



- Marketing materials (Trade banner, branding TAA with a logo, etc.)
- New promotional material featuring customer success story pamphlets
- TAA videos featuring customer testimonials
- Staff t-shirts with QR code, email address, and phone number on the back
- Cross-training with partner programs (JVSG and RESEA)
- Statewide TAA/Rapid Response Roundtable- coordinating TAA staff with Business Services
- Attending community events (state fair and county fairs/festivals)
- RESEA Orientations- TAA representation with TAA one-pager
- Rapid Response Orientations- TAA representation with new messaging
- Research: Cross match UI system and Wagner Peyser to update contact information from past worker lists
- Streamlined case management staff duties to identify staff for dedicated outreach
- TAA Open House Events (4-6 events per month)

- Event Details:

- All off site at community centers, public libraries, community colleges, etc.
- Gas card incentive
- Offered in “off” hours and Saturdays

- Outreach for each event:

- Dedicated webpage for Open House events
- Press releases to local news outlets (print, web, and television)
- Transit Ads
- Radio Spots (local stations and Pandora)
- Social Media Campaigns w/Geofencing (Facebook, Instagram, YouTube)
- Partner Program Social Media pages
- Postcard Mailing
- Phone Calls
- Text Messages
- Emails
- 24-hour reminder text messages to all individuals who were interested in attending or had a valid phone number

