PEER TO PEER EXCHANGE:
OUTREACH AND RECRUITMENT “LESSONS LEARNED”
TIP SHEET

Our H-1B Ready to Work (RTW) Technical Assistance (TA) Team recently moderated a Peer to Peer Conference Call on Lessons Learned in Outreach and Recruitment, sharing lessons learned and promising approaches to outreach and recruitment for Long-Term Unemployed (LTU) workers. Led by RTW TA Coach Kendra Moesle, the conference call provided a platform for select grantees to interact directly with their RTW colleagues, as well as engage in dynamic conversations. Based on information shared in the peer to peer sharing, below is a summary of the call, identifying helpful tips for grantees to use while they are developing and managing outreach and recruitment activities. To hear the full recording of the call: Dial 712-775-7035, passcode 668181#.

**Presenter: Nancy Pierce, Program Director**
Grantee: San Jacinto Community College District
Industry Focus: Petrochemical industry/manufacturing
Location: Pasadena, TX

**Key tips:**
1) Develop robust partnerships, especially with the American Job Centers (AJC) in your target areas.
2) Ensure that key partners are co-located on-site with lead grantees. For example, San Jacinto’s one-stop rep has an office at the college and provides career service training, mock interviews, and résumé writing to assist participants.
3) Distribute quarterly letters to all LTU contacts in your area, to inform them of various grants in your respective areas.
4) Place job advertisements in local newspapers. “Our phones were ringing off the hook.”
5) Establish partnerships with organizations such as United Way, Goodwill, Chambers of Commerce, and various Job Centers.
6) Advertise “FREE” resources to get potential participants (i.e., free training, free career services).
7) Disseminate literature in low socioeconomic communities including local shopping centers, housing complexes, and county job fairs.
8) Utilize your institution’s recruiting staff, veteran’s officers, and school counselors to share information.
9) Follow-up with individuals who did not complete their intakes.

**Challenge:**
1) The grantee expressed that Facebook and local paper electronic advertisements (ads that specifically target community members based on zip codes and age groups) yielded no significant results for recruitment. However, one grantee reported successful outcomes with Facebook and relies on it almost exclusively.

**Presenter: Jeanette Langdell, Employment Training Manager**
Grantee: NOVA Workforce Development
Industry focus: Technology
Location: Silicon Valley, CA

**Key tips:**
1) Identify all participants at point-of-entry (at WIB or local One-stop) as RTW-eligible or ineligible, as well as others on your respective caseloads.

2) If an individual is not currently long-term unemployed, flag them with the temporary code “RTW-pending.” If they’re still unemployed and interested in participating 3 months later, allow them to enroll.

3) Conduct orientations at job centers.

4) Host a pop-up lab (e.g. coding) or work readiness workshop in libraries.

5) Use your state UI office to identify those who have exhausted UI, provide them with the grant information, and request that they send out literature informing them of the RTW grant program. (This especially works around any confidentiality issues.)

6) Reach out to other career-type organizations and faith-based organizations.

7) Compile a tabulated list of all LTU’s identified during the outreach and recruitment process and keep track of their eligibility of the appropriate time period when they can participate in the program.

Challenge:
1) The grantee expressed that LTU workers are slowly decreasing. The search for LTU workers has gotten tougher, based on eligibility requirements. Many LTU workers are not meeting the requirements at the point of entry, thus eliminating them from the very beginning of the recruiting process.

Presenter: Susan B. Thomas, Industry Partnership Director
Grantee: District 1199C
Industry focus: Healthcare
Location: Philadelphia, PA

Key tips:
1) Collaborate with school districts and training programs to help identify graduates who were recently awarded credentials. e.g. nursing schools

2) Establish a broad network of employers and schools, so that participants will not have long commutes.

3) You have to have good pipelines. District 1199C jointly developed a training program with a nearby university where most participants are LTU workers and qualify to be placed in an OJT through the grant. District 1199C is also union based, which allows participants that lose their jobs to automatically be referred to the grant program.

4) Word-of-mouth

5) Neighborhood job fairs

General Discussion Tips
Grantee: Jewish Vocational Services
Spencer Perry
Industry Focus: IT
Location: San Francisco, CA

Key tips:
1) Reach out to people working the gig-economy: Uber, Lyft, TaskRabbit, etc. We found a lot of LTU workers that way, people who normally would not have interacted with the workforce development system at all.

2) Make contact with those in continuing adult education classes – it is a much different population from the community colleges (community college referrals are younger, and not necessarily un- or -underemployed).

Challenge:
1) The grantee expressed mixed results with social media (Facebook, LinkedIn, Mobster).