



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

Participant Outreach and Recruitment

*H-1B Rural Healthcare and One Workforce
Virtual Convening*

February 1, 2022



Today's Moderator



Maya Kelley

Unit Chief

Division of Strategic Investments, USDOL/ETA



Today's Speakers



Deborah Waymire
Chief Operations Officer
Tecumseh Area Partnership



Mellisa Leaming
Director of Operations
Tecumseh Area Partnership



Today's Speaker



Craig Schmidt

Vice President, Talent Development
Calumet Area Industrial Commission



Today's Objectives

- Share best practices regarding effective outreach and recruitment strategies
- Spotlight two H-1B Rural Healthcare and One Workforce grantees' programs and their efforts to boost outreach and recruitment efforts
- Questions and Answers



Poll Question

In identifying candidates, which recruitment methods have you/will you employ (please choose all that apply)?

- 1. Social media – FB, IG, LinkedIn*
- 2. Ads – newspapers, magazines, fliers, billboards, online (e.g. Indeed.com)*
- 3. Radio, TV and/or join a podcast*
- 4. Word-of-mouth*
- 5. Other, please insert in the chat*

Choose the answer that best reflects your organization



Effective Participant Outreach and Recruitment

- ▶ Comprehensive and coordinated outreach, recruitment, and enrollment strategy
- ▶ Successful outcomes begins with a successful and strategic recruitment process
- ▶ Recruitment and participant engagement can at times be a challenge



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Tecumseh Area Partnership

H-1B Rural Healthcare Grant

February 1, 2022

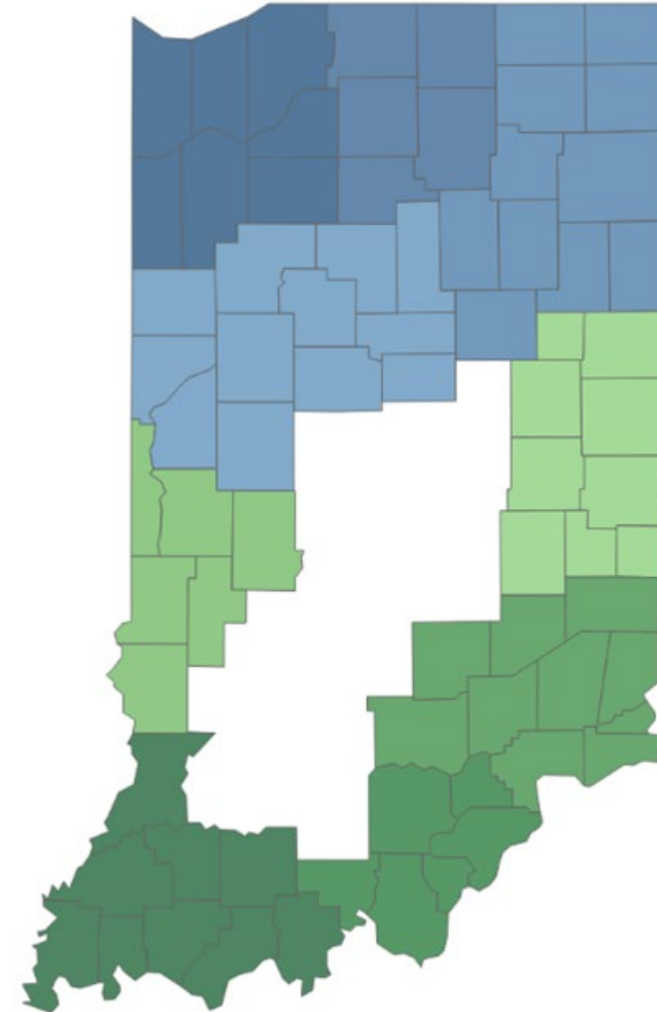
A little about us...



- ▶ West Central Indiana WIOA Workforce Board
- ▶ Twelve county region
- ▶ Provide oversight to America's Job Centers in the region
- ▶ Lead for the Rural Healthcare Grant
- ▶ Previous H1-B grants

Scope of Grant – Nursing a Critical and Growing Need in Rural Indiana

- ▶ Coalition of nine Local Workforce Development Boards
- ▶ 75 counties (60 rural or partially)
- ▶ Nursing assistants and nurses
 - ▶ Focus on nursing pathways
 - ▶ Enroll 875 individuals in education and training
 - ▶ May provide training in other rural healthcare H-1B occupations



Performance to Date

Grant Goals

	Year 1	GTD 12.31.21
Participants Served	109	107
Enrolled in Training	109	107
Completed Training	76	42
Completed Trng/ credential	0	20
Completed Trng/ Employment	0	16
Incumbents/advanced	0	0

Outreach and Recruitment

- *Using Social Media such as:*

- Instagram and Snapchat are particularly effective for reaching youth. Facebook is also effective as most regions have FB

- *TV and Newspaper articles*
AJC websites

- *AJC Magazine and Flyers*

- WIOA partner orgs and Community Based Organizations, and healthcare training providers



Outreach and Recruitment

► Most Effective Strategies

- ▶ Building on past and current relationships with partner organizations
- ▶ Meeting with healthcare employers
- ▶ Zoom sessions with universities
- ▶ Hosting in-person student information session on campus
- ▶ Establishing a consortium of healthcare employers and providers
- ▶ Connecting with individuals displaced from closures
- ▶ Engaging staff in our American Job Centers (AJC)
 - ▶ Training on the grant opportunities
 - ▶ Deploying outreach staff in counties where there is no AJC
 - ▶ Business service representatives reaching out to employers

Outreach Strategies for Different Populations

- ▶ Strategies for outreach are similar when it comes to different industries/employers
- ▶ Outreach to unemployed workers is quite different from outreach to incumbent workers
 - ▶ Unemployed we use a wide array of methods
 - ▶ Incumbent is a collaboration with the employer
- ▶ Youth outreach is focused more on social media, texting and word of mouth from peers



Challenges

► Due to pandemic:

- ▶ Some areas are virtual and not all participants have technology skills and/or access to broadband
- ▶ Virtual environment not as impactful as in-person model
- ▶ Reluctance to be in the healthcare field
- ▶ Clinical sites closed temporarily
- ▶ Loss of training providers

► Great Resignation

- ▶ Fewer job seekers visiting/contacting AJC offices





Contact Us

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Questions?





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UNITED STATES DEPARTMENT OF LABOR

Calumet Area Industrial Commission

Chicago Metro Advanced Manufacturing Training
Consortium

H-1B One Workforce Grant

February 1, 2022

The Calumet Area Industrial Commission

Connecting Industry to Growth since 1967

- ▶ Industrial Advocacy
- ▶ Economic Development
- ▶ Business Development
- ▶ Workforce Development
- ▶ Community Outreach



Additional Grants and Contracts Leveraged

- ▶ Delegate Agency Providing WIOA Services
 - Job-readiness training
 - On-the-job training (Training Reimbursement)
 - Job placement
- ▶ Apprenticeship Intermediary for the Illinois Department of Commerce and Economic Opportunity (DCEO)
 - Apprenticeship Expansion Grant
- ▶ City of Chicago Grants
 - Business Incentives
 - Contract Tracers

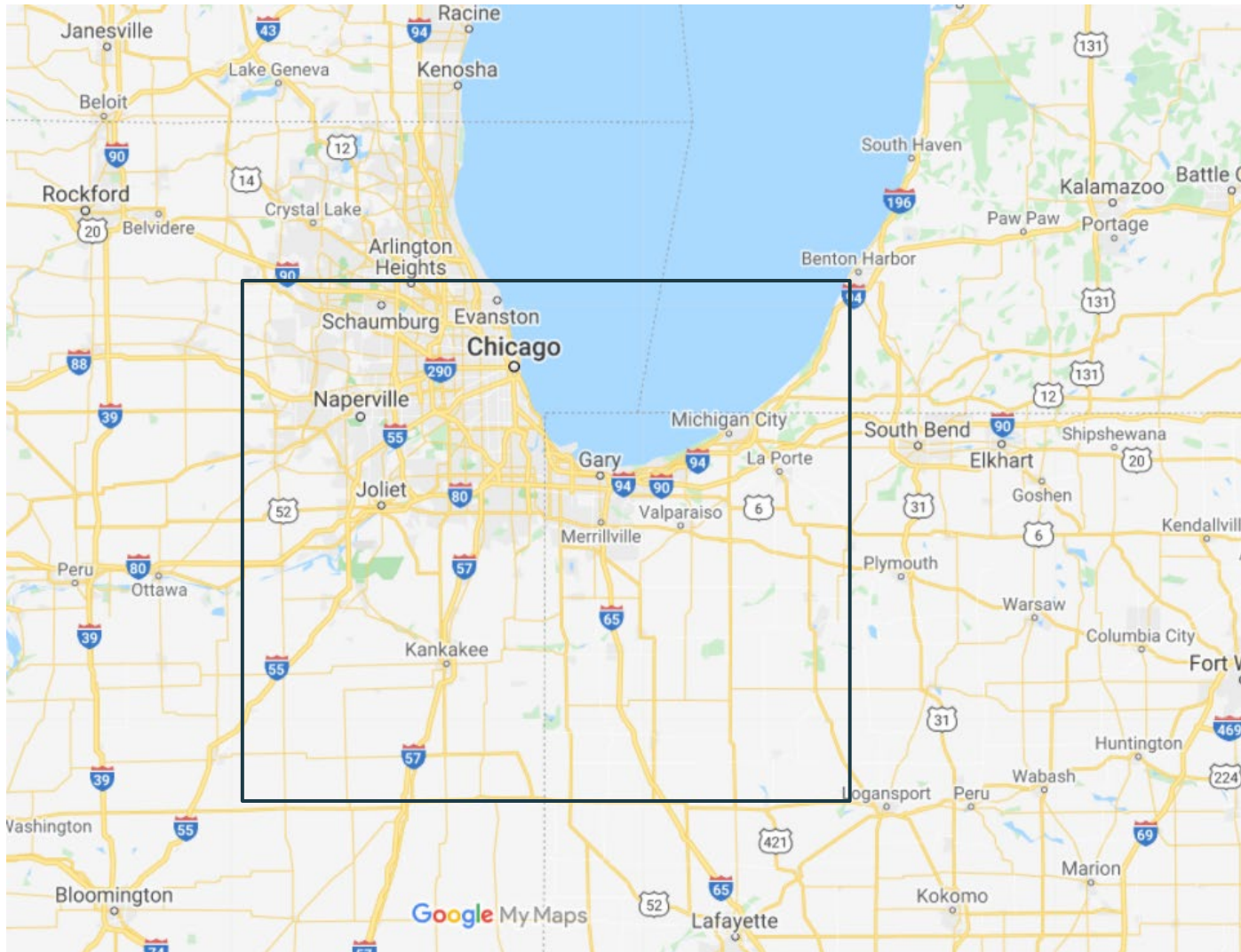


Project Overview

The Calumet Area Industrial Commission (CAIC) garnered support from ten community colleges, two non-profit training providers, four workforce boards, nine employers, and five community-based organizations for a grant submission to the US Department of Labor to develop, implement, and expand sector strategies, training, and employment in Advanced Manufacturing regionally in Northeast Illinois and Lake County, Indiana.

Awarded \$8.9M / with \$6M Allocated for Direct Training

Map of Service Area



- Approximately 5,000 Square Miles
- 500,000 manufacturing jobs - 1000's of openings
- Manufacturing contributes \$53.9 billion to the region's economy*

Target Population

- Northeast Illinois and Northwest Indiana residents
 - 17 years of age and older and not currently in HS
 - Unemployed or underemployed individuals
 - Underrepresented groups including minorities, women, individuals living in disadvantaged communities, new Americans, and justice-involved individuals
- *Portion of funds used to upskill current workers*



Short-term Programs and Industry Recognized Credentials are KEY!



- ▶ **Non-Credit Bearing Certificates**
 - Must lead to Industry Recognized Credential (MSSC CPT, NIMS)
- ▶ **Credit Bearing Certificates and Associate Degrees**
 - Electrical Automated Systems Technology
 - Industrial Maintenance Technology
 - Mechanical / Manufacturing Production Technology
 - CNC / Precision Machining Technology and Programming
 - Welding Technology (SMAW, GTAW, GMAW, FCAW, Pipe, Structural)
 - Electronics / Electrical Engineering / Industrial Electrician
 - Fluid Power Technology
- ▶ **Bridge to Manufacturing Training Program**
 - Prepares individuals for employment or college-level courses
- ▶ **Apprenticeship Programs and Incumbent Worker Training Programs**

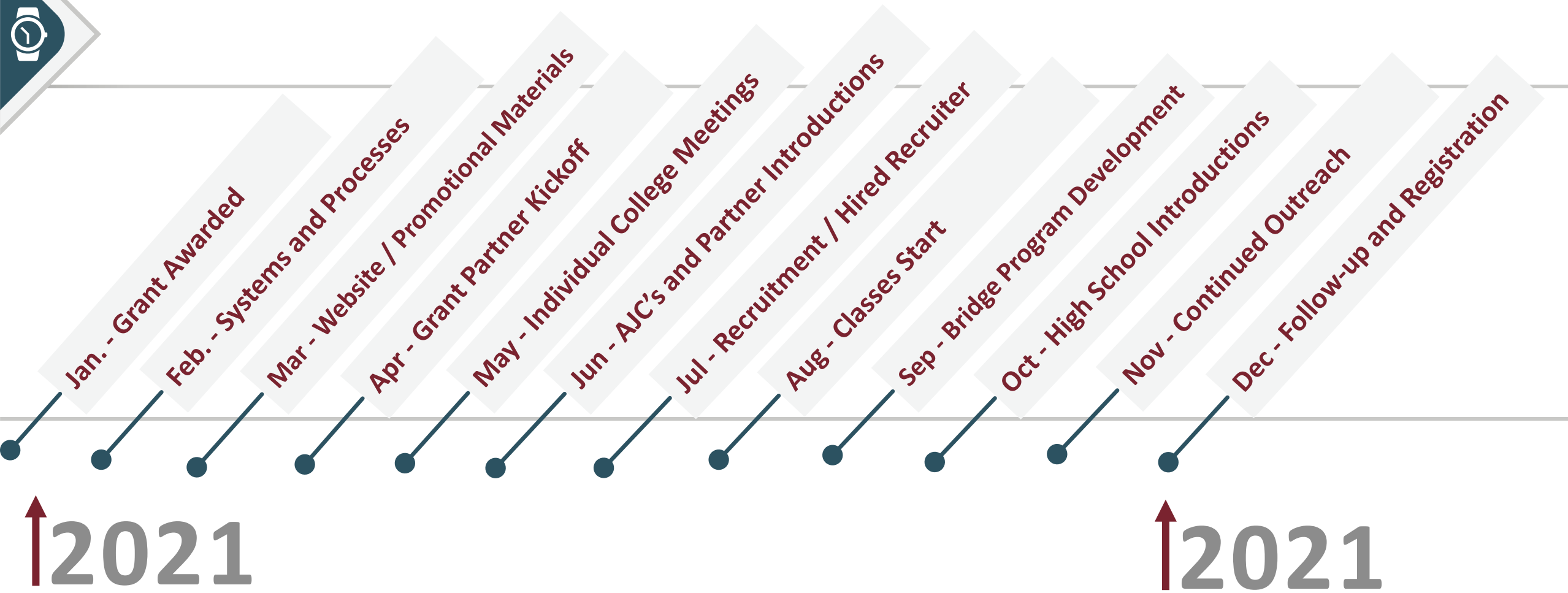
Occupations

- ▶ Manufacturing Production Technicians
- ▶ Robotics Technicians
- ▶ Welder Certified
- ▶ Mechanical Engineering Technologist
- ▶ Machinist
- ▶ Machine Repairman/Maintenance Technician/ Millwright
- ▶ CNC Programmer
- ▶ Aviation Technician/Mechanic
- ▶ Diesel Mechanic/Engine Specialist
- ▶ Machine Maintenance Mechanic
- ▶ CAD/CAM Programmer/Designer/Drafter
- ▶ Maintenance & Repair Supervisor
- ▶ Industrial Engineering Technologist
- ▶ Electronic Controls Technician
- ▶ Mechatronics/Electrical Technician
- ▶ Industrial Engineering Technologist
- ▶ Industrial Electrician
- ▶ Industrial Engineers

Performance Outcomes



- 1,400 participants served
- 1,100 participants enrolled in education/training activities
- 800 participants complete education/training activities
- 772 participants complete education/training activities and receive a degree or credential
- 650 unemployed and underemployed participants complete education/training activities and obtain employment
- 100 incumbent worker participants complete training activities and advance into a new position



An early start, partner onboarding and buy-in, constant communication, and on-going recruiting is key!

Recruitment – Create Referrals

Community Colleges

- Recruiters / Advisors
- Adult Education Departments
 - ICAPS / IET Courses
- TRIO Programs
- Other Grant Programs
- **Faculty**
- Workforce Development Offices
 - Apprenticeship Programs
- High School Liaisons
 - Dual Credit / Early College
- Career Services
- Marketing and Social Media Team
- Financial Aide Offices
- Foundation / Scholarship Offices
- Community Partners

Additional Partners

- American Job Centers
 - Partners
- Career Fairs
 - Sharing / Adjacent Booths
- Contact Tracers
- High Schools
 - CTE Coordinators
 - Bridge Programs
 - Road Shows
 - Virtual Fairs
- Elected Officials
- Municipality Leaders
- Industry Associations
- Faith-based Organizations

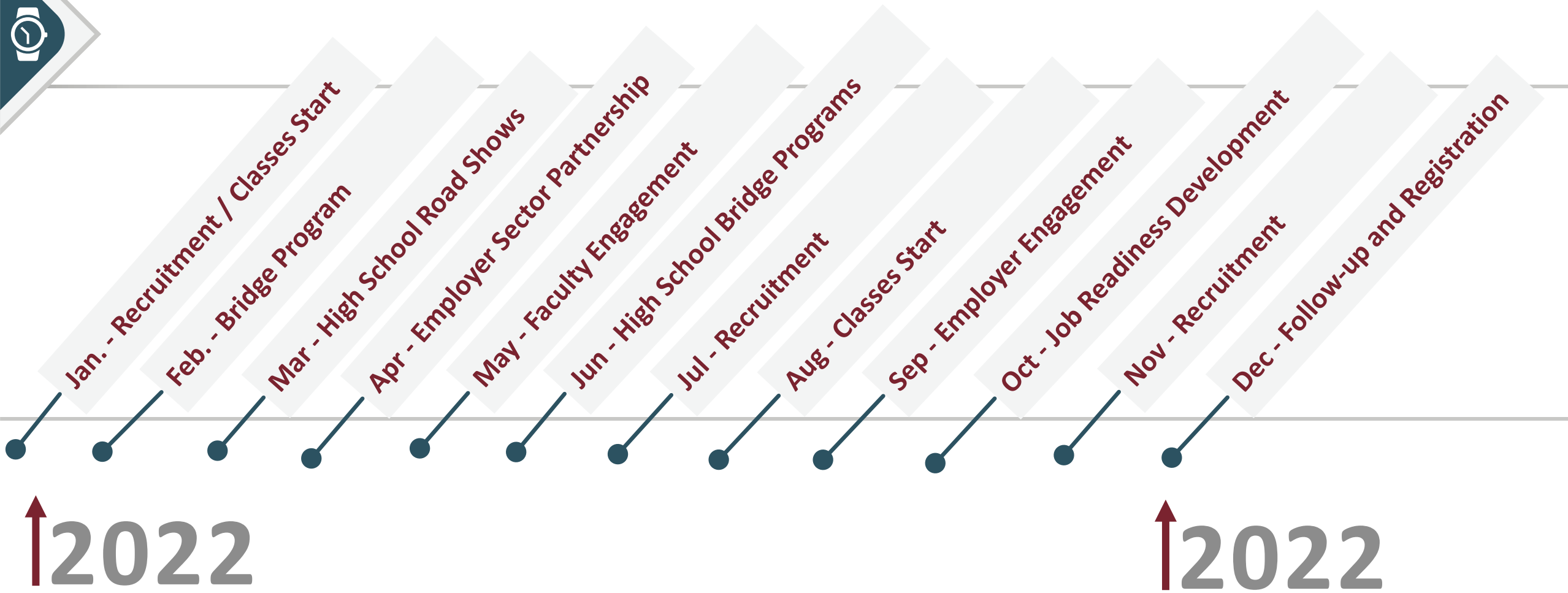
Marketing Avenues

- College-specific flyers
 - Distribution
- Targeted Social Media Ads
- College Supported Ads
- Public Service Announcements
- School / local newspapers
- Radio Spots
- Co-enrollments
 - Apprenticeship Expansion
 - On-the-job Training
- CAIC Committees
- CMISP – Calumet Manufacturing Industry Sector Partnership

Challenges

- ▶ Funding competition
- ▶ Reluctance / lack of knowledge of manufacturing environment and careers
- ▶ Manufacturing not perceived highly
- ▶ Develop identity early on
- ▶ Employers need workers now





Outreach, Marketing, Connections, Introductions, Conversations, Social Media, Emails

Recruitment Never Stops!



Contact Us

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? Any Questions?

