

Atlanta Regional



Connecting Talent with Opportunity

Strategic Relations Committee

September 12, 2019

Workforce Ecosystem

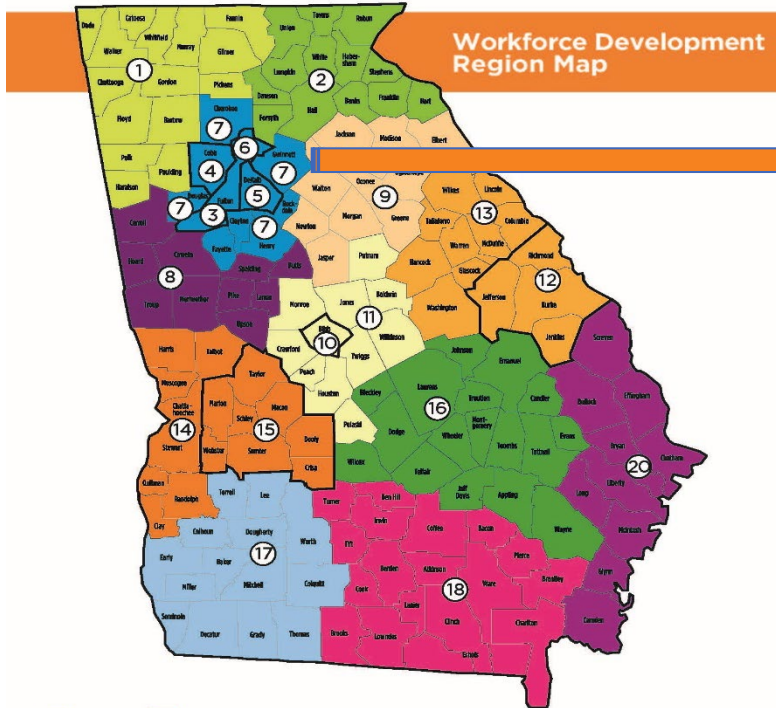
Atlanta Regional



Connecting Talent with Opportunity

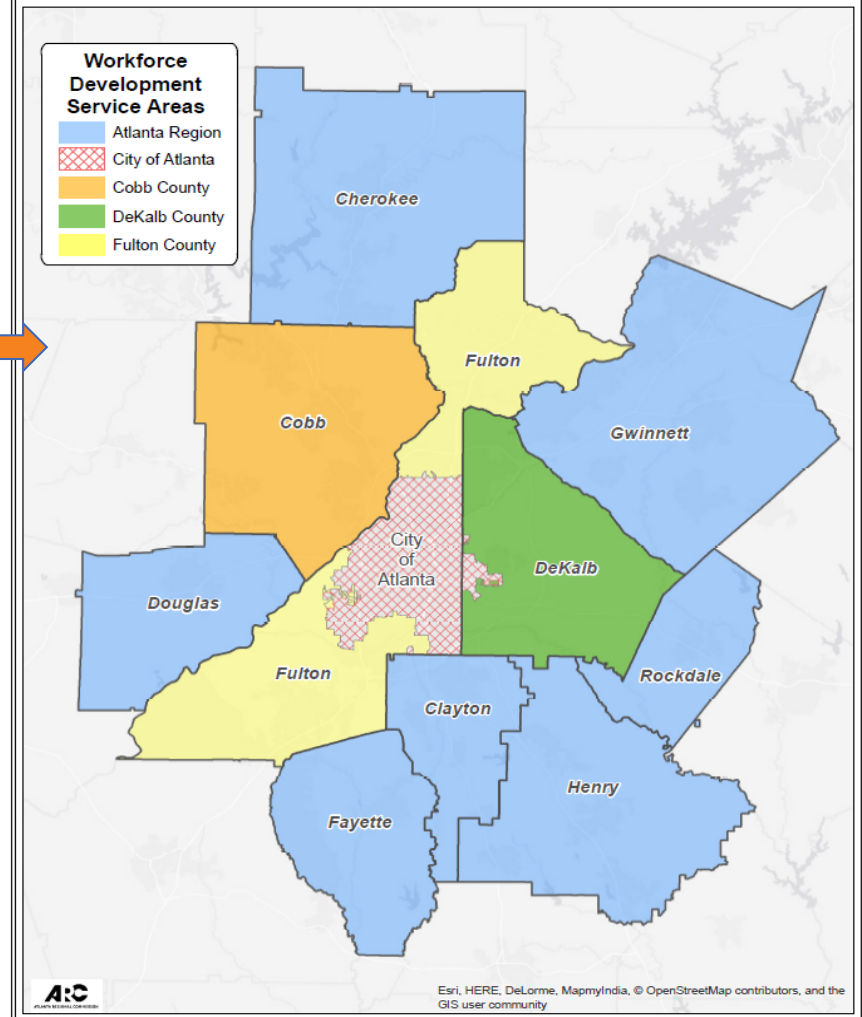


Regions & LWDAs



- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6
- Region 7
- Region 8
- Region 9
- Region 10
- Region 11
- Region 12

Region 3 Local Workforce Development Areas

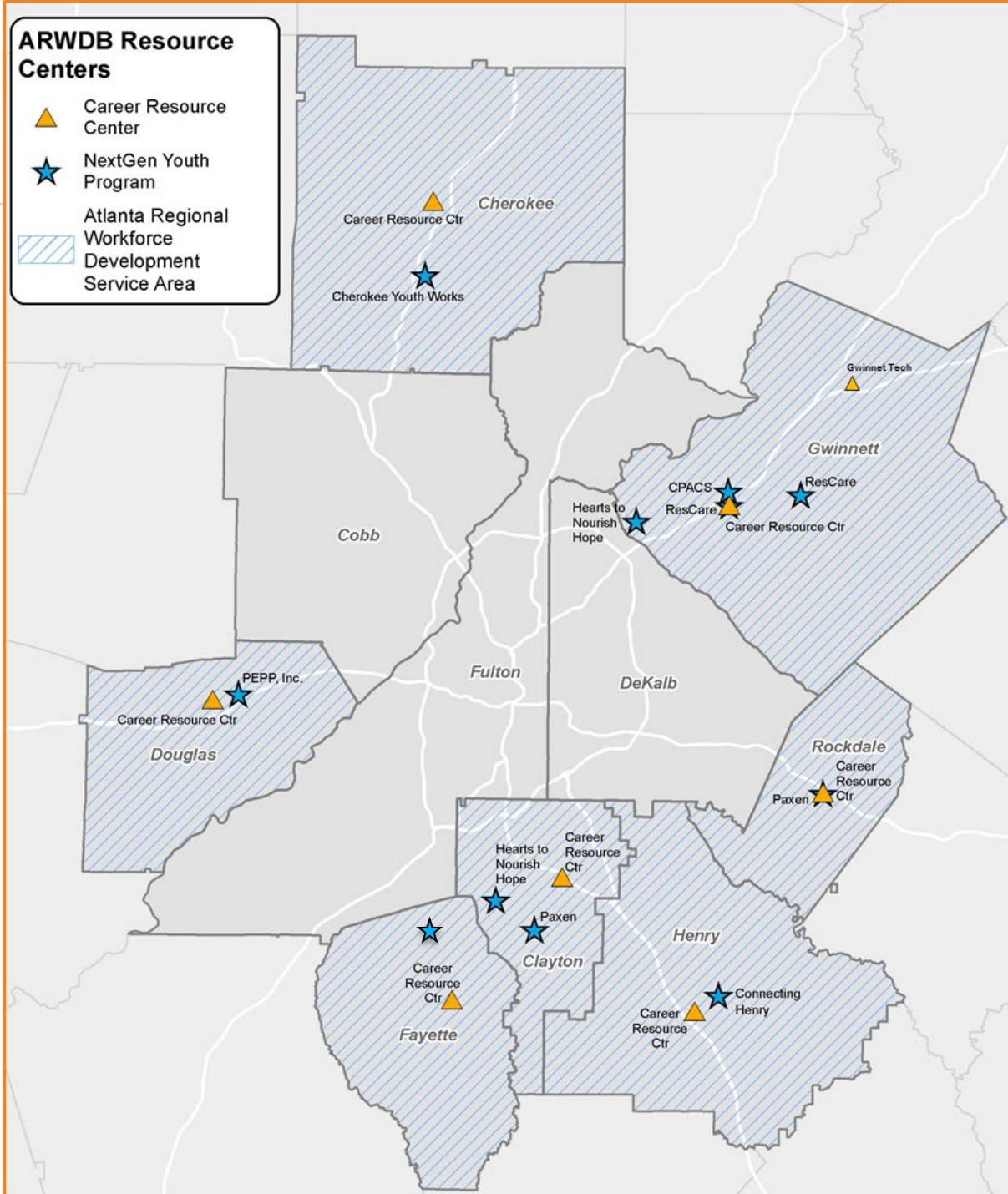


ARWDB Resource Centers

▲ Career Resource Center

★ NextGen Youth Program

Atlanta Regional Workforce Development Service Area



Atlanta Regional

**WORK
SOURCE
GEORGIA**

Connecting Talent with Opportunity

Career Resource Centers

1 One-Stop Center

7 Affiliate Sites

Mobile Unit

1 full-size mobile unit

14 regular stops

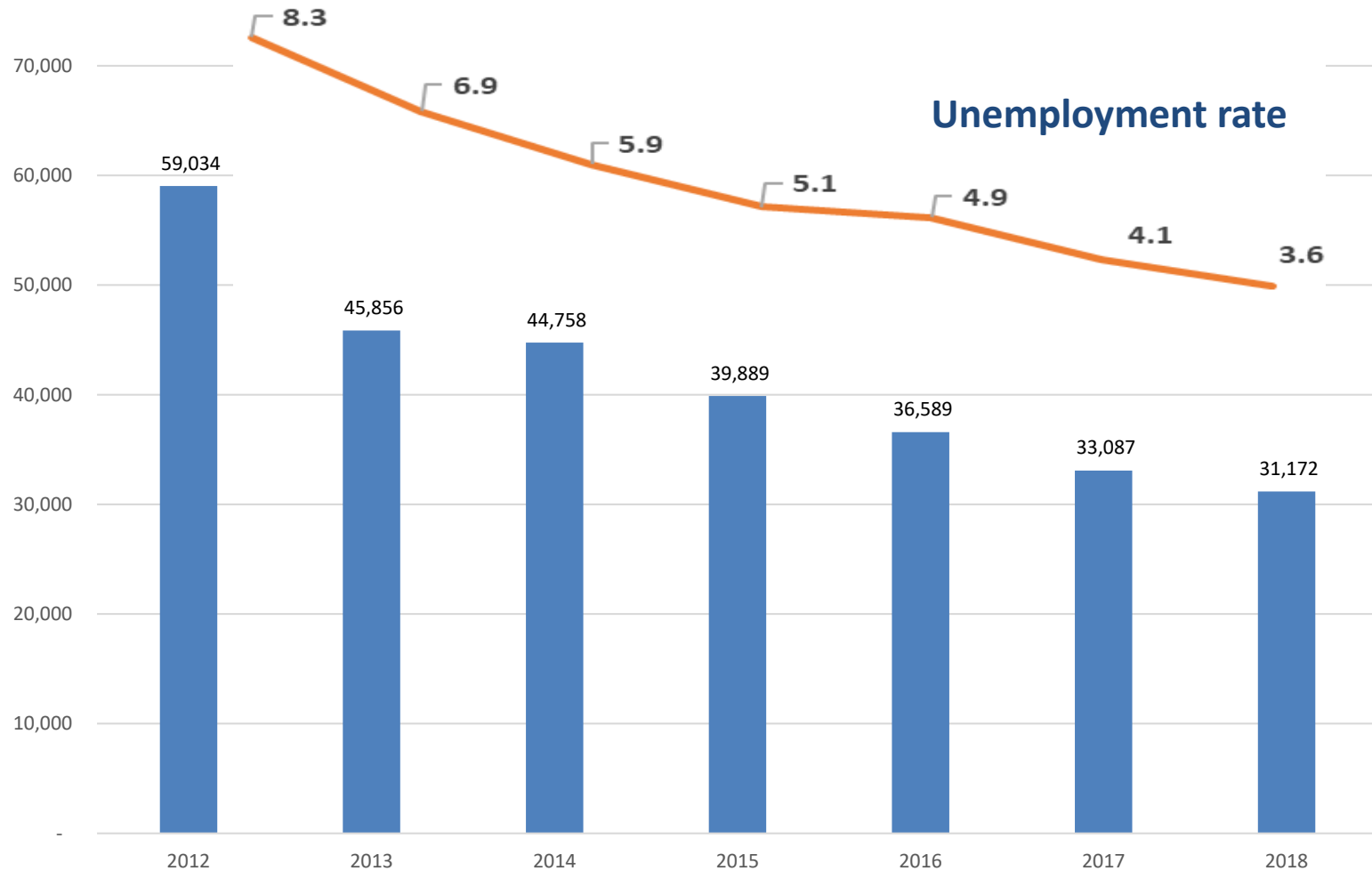
Youth Providers

10 Out-Of-School Locations

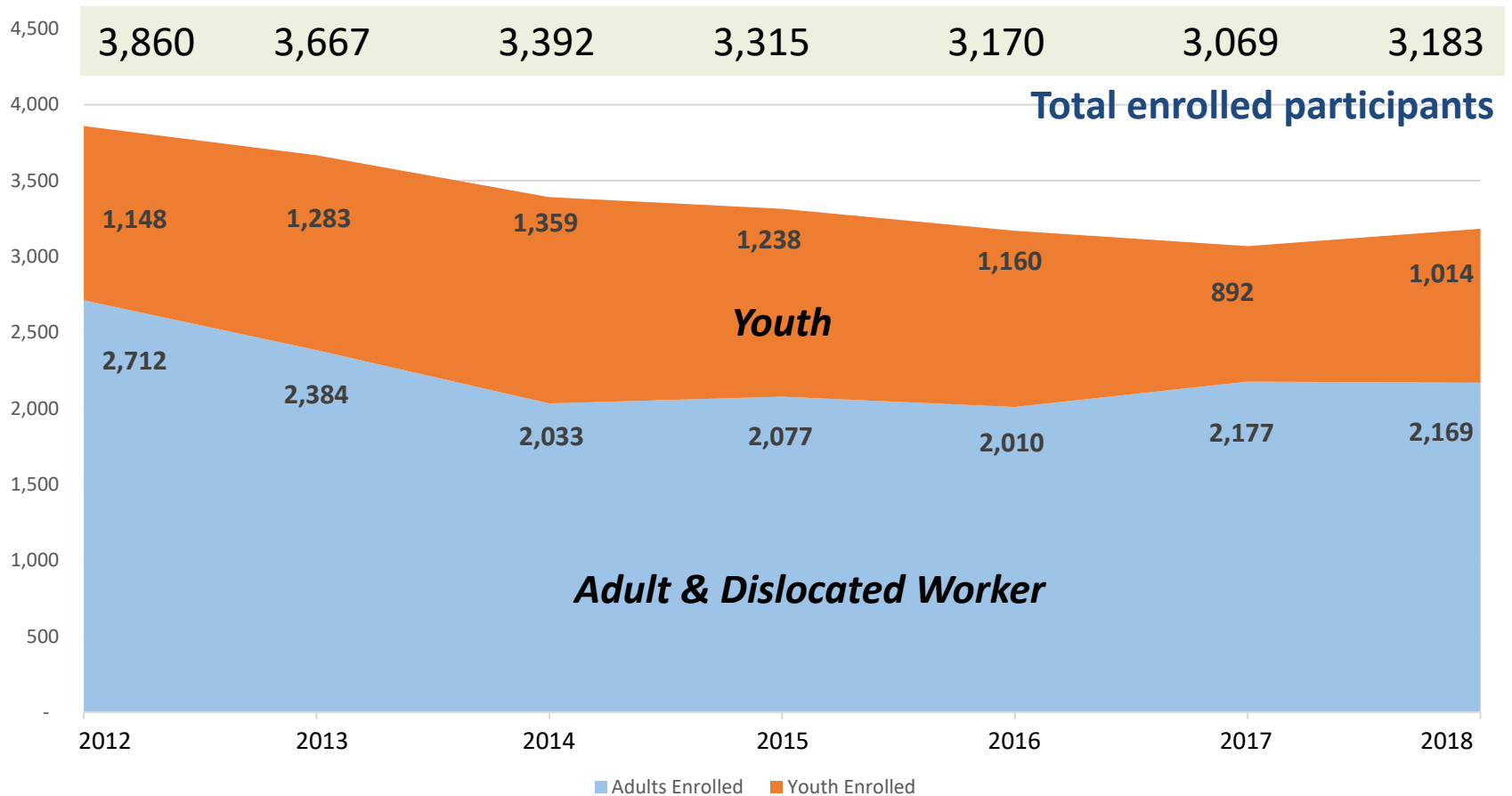
1 In-School Provider



Customer Visits to Career Centers



WIOA Enrolled Participants



Outreach Campaign

The plan we implemented was designed to guide job seekers through their career journey by:

- Making them aware of the program
- Guiding them to the website
- Ultimately signing them up for an appointment with a career counselor at a county career resource center

Similarly, the program was designed to appeal to employers so that they would schedule an appointment with a representative from the Business Services team.

Outreach Campaign

Plan was organized in three phases:

Phase 1: Research and Strategic Direction (2018)

Phase 2: Planning, Production, and Initial Media (2019)

Phase 3: Expanded Implementation (July 2019 +)

Outreach Campaign - Highlights

- The plan kicked off on June 17th with **16 billboards** and **radio ads on 2 stations**
- In July, digital advertising was launched including **pay per click** and **Google key words**
- A **job seeker brochure** was created for distribution at job fairs, community centers, DOL's, churches, libraries, et. al. A separate brochure for employers was also created.
- Job seekers were directed to either go to a Career Resource Center or to the new **ATLworks.org** website landing page, where they could sign up for more information.
- Employers were also directed to the website where they were connected to a Business Service Manager to guide them through the program.

Outreach Campaign - Examples

Let's get started.

STEPS TO SUCCESS

WE'RE HERE TO HELP THROUGHOUT THE PROCESS.

1

Sign up online at ATLworks.org, or visit one of our Career Resource Centers, or our Mobile Career Lab. We are ready to help!

2

Determine Your Strengths
We'll sit down and talk with you to determine your strengths and skills. Not every job fits every person, so we want to work to find the right fit for you.

3

Identify Next Steps
After assessing your strengths, we'll identify next steps, whether it be training, a certification program, learning on the job, or getting right to work.

4

Support and Follow-Up
You'll receive support and follow up throughout. We will help you with resume writing, networking skills, and marketing yourself.

5

Meetings with Your Career Advisor
There are lots of training programs and jobs available. We will work together to find the best one for you. Meetings with your career advisor are scheduled every 30 days.

WorkSource Atlanta Regional is a free, federally funded service managed by the Atlanta Regional Commission.

WE'RE READY TO GET TO WORK.

AND WE'RE JUST A CLICK AWAY.

It's our job to help you find the right one, and we take that seriously.

Our counselors work closely with companies throughout the area, so we know the jobs that are available and the skills necessary to fill them. We are true partners with companies and job-seekers like you, providing caring, supportive guidance throughout the whole process.



Atlanta Regional

Visit us at ATLworks.org to get started and to find a Career Resource Center near you.

JOB SEARCH WITH SUPPORT
UPGRADE YOUR CAREER ATLworks.org



Clayton County

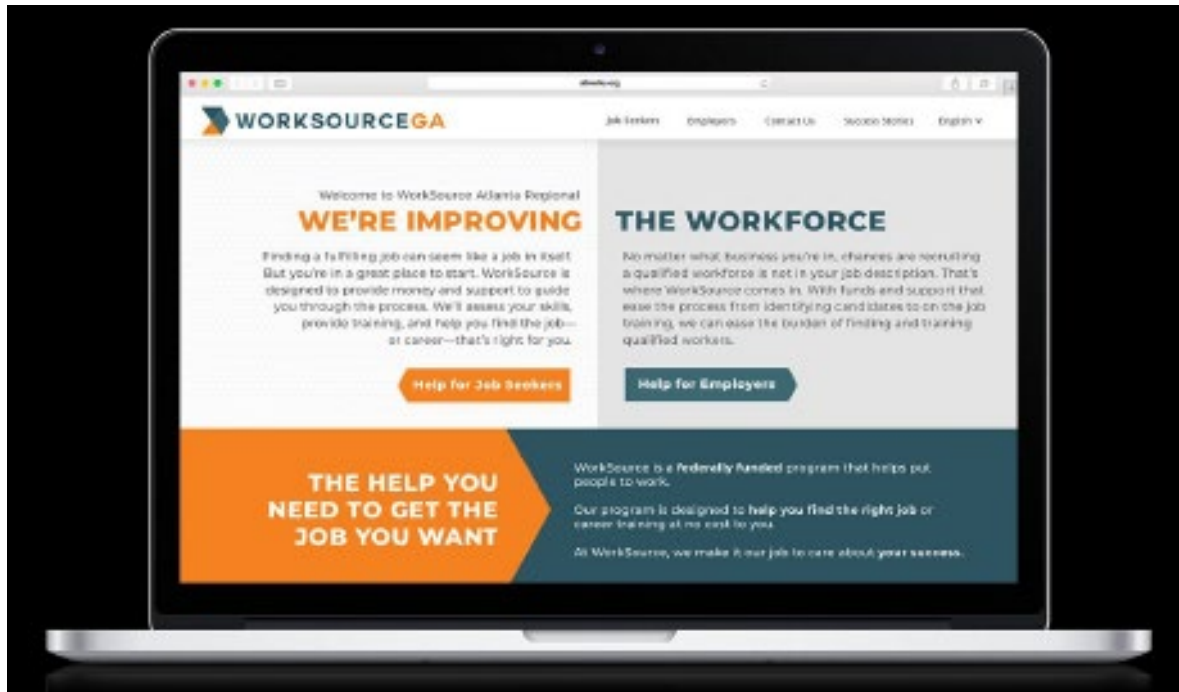
A free, federally funded service managed by the Atlanta Regional Commission



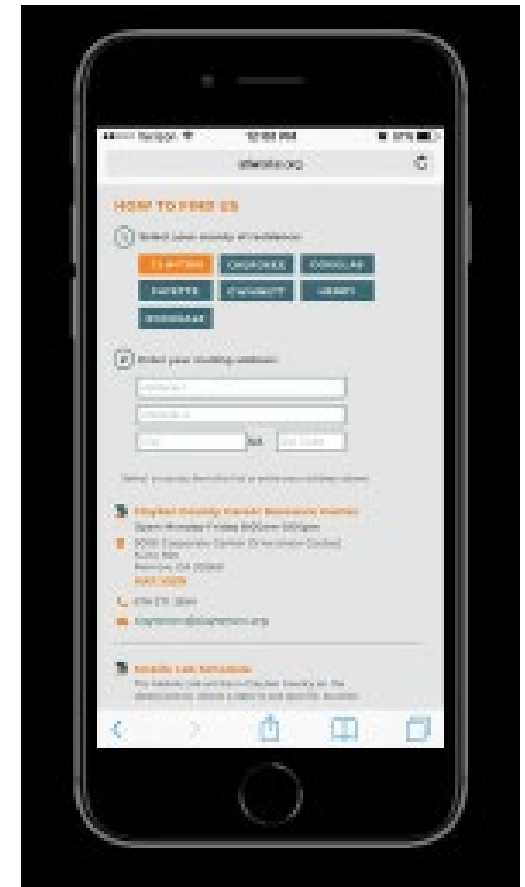
Atlanta Regional

Atlanta Regional Workforce Development Board

Outreach Campaign - Examples



<http://worksourcega.wpengine.com/>

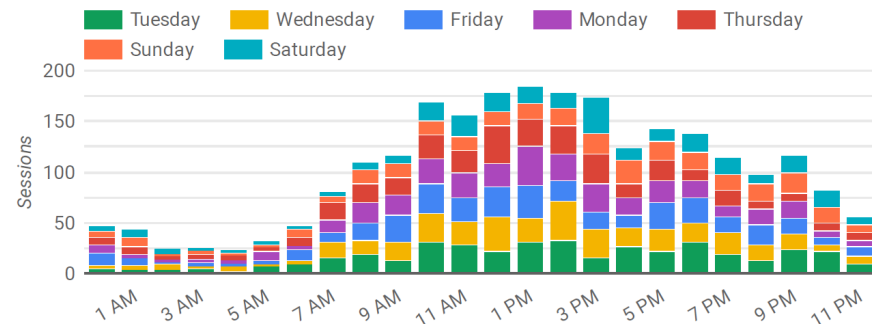


Outreach Campaign - Results

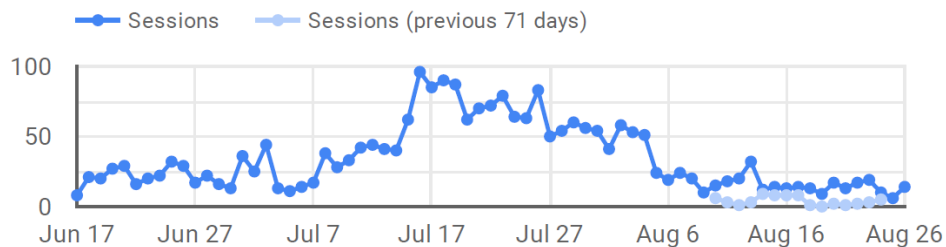
Since June 17th when we kicked off the program, we recorded 2461 sessions with 3,542 page views and 21.3% or 753 of them filling out the form.

Sessions
2,461
↑ 4,001.7%

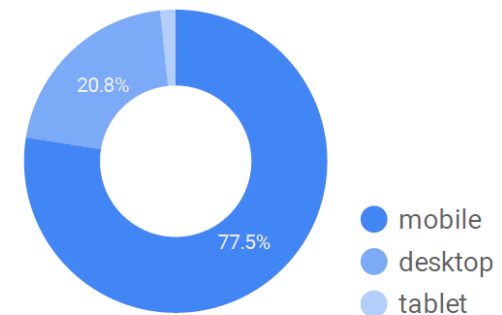
Pageviews
3,542
↑ 5,266.7%



Traffic Over Time



Device Breakdown by Category



Outreach Campaign - Next Steps

WHAT'S LEFT TO DO

EFFORT	NOTES
Videos <ul style="list-style-type: none">• Job Seeker explanatory video• Job Seeker testimonial videos Employer materials <ul style="list-style-type: none">• 2 one-pagers	Video script written; needs to be produced Testimonials to be produced Additional sales materials and video to be produced
Creative development <ul style="list-style-type: none">• Spanish / foreign language materials• County specific materials for Cobb, Fulton, and Dekalb	Current materials to be customized, as needed, in foreign languages and for other counties.
Digital	Extending SEO and PPC, LinkedIn, Instagram, and Twitter to be expanded after test
Media	OOH, Transit, Radio to continue
Events and other efforts	TBD

16

Questions

