


<b>MARICOPA COUNTY</b>  HUMAN SERVICES DEPARTMENT Workforce Development Division	<b>SECTION/REFERENCE</b> 29 CFR 37.34	<b>PAGE 1 OF 2</b>
	<b>ORIGINAL ISSUE DATE</b> May 1992	<b>REVISION DATE</b> September 2010
	<b>AUTHORIZED BY:</b> Patrick Burkhart, Assistant Director	
<b>SUBJECT:</b> Outreach and Recruitment		<b>ADDENDA:</b> N/A

**Purpose:**

To expand community awareness of youth programs, partners, and services provided in the One-Stop Career Centers through presentations, job fairs/career events and on-site visits with Community Based Organizations (CBO) and high schools around the Valley.

**Responsibility:**

One-Stop Career Center staff, Contractors, Workforce Investment Act partner staff, Maricopa Workforce Connection Youth Council Members and other agency staff, as appropriate.

**Process Description:**

Outreach and recruitment efforts will focus on the job seeker market. They will be conducted in an effort to reach all communities (outside the City of Phoenix) and to ensure that all population segments and targeted groups are informed of and encouraged to use Workforce Investment Act (WIA) services available at Maricopa Workforce Connection One-Stop Career Development Centers. The Contractor will focus on 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 their audience with an array of materials ranging from newsletters to full packets of information. Literature provided at presentations, job fairs, and career events will provide the audience with an understanding of the program services, labor market, workshops and assessments, education and training opportunities, resources, and services that are available to them in the One-Stop Centers. These materials will be updated on a regular basis to ensure that the most accurate information is being presented to the public.

**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.

**Equal Opportunity Requirements**

In accordance to Federal Regulations (29 CFR37.34), the following requirements apply to all communications and marketing material:

- TTY/ TDD or relay service number must be available on all recruitment brochures and other materials that are ordinarily distributed or communicated in written and/or oral form, electronically and or on paper, to staff, clients, or the public at large.

Equal Opportunity (EO) tagline: "Equal Opportunity Employer/ Program/ Auxiliary aids and services are available upon request to individuals with disabilities", must be included in all recruitment brochures and other materials that are ordinarily distributed or communicated in written and/ or oral form, electronically and or on paper, to staff, clients, or the public at large.