



## Statewide Peer-to-Peer 2021 Kick-off Event Holistic Approaches to Meet Community, Jobseekers, and Employer Needs Questions & Answers

1<sup>st</sup> Presenter

Workforce Development Board of Madera County  
Collaborative Outreach Drive-Thru Event

**Q:** Who covered the costs of the food provided?

**A:** The first event food cost were taken care of by the Education Leadership Foundation (ELF) through volunteer work/leveraged resources. The second event ELF donated 250 boxes of food and the local food bank donated 50 boxes of food.

**Q:** Was the Local food bank a partner?

**A:** Yes, the local food bank was a partner for the second event.

**Q:** Who were the partners involved in the events? Also, out of the 750 individuals who attended all the events, how many have you seen come in for employment and training activities?

**A:** Partners involved in the events with Madera Workforce Development Board were:

- California Department of Social Services (CDSS) provided CalFresh and Medical info
- Employment Development Department (EDD)
- Education Leadership Foundation (ELF)
- Central Valley Opportunity Center
- State Center - Adult Ed Consortium and Adult School
- Local Food Bank

Unfortunately, there are no specific numbers available at this time, but both events ran out of food. Partners have expressed that they have notices an increase in their numbers. Specifically, the Adult School stated they have seen an increase in enrollments and Medi-Cal also expressed that they had a lot of people approach them for information. Madera Workforce Development Board served 300 individuals in November and the amount of individuals served in December increased to over 650. The outreach event definitely increased the amount of participants now being served.

**Q:** Are there any pictures from the event?

**A:** Yes. Copies of the pictures will be included in the email that will be sent out to all attendees with the PowerPoint and Questions and Answers. (See photos below.)

**Q:** How was the event funded and about how much would you say it cost?

**A:** Resources were leveraged or donated from Madera Workforce Development Board English Language Learner collaboration and partners. Staff time was charged for each event. If someone

is looking to pursue hosting a similar event, it is recommended to anticipate cost may be incurred to secure a venue. However, some partners may allow you to use their venue for free.

**Q:** What would you recommend other do if they are interested in coordinating an event like yours?

**A:** Start by taking a good look at needs in your community. Identify the platform and/or partners needed to meet the needs. Food/resource fair allowed the workforce board to connect with the community and share services they provide. Madera first event started off small and expanded with new partners expressing interest in a second event.

**Q:** Were there any challenges with people not having transportation or a vehicle to drive through?

**A:** This challenge was not identified much during the first event. However, the second event was more visible because it took place at the Madera Fairgrounds. During the second event, it was noticed that people were walking up to receive food. One key take away for future events is to consider holding boxes of food for those that do not have transportation.

**Q:** Did the participants RSVP for follow-up?

**A:** Yes, multiple partners took down contact information for further assistance. However, RSVP's were not required to participate in the event. Individuals just had to show up.

**2<sup>nd</sup> Presenter**  
**WorkNet – Merced County Workforce Development Board**  
**Coffee with Employers**

**Q:** Can you share the Coffee with Employer Work Plan template and survey monkey questions?

**A:** See attached Virtual Event Checklist and Survey Monkey Questions Attached

**Q:** Do you use a specific survey for feedback after?

**A:** See Survey Monkey Questions Attached

**Q:** What marketing tools do you use to promote your event? Where/how do you find so many job seekers willing to attend your events?

**A:** Finding job seekers is work in progress. It depends on industry. Merced also uses their Facebook, LinkedIn, CalJOBS, and events is shared across multiple partners and case managers. Event Brite helps to track data, attendee's registration information, and where individuals heard about event. CalJOBS to promote event

**Q:** How did you get qualified job seekers to commit to attend the online event?

**A:** Merced realized that they must be intentional when contacting job seekers. The specific industry helps to attract specific job seekers. Coaching jobseekers to see benefits in attending the event is also very helpful.

**Q:** So all Job Seekers RSVP'd?

**A:** Yes. Case Managers and partners also helped job seekers RSVP as well.

**Q:** Can anyone attend? If we are interested in attending to observe, is that possible?

**A:** Yes anyone can attend. We welcome other boards and workforce staff/partners to attend. If interested in future events, send an email to Ericka Contreras at:

[erika.contreras@equusworks.com](mailto:erika.contreras@equusworks.com)

**Q:** Can you provide Eventbrite link?

**A:** <https://www.eventbrite.com/>

## Workforce Development Board of Madera County Collaborative Outreach Drive-Thru Event Photos

1<sup>st</sup> Event: October 12, 2020









2<sup>nd</sup> Event: December 3, 2020







