



**Creatively
engaging your
community**



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Presenters

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Who is in the room?



Setting the stage

- The Covid-19 Pandemic has disrupted operations and our economy
- Many career centers were closed for in person services/provided hybrid services
- Individuals have many barriers that continue to prevent engagement including
 - Some centers still only virtual
 - Unemployment benefits extended
 - Child care/remote schooling for individuals
 - Fear/uncertainty still remains
 - Digital divide throughout the community

How do we approach engagement differently?

1

Use Tech wisely!

- Know your audience
 - What medium do your potential customers use?
 - Zoom vs. Facebook vs. Twitter vs. Instagram vs. TikTok
 - DocuSign and other tools
- How can we get tech and tech skills to our customers?
 - Workshops
 - Available Grants
 - Flash Drive Project

2

Connect with your partners!

- Partner Connection hangouts
- Virtual and in person connections with agencies that have customers that could be mutual
- IDES E-Blasts
- Community Spotlight

3

Leverage your community space.

- Where are people?
& Where are opportunities?
- Community Agency Groups
- Resource Events
- Service Integration



4

Use your assets!

- What do we do that we can leverage?
 - Email signature lines
 - Career Centers
 - Workshops
 - Facebook
 - Weekly email blasts
 - Customer Service Survey
 - Connect with Partners
 - Resume Submission Link



Make it Easier!

- Customer Focused Programs
- Employability Class - #READY
- Rapid Enrollment Opportunities
- Get in Front of Community Groups
- Utilize Website



Get creative!

- Drive Thru Hiring Events and Resource Fairs
 - Giveaways and information
- Block Party Outdoor Hiring Event
- Facebook sessions with a “Hook”
 - Share to Community Hiring Groups
- Employer Recruitment
 - Hiring Events
 - Hot Jobs



Which of these have you tried?



Next step:

Operationalize our work!

- What works better for people that need to stay post-pandemic?
 - Adaptability
 - Think Outside the Box

Questions?

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