



**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.



**WORKFORCE DEVELOPMENT  
BOARD OF MADERA COUNTY**

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



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BOARD OF MADERA COUNTY**

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Erika Contreras  
Business Consultant

# 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**

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

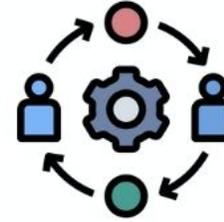
**THINGS TO CONSIDER:**

- 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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