

<b>MARICOPA COUNTY</b>  HUMAN SERVICES DEPARTMENT Workforce Development Division	<b>SECTION/REFERENCE</b> 29 CFR 37.34	<b>PAGE 1 OF 1</b>
	<b>ORIGINAL ISSUE DATE</b> May 1992	<b>REVISION DATE</b> June 2013
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<b>SUBJECT:</b> Outreach and Recruitment		<b>ADDENDA:</b> N/A

**Purpose:**

To expand community awareness of youth programs, partners, and services provided through Maricopa Workforce Connections.

**Responsibility:**

MWC Youth Providers and all staff

**Process Description:**

Outreach and recruitment efforts will focus on the job seeker market. They will be conducted in an effort to reach communities outside of the City of Phoenix to ensure that all population segments and targeted groups are informed of and encouraged to use all services available through Maricopa Workforce Connections (MWC). Outreach will include meeting with and providing presentations to community and faith based organizations, high schools, alternative education institutions, foster homes, local shelters, detention centers, Community Action Program offices, and various other organizations.

Individuals conducting community outreach and recruitment will provide an array of materials ranging from newsletters to full packets of information. Literature provided at presentations, job fairs, and career events will provide an understanding of the program services, labor market, workshops and assessments, education and training opportunities, resources, and services that are available to them through MWC. These materials will be updated on a regular basis to ensure that the most accurate information is being presented to the public. All materials will make reference to MWC branding and include all required taglines.

**Process to include, but not limited to:**

- Utilization of materials (brochures, fliers, promotional items) developed for marketing the services of WIA and its partners.
- Refer individuals to appropriate partners or WIA staff for services.
- Provide interested agencies and clients with information on WIA services.
- Provide assistance with community outreach efforts at job fairs, community resource fairs, high schools, alternative education institutions, community colleges, vocational schools, and other training programs.
- Participate on community committees for the purpose of disseminating and gathering information on available services to better serve our WIA customers and staff.
- Provide information, materials and resources as requested by WIA staff, partners and the general public, including weekend and evenings.