to determine which employers have many employees with Unemployment Insurance (UI) claims - target Rapid Response information to those employers. • Connect with childcare providers to help identify parents that have lost a job; provide program marketing material to them to distribute. • Meet with student services departments at community colleges (financial aid, counseling, etc.) to educate them about WIOA. Connect with community college academic advisors and financial aid offices can assist with referrals to LWIAs. • Outreach to spouses of Dislocated Workers (displaced homemakers). • Outreach to spouses of returning Service Members. • Outreach to Parole Officers for direct referrals. • Ask current or past Dislocated Worker participants to refer their former co-workers for services. • Coordinate with IDES Regional Business Services staff to send email blasts to UI claimants. • Utilize Dislocated Worker funding for public service announcements with general messaging to drive people to LWIAs (allowable cost, follow local procurement policy). • Utilize Illinois Employment Business System (IEBS) to identify Rapid Response events where Unions are involved. Partner with the Union to provide Dislocated Worker services outreach to laid-off members. • Request to include flyers/promotional material in local municipality communication (emails, mailings, etc.) and school district "virtual backpack" communication to parents. • Review current subcontracts to determine whether there are gaps in service and recommend where additional programming is needed and can be added. • Contact new training providers and CBOs to determine service capacity and ability to provide training, assist in customer outreach and referral, and customer enrollment into services (Training/On-the-Job Training (OJT)/Work Experience (WEX)). • Contact area community colleges (Adult Education/Corporate Training/Workforce Development Departments) to identify available programming and capacity and make recommendations on the expansion of services or procurement of additional services. • Review current Individual Training Accounts (ITAs) awarded to identify where current program enrollments can be expanded and identify where class-size training opportunities might exist in specific programs. • Evaluate current ITA customers for referral to OJT for immediate employment and training opportunities at local employers. • Explore short-term/virtual training opportunities.

Strategies for Participant Recruitment and Community Outreach

OUTREACH STRATEGY	EXAMPLES IMPLEMENTED BY LWIAs	POTENTIAL NEW STRATEGIES
<p>(b) Institutionalize remote career planning/case management capabilities by developing the policy, procedures, training, and technological infrastructure to enroll job seekers and provide career planning/case management services.</p>	<ul style="list-style-type: none"> • Implementation of online registration and document collection, contracted with DocuSign for signatures on documents for virtual enrollments. • Launched a virtual universal orientation for the public. Services are available in person and virtually, including workshops, career planning, and résumé review meetings. • Topics for workshops have expanded to include an introduction to online platforms (Zoom, WebEx, etc.), and Mock Online Interviews. The LWIA has begun offering closed captioning on all webinars and offering interpreter and translation services. The LWIA also has materials translated and has translators on-site for Job Fairs. • Create a monthly calendar of events to promote workshops, orientations, etc. • Establish standing virtual orientations days/times. • Expand supportive services through contracting access to mental health counseling sessions for WIOA Title I Adults, Dislocated Workers, and Youth. 	<ul style="list-style-type: none"> • Utilize Illinois workNet (IwN) free Optimal Resume Builder https://illinoisworknet.optimalresume.com/
<p>(c) Review and Revise Social Media Outreach Strategies</p>	<ul style="list-style-type: none"> • The LWIA uses advertising, social media, text campaigns (#); virtual hiring events – IwN job fairs, Hire Chicago, state-representative sponsored events, and outreach through agencies. • Each American Job Center (AJC) has a monthly partner meeting attended by representatives of other groups, such as Legal Aid, that can help advertise the LWIA's available services. The One-Stop Operator (OSO) also produces a monthly newsletter for partners to cross-promote programs/services/events. • The use of technology – specifically social and electronic media to reach out to job seekers, is a best practice. LWIA uses data to target the location of additional services including a mobile workforce center to communities with the highest needs. • Utilize participant and employer success stories to disseminate through the local community and state level. The LWIA strives for at least two recent success stories that can be shared in every industry sector that is targeted for employer and participant engagement. • Create simple messaging on the types of services available and who to contact. • Launch a “Meet Our Team” campaign to directly connect constituents with staff. Knowing who to contact is an important first step and this also takes a personalized approach to human services. • Targeted social media messaging: work with all partners to ensure their customer base is included in Workforce Center program/service/event announcements; and partner with CBOs (African American Business Assoc, Young Professionals Network, Spanish Center, Disability Services, etc.) to ensure inclusion. • Use the MLS and Rapid Response to target employees impacted by specific employer layoffs or closures. • Review the IDES MLS Report to identify employers that have experienced layoffs; target IwN and/or LWIA social media posts to the impacted employees to let them know where/how to access Dislocated Worker services. Example: <ul style="list-style-type: none"> • Impacted by @companyname #layoffs or know someone who was? Please share! XXX American Job Center provides critical resources to workers in transition including information about unemployment insurance, healthcare, and career services. Reach out to XXX to connect today! We're here to help workers in transition! 	<ul style="list-style-type: none"> • Partner on Virtual Job Fair (VJF) events within the LWIA to help promote the event but also to participate in the VJF by presenting information on AJC's and how they can assist job seekers. This can be at the kick-off the event or after the employer presentation.

Strategies for Participant Recruitment and Community Outreach

OUTREACH STRATEGY	EXAMPLES IMPLEMENTED BY LWIAs	POTENTIAL NEW STRATEGIES
<p>(d) Coordinate Regional and Statewide Rapid Response Workshops that are not employer specific.</p>	<p>The IEBS system has been designed to address known and projected layoffs and assist in quick and appropriate response by Rapid Response teams comprised state partners and community organizations. Rapid Response workshops have moved to a virtual platform. Sessions are recorded and posted to company-specific webpages so that employees unable to attend the “live” presentation can view the information at their convenience. Customized company layoff webpages are created for layoff events. Individuals affected by that layoff can view information on local events, services, resources available, and the IEBS Questionnaire to connect to a local workforce partner near them.</p>	<p>Host standing “Layoff to Launch” general dislocated worker orientations.</p>
<p>(e) Expand Incumbent Worker Training Programs with a focus on upskilling and retaining workers.</p>	<ul style="list-style-type: none"> • Promote work-based learning (WBL) opportunities, pre-apprenticeship, and registered apprenticeships to current WIOA customers and to UI Claimants. • The business services team promotes work-based learning services to companies via direct relationships with employers, chambers, organizations serving small businesses, and trade associations. The state also identifies and refers employers to the local area. • Has a dedicated employer relations coordinator for work-based learning opportunities who builds relationships with businesses. Other employers for recruiting additional job sites are also used (testimonials, success stories). • Co-host events to inform businesses on the benefits of apprenticeship programs. The LWIA also works with local colleges and governmental agencies (and their various departments) to increase the number of worksites. 	<ul style="list-style-type: none"> • Connect with the Department of Commerce and Economic Opportunity (DCEO) Regional Economic Development (RED) Team; ask them to identify employers in each Economic Development Region (EDR) in need of incumbent worker training (i.e., employers that are struggling to backfill positions, employees that need upskilling to retain employment) • Survey economic development organizations/chambers of commerce/ community colleges in the LWIA to gauge interest in assisting/promoting the immediate availability of incumbent worker training expansion. • Request the DCEO RED Team to include a section in the community outreach letters regarding WIOA business services.
<p>(f) Review and revise career planning/case management, supportive services and referral policy and procedures. Implement policy, procedures, and technology solutions to track the basic career services that are provided to job seekers.</p>	<ul style="list-style-type: none"> • Use of a “swipe card” system that aligns with WIOA partners to track the services of universal customers across WIOA partner programs. The system provides documentation of all services rendered and facilitates a more efficient referral process. The cost of the swipe card system and database is included in the MOU / Infrastructure budget. 	<ul style="list-style-type: none"> • Review and revise career planning/case management and supportive service policies and provide more participants with tablets and internet access to facilitate training on remote connection to the AJC. • With increased gas prices provide participants in ITA, OJT, and WBL services a transportation reimbursement. Obligate amounts through June 30th or the end of their OJT contract. • Update the AJC and/or partner resource rooms with technology and staff to provide more access points to the workforce services.
<p>(g) Outreach and Increasing Service Levels to Special Populations</p>	<ul style="list-style-type: none"> • Establish or expand the referral or notification process with local shelters to outreach and recruit youth that are homeless or runaways. • Establish or expand referral processes with a social services agency to refer pregnant or parenting youth. • Locate community centers or recreational facilities to attract and retain youth in one location where you can engage them and do intake. • Setting up a referral process with agencies that you have regular contact with. 	<ul style="list-style-type: none"> • Targeted populations outreach and communication responsive to the demographics of the unemployed and low-income workers in your region. • Detailed referral agreements and referral processes with additional partners, public agencies, shelters, youth organizations, justice officials, etc. • Increased recruitment and intake of participants with characteristic barriers. • Comprehensive needs-based assessments, extensive record-keeping of all participant characteristics to increase tracking and accountability, including full data entry into the case management system. • Provide a comprehensive pallet of services to remove barriers individuals face to entering and thriving in the labor market. • Disadvantaged and vulnerable populations may need additional supportive services, multiple service strategies, co-enrollment in additional programs, referrals to community service providers, and/or a team approach on your part to succeed in the labor market.