

## Outreach and Recruitment

1. Outreach is identifying individuals who are potential clients for youth, adult, and dislocated worker program AND identifying employers who are in need of new workers or retrained workers.
2. Recruitment is the process of attracting and selecting Workforce Innovation and Opportunity Act eligible youth, adults and dislocated workers AND making a sale to employers on behalf of your clients.
3. The main purpose of outreach and recruitment is to grow the customer base, both jobseeker and employer.
4. Outreach is a Basic Career Service provided through the West Piedmont Workforce Development Board and our partners.
5. Outreach and recruitment are vital components of successful Workforce Innovation and Opportunity Act Title I services and activities.
6. The West Piedmont Workforce Development Board ensures that outreach is provided to populations and sub-populations who can benefit from American Job Center services.
7. West Piedmont Workforce Development Board employs a range of tools and tactics to help raise awareness and encourage the use of workforce development services.
8. West Piedmont Workforce Development Board provides access to programs and activities to individuals through reasonable recruitment targeting and outreach efforts taking into consideration assessments, service delivery, partner development and numeric goals.
9. Outreach and recruitment strategies will include a strong emphasis on digital sources to reach customers and potential customers to educate them about ways to interact and connect to the local workforce system opportunities.
10. Outreach and recruitment tools may include:
  - a. Digital sources
  - b. Presentations to civic groups, partner agencies, governmental units, and community-based organizations and business groups
  - c. Networking events
  - d. Partner referral relationships
  - e. Educating the community to refer individuals to the American Job Centers.
  - f. Brochures
  - g. Job fairs
  - h. Printed ads
11. West Piedmont Workforce Development Area will assist Integrated Employment and Training by including the service in the system orientation and offer it as an option for business customers. Integrated Employment and Training are jobs held by people with

disabilities in typical workplace settings where the majority of persons employed are not persons with disabilities. Participants earn at least minimum wage and are paid directly by the employer.

**12. Business Outreach and Recruitment**

- a. West Piedmont's Business Services will conduct outreach and recruitment through business development activities where employers request applicants from the American Job Center when openings occur.
- b. The Business Services will have a collaborative outreach and recruitment structure.
- c. Economic Development partners will be apprised of the availability of Incumbent Worker Training, On-the-Job Training, and Customized Training that can assist eligible existing workers and eligible new hires in building the necessary skills and knowledge to benefit the employers and provide a career path for workers. The integrated Business Services Team will include these initiatives in their outreach and recruitment packages that will be used for business development.

**13. Equal Employment Opportunity language will be placed on all new and reprinted outreach and recruitment documents.**

**14. Workforce Innovation and Opportunity Act funding does not allow for sponsorships.**

**15. Staff will work with the Finance Director to ensure any outreach and recruitment expenditures are allowable.**