



 **INNOVATE**
WORKFORCE DEVELOPMENT



WIOA Partners' Meeting
September 25-26, 2018
Hot Springs, Arkansas

Targeted Populations Recruitment

BY EDUARDO LEMM, ADWS TARGETED POPULATION ADVISOR

- An important goal of the American Job Center (AJC) network is to assist individuals with significant barriers to employment.
- Front line staff are better prepared to serve these customers efficiently and effectively when they are familiar with the programs, job opportunities, online training programs, and support services in their communities.



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Recruiting Hard-to-Serve Populations

SHOW THAT YOU CARE



Our mentality from the time that we start strategizing on how to recruit and how to serve our targeted populations should be:

- Caring for these individuals.
- Improving their quality of life.

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WHAT IS YOUR STRATEGY?

- You need to have a strategy
- Engage in your communities through outreach and participation
- Identify organizations and agencies that serve those populations you are trying to serve
- Staff needs to be knowledgeable of services provided through our AJC
- Develop strong partnerships



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HIGH-QUALITY CUSTOMER SERVICE THROUGH THE AJC'S:



- Provide career services that motivate customers of all ability levels to make informed decisions based on local and regional economic demand.
- Support and empower customers to achieve their employment and educational goals.
- Staffed by individuals that are courteous, polite, responsive, and helpful to visitors, businesses, and job seekers.

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HIGH-QUALITY CUSTOMER SERVICE THROUGH THE AJC'S:

- Use an integrated and expert intake process for all customers. Frontline staff are highly familiar with the functions and basic eligibility requirements of each program. They can appropriately assist customers and make knowledgeable referrals to partner programs.
- Cross-train to increase staff capacity, expertise and efficiency. This grants a universal understanding of all programs, and enables better service through shared demographic expertise.



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SCENARIOS ON HARD TO SERVE POPULATIONS

- Sam has an undisclosed disability and needs guidance on reasonable accommodations and other rights under the American with Disabilities Act while returning to the labor force.

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SCENARIOS ON HARD TO SERVE POPULATIONS

- Juana is a farmworker who needs to lodge a pay complaint, and additionally requires housing and education assistance.

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SCENARIOS ON HARD TO SERVE POPULATIONS

- Jim wants to get back to work after being incarcerated.



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SCENARIOS ON HARD TO SERVE POPULATIONS

- Adele is a single mother transitioning from public assistance to sustainable employment.



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ADDITIONAL SCENARIOS



- Displaced homemaker
- Veteran
- Military spouse looking to continue education
- Older adult, recently laid off from long-time job
- TANF during benefits, lost benefits, ended benefits
- Homeless needs job, housing, support services
- Apprentice, job abruptly ended
- Immigrant with legal status



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MESSAGE

How will you affect the quality of life for your customers?



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