

Regional Rapid Response Initiative Outreach Plan

Introduction

Rapid Response is a primary gateway to the workforce system for both dislocated workers and businesses. It provides immediate, on-site services for workers and businesses, and works to minimize the impacts of those layoffs...**as quickly as possible**

The Mission of the Regional Rapid Response Initiative is to establish a regional collaborative approach to meeting the needs of businesses and job seekers, that is flexible and adaptable to changing economic conditions.

If this initiative is successful, in the future, we envision a region with a robust economy. Businesses/Industries are supported and stable, so they can flex, adapt and advance with changes in their respective sectors, and workers are paid competitive wages.

This Outreach Plan is designed to increase awareness of the **WIOA (Workforce Innovation and Opportunity Act) One-Stop Delivery System in Southwest Virginia Workforce Development Area, New River/Mount Rogers Workforce Development Area and Western Virginia Workforce Development Area** and increase knowledge of services and use of the system. The intended audience is job seekers, regional business/industry and public sector entities, public elected officials, the media, area residents, unions, and trade & business service organizations. Through this strategic outreach effort, businesses and job seekers will become active patrons of **the WIOA One-Stop Delivery System** and tell others of its benefits for our community.

It is important to note, that this Outreach Plan will be implemented at the local level based on the need(s) of each Workforce Area.

Objectives

This Outreach Plan is designed to achieve the following goals:

- Achieve a positive image of “the” professional, results driven Business Service Units in the region.
- Promote the image of **WIOA One-Stop Delivery System in the Region** as a credible, effective, user-friendly* System developed cooperatively by businesses and the public sector.
- Foster initiatives to develop, improve and retain a regional, skilled workforce.
- Increase utilization of **WIOA One-Stop Delivery System's** physical locations by businesses and job seekers.
- Increase awareness and support for the **WIOA One-Stop Delivery System** among public officials, the media, area residents, unions and trade & business service organizations.
- To become a trusted partner to area business, industry and public sector entities.
- Minimize independent agency/organization appearance.

*It is important to note, that in many cases, the “system” as it operates today, is NOT always “user-friendly.” The work being done through the Regional Rapid Response Plan is to build the collaborative partnerships which will enable the “system” to be more “user-friendly”

Research

WIOA One-Stop Delivery System will attract regional businesses by:

- Creating the appearance of a non-governmental entity that is supported by the local business/industry community, through Sector Partnerships and other business centered activities.
- Identifying potential applicants for businesses that are pre-screened and meet the requirements for each position.
- Ensure that there are BSU members with industry-specific knowledge which will enable the system to better meet business/industry needs.
- Providing businesses with superior service every time and on-time.
- Communicating that **Regional One-Stop Delivery System** is “*the ONE stop for all staffing and labor market needs*”.

Recommendations

Achieving credibility with businesses should be **WIOA One-Stop System’s** primary goal. Millions of dollars spent on a slick, advertising campaign will not make the System successful. Customers want to see a strong connection with the business/industry community, and need to know that it is not just another publicly funded agency/program. This outreach plan seeks to attract job seekers and businesses.

Assumptions

- The **WIOA One-Stop Delivery System** has been established to provide a coordinated delivery system that gives job seekers and businesses access to the full range of employment and training opportunities in the area.
- Through a “no-wrong door” approach, Businesses and job seekers can access all of the One-stop System in the following ways:
 - o The WDBs’ Web sites
 - o One-Stop Centers and Affiliate sites
 - o Through various Partner agencies
 - o Links to appropriate web sites

The **WIOA One-Stop Delivery System** offers the following services to benefit job seekers and businesses:

Services for job seekers:

- Lists of available job openings
- Information and data on training providers and programs
- Skill training funding assistance
- Job placement assistance
- Job interviewing skills
- Resume preparation
- Free access to computers
- On-site interviewing
- Job fairs
- Skill and aptitude testing
- Referral to supportive services (child care, transportation, clothing banks, funding for training and education, etc)
- Career counseling
- Financial Literacy/Debt Management Resources
- Special services/resources for job seekers with barriers

Services for businesses:

- Free job posting and job matching
- Access to personnel employment training and re-training programs/funding
- Availability of on-site interviews
- Pre-screening and referral of job applicants/candidates
- Assessment and testing for job applicants/candidates and current employees
- Access to wage subsidy programs
- Labor market information
- Job Fairs
- On-Boarding HR Assistance
- Assistance with retention
- Outplacement activities (exit interviewing)
- Transportation solutions assistance

Target audiences

We have identified the following primary and secondary audiences for communication and marketing efforts.

Communication with our primary audiences is critical to the success of the mission. Communication with our secondary target audiences also will be important because our primary audiences live and work in the community, and it will be important for them to hear our messages from a variety of sources/ outlets.

Primary audiences

- Job seekers
 - o Primarily Dislocated workers
- Businesses
 - o Healthcare
 - o Manufacturing
 - o Transportation/Warehousing and utilities
 - o Trades*
 - o Tourism*
 - o Agribusiness*

*entrepreneurship opportunities

Secondary audiences

- o Community and workforce partners
- o News media
- o Public Officials
- o Residents of the service area

Packaging the *WIOA One-Stop Delivery System*

When published, **WIOA One-Stop Delivery System** will be followed by one of the key messages developed for each targeted audience.

- o Vision/tagline (to be developed by the Business Solutions Unit)
- o Web site address www.nrmrwib.org
 - o Web site will be registered with as many Internet search engines as practical.

Logo/identity

The following logos are to be used

New River/Mount Rogers



Workforce Development Area





Key messages

The general theme is as follows:

WIOA One-Stop Delivery System must have a consistent image in all of its communication efforts with messages specific to the interests of each audience.

The following messages are recommended for individual audiences:

Job seekers: With a single phone call or click of a mouse, **WIOA One-Stop Delivery System** offers a fast, easy and free way to upgrade your skills or receive job search assistance.

Businesses: **WIOA One-Stop Delivery System** provides businesses personalized service and access to the right people and or programs.

Secondary audiences and associated key messages

Residents: **WIOA One-Stop Delivery System** connects people to employment opportunities and/or training that leads to careers that offer competitive wages.

Partners: **WIOA One-Stop Delivery System** helps you serve your clients better through increase traffic in at the One-Stop Centers and other satellites.

News media: **WIOA One-Stop Delivery System** is a public-private partnership to create seamless system where workers connect with quality jobs and training, and companies connect with quality workers.

Public official message: **WIOA One-Stop Delivery System** is a public-private partnership to create seamless system where workers connect with quality jobs and training, and companies connect with quality workers.

Recommended Outreach Tactics

Logo and image: A logo and consistent brand has been developed to unify all outreach tools and create brand awareness for **WIOA One-Stop System**.

Target: All

Facility appearance: *WIOA One-Stop Center/Campus* should make efforts not to appear as a government agency. In addition, *WIOA One-Stop Center/Campus* should have ample free parking and be easily accessible.

Target: All

Functional signage: The first contact with *WIOA One-Stop Center/Campus* for most people will be when they walk through the door. Signage at the entrance should make clear where to enter. Emphasis should be placed on the specific services available, rather than on the agency or organization providing them.

Target: All

Presentation folders: Presentation folders should be produced. Folders serve as functional tools to promote *WIOA One-Stop Delivery System* as well as provide a venue for distributing informational materials to any of the target audiences.

Target: Businesses, media, government officials

Brochures: One brochure should be developed describing the *WIOA One-Stop System*, its programs and services and how business and job seekers can access the system.

Target: Job seekers, businesses, partners, government officials, media

Mass media: Is an effective tactic for reaching a large and diverse group. Wherever possible, mass media audiences will be addressed using public service announcements. Paid media may be used when necessary to achieve coverage of the current and prospective-client audience. Paid media schedules will be negotiated.

Local radio: Radio can be used to reinforce the print campaign and support events tied to *WIOA One-Stop Delivery System* public relations activities, like job fairs. In addition to a regular radio schedule, *WIOA One-Stop Delivery System* should pursue opportunities to partner with radio stations to promote events. These opportunities will further educate the community on workforce and training programs in the region. Wherever possible, radio audiences will be addressed using public service announcements.

Target: Job seekers, businesses, general public

Public radio: Public radio typically reaches a higher-educated, higher-income audience. The selectivity and intrinsic value that is attached to advertisers utilizing public radio will add further credibility to *WIOA One-Stop Delivery System* message.

Target: Businesses, job seekers, general public

Newspaper: To cover the majority of the marketing area, ads may be scheduled throughout the year to run in the business section of regional and local papers.

Placement in the classified section should rotate to reach a diverse range of job seekers.

Target: Job seekers, businesses

Internet: The Internet offers an excellent opportunity to provide an interactive medium targeting important audiences. A well-crafted Web site should work in harmony with other communication channels (print, broadcast, etc.) to reinforce important messages. Facebook, LinkedIn and Twitter pages will be a part of the internet outreach initiative and they will connect back into the WIB's web site and can help us build a progressive identify for **WIOA One-Stop System**; provide important information about services and locations; act as a resource for related topics; and provide a forum for people to interact with **WIOA One-Stop Delivery System** and with each other.

Target: Job seekers, businesses, partners, media

Co-marketing: By integrating **WIOA One-Stop Delivery System** message and logo into the materials of other related agencies, we can increase visibility and awareness at minimal cost. This co-marketing will be achieved by offering stickers, camera-ready artwork and rubber stamps with the **WIOA One-Stop Delivery System** logo to partner organizations.

Target: Partners, government officials

Staff/partner orientations and customer-service training: All partner agency employees function as "ambassadors" of **WIOA One-Stop Delivery System** and should receive an informational orientation on **WIOA One-Stop Delivery System** services. In addition, all staff and partner agencies should attend regular customer-service training. Target: Job seekers, businesses, partners, government officials

Special events: Sponsorship/partnership of job fairs, business after-hours, special community events or media conferences will build relationships with key constituents and expand visibility and awareness. A portable, trade-show exhibit will permit **WIOA One-Stop Delivery System** tremendous flexibility in reaching diverse audiences and will approach this important audience when they are active prospects for System programs. Companies interviewing at job fairs are more likely to be receptive to offers of assistance in locating and training applicants. Trade shows provide opportunities to highlight case studies and training opportunities related to targeted industries and job classifications, such as machinists or computer technology.

Target: Job seekers, businesses, media, general public, elected officials

On-going evaluation/ customer research: Offer customer comment cards, make available and encourage the use of on-line and/or paper Customer Satisfaction Surveys, and use "mystery shoppers" to gauge program effectiveness and enable productive, programmatic changes. As with the job

seekers, **WIOA One-Stop Delivery System** must actively solicit the comments and suggestions of the important business audience. On-line surveys of HR managers, combined with generous opportunities for comment during any contact with **WIOA One-Stop Delivery System** will provide valuable insight to attitudes of corporate decision-makers.

Target: Job seekers, businesses, partners

Outreach tactics for Specific Audiences

Employer Specific tactics:

Testimonials: The best evidence of the value **WIOA One-Stop Delivery System** delivers to businesses is the success stories of other companies. All materials developed for businesses should include success stories. Working with client companies, the business news media in the region will be offered examples of how corporations are solving labor-shortage problems through training and recruitment programs. These testimonials will highlight the contributions of **WIOA One-Stop Delivery System** makes to identifying business solutions and the responsiveness of **WIOA One-Stop Delivery System** staff to industry inquiries.

- o Chamber communications: **WIOA One-Stop Delivery System** information should be distributed regularly to publication editors and economic development officials at chambers of commerce in the region. By appearing in chamber communications, **WIOA One-Stop Delivery System** will gain credibility by associating with other business service organizations. Collateral materials designed for economic development organizations that are trying to recruit new businesses to the region should also be prepared.
- o **WIOA One-Stop Delivery System** Digital Story: The broad mandate of **WIOA One-Stop Delivery System** is complex for audiences not familiar with more than one or two of the individual agencies. Digital Stories may be effective in reaching these audiences to promote an image as a unified operation - rather than a social services shopping mall. This tactic is likely to be most effective with business decision-makers, who may remain skeptical until they are able to see **WIOA One-Stop Delivery System** in operation. Digital Stories can provide examples of how **WIOA One-Stop Delivery System** answers business needs and provide simple ways to initiate working with **WIOA One-Stop System**. In addition, the video and materials used to create the Digital Stories can be posted on YouTube for a wider reach

Sector Partnerships: A Partnership made up of businesses (like industry, similar geographic area with shared needs) should be convened and supported

by the System. Quarterly, allowing for the business partners to discuss needs and concerns. WIOA One-Stop Partners and other community leaders will be in attendance to interact with the business leaders as needed and necessary.

News media Specific tactics:

Media kit: The appropriate reporters and/or their editors should be provided a media kit with background information for **WIOA One-Stop Delivery System** news stories. The media kit should include a current news release, brief descriptions of the services available at **WIOA One-Stop Delivery System** a map describing the location and transportation routes and a fact sheet. Biannual meetings or other communication should be completed with appropriate reporters, editors or publishers to maintain open communication and promote **WIOA One-Stop System**. This kit will also be posted on the WIB's website.

Media sneak preview: Before the formal grand opening, a news media preview of **WIOA One-Stop Delivery System** should be held to offer journalists a demonstration of **WIOA One-Stop Delivery System** in action. Case managers, eligibility specialists, employment specialists, facilitators and senior administrators, job seekers and businesses all should be on hand to describe the collaborative efforts within **WIOA One-Stop Delivery System** and answer questions.

Public Officials Specific tactics:

Annual report: A formal report, distributed to elected and appointed officials with an interest in **WIOA One-Stop Delivery System** should be provided in addition to any mandated reporting procedures already in place. The report should recap this year's events, highlight some of the successes and describe the plans for improvement in quality and efficiency in the coming year. The annual report should be mailed to businesses, partners, government officials and the media.

Partner Specific tactics:

- o **WIOA One-Stop Delivery System** gear: All employees of partner agencies represented at the facility will wear badges with **WIOA One-Stop Delivery System** logos.
- o The Business Services Unit: To ensure equal participation by the various agencies and organizations in **WIOA One-Stop Delivery System** will encourage that one staff representative from each partner agency/organization should be appointed to an unit. This committee will meet regularly, and each representative will be responsible for reporting on the activities in his or her own area of involvement and for recommending story ideas for news releases, advertisements, public

service announcements, annual reports, newsletters and other communication elements. This group should meet regularly with the employer advisory group to identify success and resolve conflict.

Projected Activities

Activity	Job Seeker	Businesses	Residents	Media	Public Officials	Partners
Presentation Folder		X		X	X	
Brochures	X	X		X	X	
Co-marketing			X			
Print Ads	X	X	X		X	
Local radio			X			
On-going evaluation & customer research	X	X				X
Media kit				X		
Web site Developing/Updates	X	X	X	X	X	X
Staff orientation & customer service training	X	X	X	X	X	X
Media sneak preview				X		
Digital Annual report / ROI		X	X	X	X	X
Business Services Unit Training		X		X	X	X
Chamber Memberships		X		X		
Digital Stories	X	X	X	X	X	X
Business/Ind. Mtg Sponsorships		X			X	
Business/community Events		X		X	X	X

Conclusion

This campaign will require the support and participation of all of the WIOA One-Stop Delivery System partners order to achieve the following goals:

- Achieve a positive image of “the” professional, results driven business service organization.
- Promote the image of **WIOA One-Stop Delivery System** as a credible, effective, user-friendly System developed cooperatively by businesses and the public sector.
- Foster initiatives to develop, improve and retain a regional workforce.
- Increase utilization of **WIOA One-Stop Delivery System** physical locations by businesses and job seekers.
- Strive to achieve a seamless job search/hiring process, and thereby bolster our regional economy.
- Increase awareness and support for the **WIOA One-Stop Delivery System** among public officials, the media, area residents, unions and trade & business service organizations.
- To become a trusted partner to area business, industry and public sector entities.
- Minimize independent agency/organization appearance.

Job seekers, businesses, partners, news media, government officials and service-area residents must have an accurate perception of what **WIOA One-Stop Delivery System** does and how it benefits each of them. Clients must see the positive results of their self-improvement efforts at **WIOA One-Stop System**. Employees of the various institutions that make up **WIOA One-Stop Delivery System** must share this vision and work toward it every day.

WIOA One-Stop Delivery System performance must exceed customer expectations to assure continued growth.