



COMMUNICATIONS PLAN

Background

The **Foothill Workforce Investment Board (FWIB)** administers a federally funded employment and training system which serves employers and job, education and/or training seekers. FWIB is funded under the Workforce Investment Act (WIA), administered locally by the City of Pasadena and primarily serves the residents in Arcadia, Duarte, Monrovia, Pasadena, Sierra Madre and South Pasadena, CA. The State of CA Employment Development Department (EDD) manages the program funded by the U.S. Department of Labor. WIA funds are used to serve adults, dislocated workers, youth and employers. The effectiveness and the basis for future funding of the FWIB are based on the passage of 9 performance standards, among which job placement is an important component.

Training lasts from 1 month to 1 year; employment and training services are provided through a One Stop Career Center system. Candidates who complete FWIB training programs can expect to earn \$12/hour for entry level workers to \$18/hour for dislocated workers. FWIB's One Stop Career Center is co-located with EDD's Job Service Division and many job leads are coordinated through EDD.

Through partnerships with private sector employers, training providers, educational institutions, labor unions, economic development agencies and related stakeholders, training needs are identified for the community. Training is provided in either a classroom setting, on the job or through staff assisted services that assist the individual in preparing and searching for a job (i.e., resume preparation).

Objectives:

- Increase the awareness of FWIB among employers and potential participants.
- To meet the workforce needs of the regional and local economy.
- To align investments with strategic goals
- To provide efficient, quality services to our customers

Target Audiences

- Individuals/Career Seekers
- Business/Industry/Employers
- Elected Officials
- Labor Unions
- Economic Development
- Chambers of Commerce
- Education and Training Providers
- Service Providers/Mandatory Partners
- Other Workforce Investment Boards
- Employment Development Department

- The Media
- Community based organizations
- Faith based organizations
- General Public
- Vendors
- WIB and Policy Board Members
- Staff
- Consortium City Governments
- County Government
- State Government
- CA Workforce Investment Board
- U.S. Department of Labor
- CA Workforce Association

Situation Analysis

Strengths

- High performing WIB/One Stop
- Long term partnerships with strategic partners
- Strong and supportive FWIB and Policy Board of Elected Officials
- Job placement orientation of the program
- Veteran One Stop staff

Weaknesses

- Limited/insufficient/restrictive funding
- Government regulations; competing legislative initiatives
- Increased number of job and education seekers
- Weak economy
- Ineffective partnerships
- Low visibility in the community among key stakeholders

Opportunities

- Changing Federal legislation; Reauthorization of WIA
- Use of multiple types of technology/increased use of social media
- Virtual One Stop (VOS); state support management information and job browser system
- Improved economy; stronger employer engagement
- Collaboration with stakeholders; strengthen partnerships

Threats

- Political process
- Take-over threats/consolidation/loss of local workforce designation
- Reduced funding
- Continued high unemployment rates; slow economic recovery
- System fragmentation; silo's among workforce programs

Benefits to JETS (Job, Education and/or Training Seekers)

- No cost training for participants
- Job search and job placement assistance
- Over 20 different program options available
- Support services such as transportation, vocational counseling

Benefits to employers

- FWIB provides trained, pre-screened applicants; free job postings for employers
- If employer provides training, they may get up to 50% of training costs reimbursed
- Some tax credits (Enterprise Zone, Targeted Tax Hiring Credits, etc.)
- Labor market information (e.g., wage and salary data, industry sector analyses)
- Informative workshops for small businesses and employers

Strategies for Addressing Target Groups

Job, Education and/or Training Seekers (JETS)

Objective: To provide JETS with easily accessible information to make informed decisions about their education, training and/or employment options.

Communication Tools/Resources

- FETC Website
- Access to current labor market information
- Virtual One Stop (VOS)
- Links to education and training provider websites
- Links to human/community service organizations (e.g., Library)
- Links to social media outlets
- Collateral materials

Business/Industry/Employers

Objective: To provide a training and employment system that is responsive to the needs of business/industry/employers; to raise awareness of FWIB programs and services. To have employers train and/or hire our job seekers

Communication Tools/Resources

- Develop and disseminate workforce intelligence information relative to current labor market issues, ideas and solutions; industry sector analyses.
- Through VOS, link employers with a pool of qualified and skilled workers.
- Host workshops and seminars for businesses/employers that relate to their workforce needs; focus groups
- Sponsor career/job fairs
- Market the WIB's website
- Social media (Facebook, Twitter, LinkedIn, etc.)
- Email blasts

Elected Officials/Government/Community Leaders

Objective: Create a positive image for the WIB/One Stop with local elected officials, government representatives and community leaders who have the power to influence access or affect funding/regulations for the service delivery system. Have them to provide political support for the WIB and its programs.

Communication Tools/Resources

- Conduct regular communications with above noted groups
- Schedule briefings on FWIB programs, legislation and advocacy activities
- Invite them to participate with FWIB events, as appropriate

Education and Training Providers/Service Providers

Objective 1: To link, leverage and coordinate with agencies and partners to meet the needs of our constituent groups.

Objective 2: Provide regular opportunities for dialogue between education, training and service partner organizations to ensure that our system is effectively responsive to the needs of JETS and employers. Provide input regarding demand occupations with career ladders.

Unions/Trade Organizations

Objective: To maintain a strong working relationship with unions and trade organizations; to implement California AB 554 relative to working with apprenticeship programs.

Communication Tools/Resources

- Encourage unions to regularly update FWIB on pre-apprenticeship and apprenticeship programs.
- Develop a MOU with appropriate unions and/or trade organizations

The Media

Objective: To elevate the statue of FWIB and to highlight the positive work of FWIB/One Stop System.

Communication Tools/Resources

- Release regular Press Releases/Briefings on targeted efforts
- Investigate ways to utilize cable access channel/TV channels/radio channels, etc.
- Utilize social media to maximum

General Public/Civic Organizations

Objective: To create a basic understanding of FWIB's purpose and accomplishments in the public's mind and enhance our image as the responsive and proactive organization in the workforce development field.

Communication Tools/Resources

- Market FWIB's website
- Generate an annual report highlighting our accomplishments and performance data
- Host workshops/forums for the public to attend
- Highlight employment opportunities in the consortium area/region
- Disseminate collateral materials

Toolkit Strategies

- Brochures
- Posters
- Brand/Logo
- Direct mail materials
- Print Ads
- Speaker's Bureau
- FWIB Website
- Consortium City Websites
- Social media (FaceBook, Twitter, LikedIn)
- E-Newsletters
- Pasadena In-Focus Publication
- Regional Chamber of Commerce Newsletters and Publications
- Business Life Magazine
- Video productions (web-based, Information DVDs)
- Media relations
- Billboards/Bus Ads
- Radio/TV/PSAs
- Press Releases (templates)
- Program Fact Sheets
- Client testimonials
- Success stories
- Industry/Agency Partnerships

Board Members

Objective: To keep WIB members engaged and informed so that they can effectively implement the local strategic plan and communicate to the public the importance of a coordinated workforce development system and strategy.

Communication Tools/Resources

- Market FWIB's website
- Disseminate collateral materials
- Develop publications and reports; informative FWIB agenda packets
- Meet regularly with board members who will assist with the annual communication plan, review all publications and make recommendations to staff on how to meet communications objectives
- Send information/brochures about the WIB to all Board Members' employers
- Utilize WIB members as program ambassadors to promote the WIB's programs

Workforce Investment Board and One Stop Career Center Staff

Objective: The reputation and success of the WIB is contingent upon its staff members. They must understand and accept the business plan and commit themselves to its implementation.

Tools

- Conduct staff orientation on the strategic business plan after its completion and adoption.
- Assist in the development of calendar of events, media conferences, etc. and widely disseminate the information to key stakeholders.
- Ensure all staff receives current publications and special promotion materials.
- Develop formats for effective monthly/quarterly communication.
- Market the WIB's website as an effective internal tool.

Action Strategies

1. Expand the use of social media tools, including Twitter, LinkedIn, Google Docs, blogging, etc. to fully engage customers, employers and clients;
2. Integrate social media tools into the WIB's website for the purpose of communicating with customers and clients and for marketing the WIB's programs and services;
3. Utilize top Internet sites for communication, customer outreach and retention, branding and marketing, market research, needs assessment and serving customers and clients;
4. Identify the communication medium that will best reach the target audiences based on psychographic data;
5. Monitor results based on the conversion percentage of the target audiences that engage in the call to action, through website and social media analytics;
6. Regularly audit the communications plan and adjust the communication mix as needed.