



January 2021

Collaborative Statewide Peer-to-Peer Event

San Joaquin Valley Regional Planning Unit
presents:
***Holistic Approaches to Meet Community,
Jobseekers, and Employer Needs***



- **Welcome & Introductions**
- **Housekeeping & Zoom Etiquette**
 - Mic's have been muted upon entry, please remain muted.
 - Feel free insert questions into the chat box and the presenters will address them throughout the presentation.
 - Closed Caption option is available on the bottom of your screen next to the chat box.
 - Session is being recorded.
 - Todays event will be sent to all attendees within the next 7-10 days.



- **Reason for Presentation**

- Local Workforce Development Board or Regional Planning Unit being featured.

- **Your Feedback**

- Will be solicited via Polls/Survey.



Tracie Scott-Contreras
Executive Director





Maiknue Vang
Deputy Director



Anabel Miranda
ELL Program Navigator



Project Idea

- Services During COVID
- Increase Customer Flow
- Community Outreach
- Strengthen Agency Relations



Outline/Steps taken

- Project Team Meeting
- Created Contact
- Developed Marketing Plan
- Promoted Event
- Finalized Logistics
- Executed Event



Challenges/Lessons

- COVID-19
- Limited Prep Time
- Logistics
- Limited food vs # of People



Outcomes

- 200+ Families Served
- Awareness of Resources
- Familiar with Workforce Assistance Center (AJCC)
- Strengthen Relationships
- Community Impact
- Increase of Agencies Interest
- Next event



Planning Resources

- ELL Project Team
- Second Event
- Duplicate in Other Areas:
 - Planning Committee
 - Agency Contacts

Q&A



**WORKFORCE DEVELOPMENT
BOARD OF MADERA COUNTY**

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Erika Contreras
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EMPLOYER OUTREACH DURING APRIL 2020

WORKNET OF MERCED



WHAT WE LEARNED:

EMPLOYER CHALLENGES:

- EMPLOYEES UNABLE TO WORK
- BUSINESS UNABLE TO OPERATE
- OWNERS WILL BECOME EMPLOYEES
- SOME BUSINESSES WILL NOT RE-OPEN



ACTION



- **PROMOTE INDUSTRY EMPLOYERS**
 - VISION / MISSION
 - CULTURE
 - MINIMUM QUALIFICATIONS / REQUIRED CERTIFICATIONS
- **EDUCATE OUR UNEMPLOYED JOB SEEKING COMMUNITY AND LOCAL INSTRUCTORS**
 - UNDERSTAND INDUSTRY REQUIREMENTS
 - ENGAGE WITH THE EMPLOYER
 - ENSURE CURRICULUM MEETS INDUSTRY STANDARD

RESULT: PIPELINE OF QUALIFIED CANDIDATES

6/30/2020 Coffee w/ the Employer Work Plan

Work Flow Activities:	Due Date:
Identify Employer: XYZ Company	05/28/2020
Create flyer for job seekers w/ Zoom & Eventbrite registration details	5/29/20 & 6/1/20
Submit Flyer for approval	6/1/20
Promote flyer on social media & email blast (allows 2 weeks to promote Coffee w/ the Employer)	6/4/2020
Obtain Company information such as: Company mission, vision, history, purpose, Positions, minimum qualifications, safety protocols, Obtain partner logos and program information.	6/4/2020
Create Power Point slide for employer w/ (Present to employer for approval)	6/9/20
Obtain Employer feedback and make necessary changes to slides	6/11/20
Plan to Re-Promote event on Social Media (schedule dates in your calendar to request WDB promote on social media platforms)	6/12/20
Set-up Zoom Practice for Coffee with the Employer and send invites to Laird & Worknet staff (practice)	6/16 & 6/18
Revise the Power Point, edit or add, submit to employer and dept. heads for final approval.	6/29/20
*****Coffee w/ the Employer*****	06/30/2020

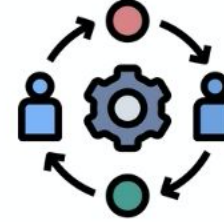
THINGS TO CONSIDER:

- BUILDING RAPPORT
- ENSURING A SAFE ENVIRONMENT
- ACKNOWLEDGING THE LEARNING CURVE
- EMPLOYER / JOB SEEKER PROTECTION

CHALLENGES AT HAND



ESTABLISHING RAPPORT



UPDATING PROCESSES



JOB SEEKER BEHAVIOR



BECOMING THE EXPERT



EDUCATING THE EMPLOYER



LIVE EVENT

BENEFITS



PARTNERSHIP:

RELATIONSHIPS BETWEEN PARTNER AGENCIES WERE STRENGTHENED THROUGHOUT THIS PROCESS. ULTIMATELY, BENEFITS THE JOB SEEKER, EDUCATIONAL INSTITUTIONS AND THE EMPLOYER.



EDUCATION:

THESE EVENTS PROVIDE EDUCATION TO THE COMMUNITY. EFFECTING THE INDIVIDUALS SEEKING INDUSTRY CERTIFICATIONS, THE INSTRUCTORS WHO TEACH IN THE INDUSTRY. ALL RESULTING IN MORE QUALIFIED CANDIDATES FOR THE EMPLOYER.



TRUST:

RELATIONSHIPS BETWEEN THE EMPLOYER AND WORKNET ARE STRONGER. THEY EXPERIENCED UNCONDITIONAL SUPPORT DURING A TIME RESOURCES WERE LIMITED.



Q&A Time

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