



ILLINOIS WORKS



Marketing and Recruitment for Pre-Apprenticeship Programs

Presented by:

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Institute for Workforce Education

St. Augustine College



About HACIA

The Hispanic American Construction Industry Association (HACIA) works to ensure the equitable participation of its members in the construction industry, while also promoting the growth, quality of work, professionalism and integrity of these individuals and businesses. It continues to clear paths of opportunity for Hispanics, minority- and woman-owned business enterprises across the Midwest by advocating for public policy, providing the tools necessary to seize and succeed at new business opportunities and providing training and education.

About IWE

The Institute for Workforce Education (IWE), a division of St. Augustine College, is the leading provider of dual language workforce development services in Illinois. It provides customized on-site training to businesses and non-profits, training incumbent workers and preparing adults for jobs in high growth industries. It also facilitates access to local, state and federal training grants.



HACIA & IWE

- + Have had a successful partnership for over ten years, collaborating on implementing construction and other pre-apprenticeship programs in the Chicagoland area, with HACIA being the grantee and IWE serving as the training provider and marketing/recruitment partner
- + Are currently implementing two Construction Pre-Apprenticeship Program cohorts in Chicago, funded by DCEO's Illinois Works division, with 27 participants in the first cohort and 29 in the second cohort





Create a Marketing & Recruitment plan

- ✚ Identify the target audience
- ✚ Identify marketing channels that are available and are within the scope of budget and resources
- ✚ Create effective marketing materials
- ✚ Assign responsibilities and establish timelines
- ✚ Schedule regular meetings to assess progress, to plan, and to create a sense of urgency

Plan Elements:

Develop marketing materials

- Create fliers and landing page in HACIA and IWE's websites to funnel leads and inquiries (with link to online application)



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FREE CONSTRUCTION PRE-APPRENTICESHIP PROGRAM

Are you interested in a career in Construction and the Building Trades?

Illinois Works' **FREE** Pre-apprenticeship program can prepare you to successfully transition to a Department of Labor registered apprenticeship in the trades and other employment opportunities. This program is offered by HACIA.

PROGRAMS START APRIL 11, 2022

FOR MORE INFORMATION

CALL **MATT SMITH**
312-975-0389
msmith@iworkworks.org

ALEJANDRO DE LA LUZ
312-975-8885
adelaluz@staugustine.edu

APPLY TODAY
iworkworks.org/hacie-upreapprenticeship/

SCAN WITH YOUR MOBILE DEVICE

Target Audience
All Illinois residents are welcome with an emphasis on women, people of color and veterans

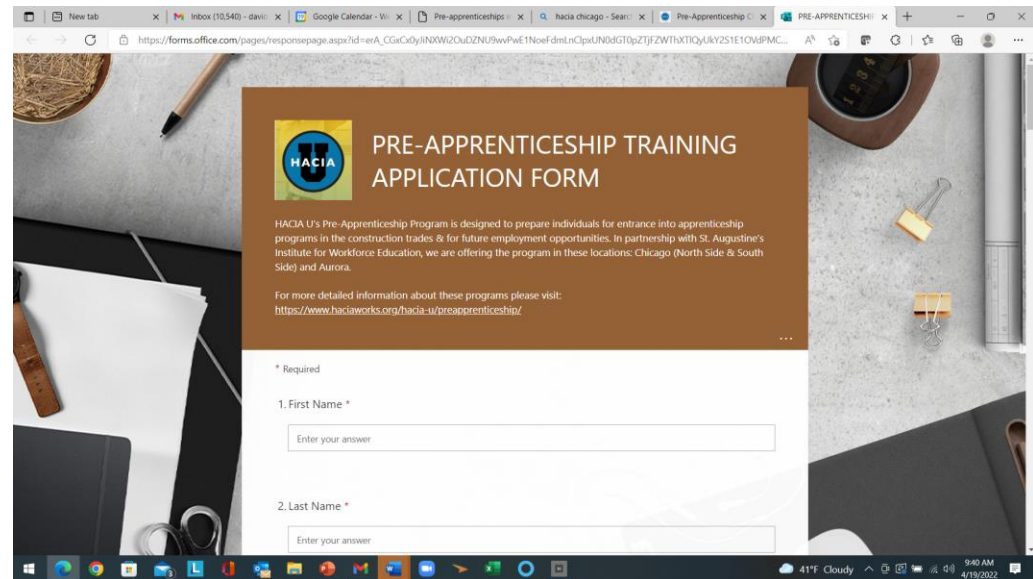
Program Offers

- Classroom Instruction
- Wrap-Around Services
- Student Support Services
- Stipends
- Industry Recognized Certifications (NCCCO/NABTU, OSHA, First Aid/CPR)
- 13 Weeks of Training (3 days per week / 4 hrs per day)

Eligibility Requirements

- Minimum Age of 18 years old
- Possess a HS Diploma / GED
- Illinois Resident
- Have a Driver's License

Training provided by:
IWE ILLINOIS WORKS FORCE EDUCATION
Illinois Department of Commerce & Economic Opportunity



PRE-APPRENTICESHIP TRAINING APPLICATION FORM

HACIA U's Pre-Apprenticeship Program is designed to prepare individuals for entrance into apprenticeship programs in the construction trades & for future employment opportunities. In partnership with St. Augustine's Institute for Workforce Education, we are offering the program in these locations: Chicago (North Side & South Side) and Aurora.

For more detailed information about these programs please visit:
<https://www.iworkworks.org/hacie-u/preapprenticeship/>

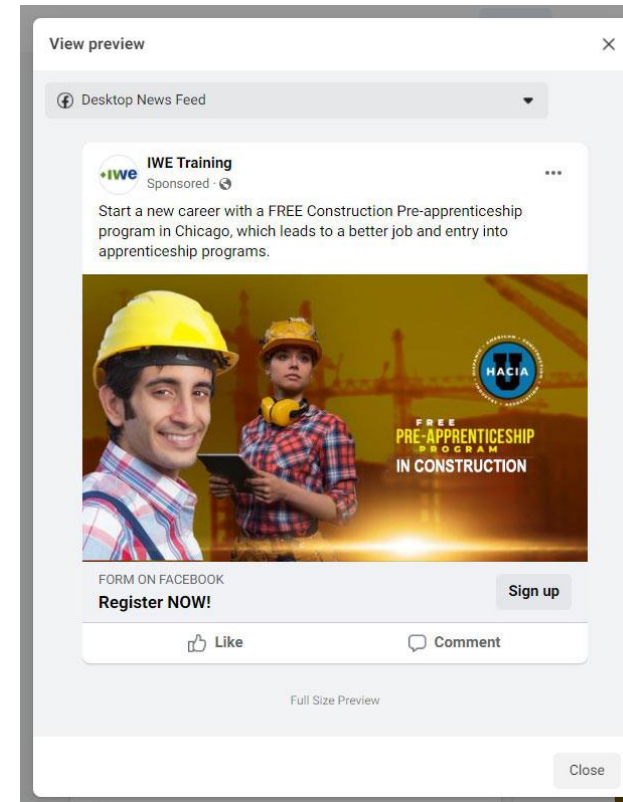
* Required

1. First Name *

2. Last Name *

Facebook Paid Marketing Campaign

✚ Establish geographic and demographic parameters to target your audience: Location, age, level of education, ethnicity, etc. This is an inexpensive and effective way to get leads. Also, post flier and info in organization and personal social media pages.



E-blast & Outreach campaign

Develop template to send e-blasts to targeted audiences, including:

- ✦ GED program providers and graduate lists
- ✦ Past training participants and leads
- ✦ HACIA and IWE's members/contact lists
- ✦ Community organizations – especially those who provide employment/workforce training programs
- ✦ Local business organizations
- ✦ Employment and career training agencies
- ✦ Lists of manufacturing/construction companies
- ✦ Include flier and information in newsletters.

Local Media and Non-Profit Outreach

Write and send press releases to the local media:

- ✚ Seek press coverage in TV, Radio, print and online media
- ✚ Contact local stations to schedule Radio/TV interviews

Connect with key contacts in community services organizations to seek their assistance in dissemination information about the training programs through their communication channels (post fliers in social media, include flier in newsletters and eblasts, etc.

Additional Marketing Initiatives

- **Open House** - Organize and schedule a virtual or in-person open house to promote the program to local non-profits (with emphasis on those with employment and workforce programs) and potential candidates
- **Attend and recruit candidates at local Job/Career Fairs**



Processing the leads

- ✦ **Weekly planning meetings** to review recruitment and onboarding progress
- ✦ **Assigned staff** to follow up thoroughly on leads, interviews, testing, etc.
- ✦ Approach marketing and recruitment process as if failure to achieve goals is not an option.
- ✦ Start the training program





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For information about St. Augustine's

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