

POLICY

CATEGORY:	Program Operations	No: 4.0.122.02
TITLE:	Outreach	
SUPERCEDES:	4.0.122.01, dated December 14, 2012	
EFFECTIVE:	October 31, 2014	
BOARD APPROVAL:	October 30, 2014	
REVIEWED:	October 30, 2014	

I. PURPOSE:

This policy establishes criteria for the design and implementation of outreach activities within Workforce Solutions of the Coastal Bend region.

II. DEFINITIONS:

Outreach- The established process of reaching out to customers of the workforce system. This process may vary based on program specifications and the customers to be served.

III. POLICY STATEMENT:

Outreach conducted by contracted service providers (Contractors) shall be timely, efficient and effective based on the following principles:

- Outreach procedures for each specified program will ensure compliance with applicable rules and regulations. In addition, programmatic procedures for individual programs will also include state and local Workforce Board plans;
- Strategies will be linked to the organization's mission and will define targets, goals, and milestones;
- Delivery of workshops and orientations will:
 - Adhere to all Strategic Marketing Standards and Guidelines;
 - Be offered based on employer and customer need to obtain employment;
 - Be consistent in delivery, presentation, message and collaterals throughout the region;
 - Have facilitators who are customer friendly, dynamic, engaging, and knowledgeable of all Workforce Career Center services and program expectations;
 - Have efficient customer flow such as organized sign in and form completion, starting on time, and easy, immediate access to services ;
 - Include WorkInTexas.com and local labor market information;
 - Include Business Service representatives and employers to offer job openings and employer expectations when appropriate
- Co-enrollments will be considered where appropriate;
- Outreach will have a specific goal of minimizing the timeframe between outreach or referrals, contact, and service provision;
- Customers who repeatedly utilize the Career Center Resource Library be identified and referred to appropriate workshops and orientations to educate on available intensive services;

- Community partners and community linkages will be utilized to maximize efforts and establish specific referral mechanisms where appropriate;
- TWIST tools and reports will be utilized to monitor, evaluate effectiveness, and where appropriate, modify program outreach and referral provisions;
- Customer rights to privacy and confidentiality will be protected in accordance with federal/state rules and regulations and local Workforce Board policy.

IV. PROCEDURES:

Written outreach procedures will be developed by the contractor regarding the responsibilities and timeframes for outreach efforts. This will include components such as strategies to meet program requirements and goals, targeted population, frequency of outreach (daily, weekly, bi-weekly), parties responsible for outreach, etc. Outreach tools in the TWIST database will be used, as appropriate, for each specified program. Routine outreach methods such as letters, personal visits, posters, web sites, flyers, telephone follow-up, and social media platforms will be utilized to promote Workforce Career Center services.

V. RELATED POLICY INFORMATION

Texas Workforce Commission Supplemental Nutrition Assistance Program (SNAP) Employment & Training Rules: Chapter 813
 SNAP Employment and Training: A Comprehensive Guide
 Texas Workforce Commission Choices Rules: 40 TAC Chapter 811
 Strategic Marketing Standards and Guidelines

VI. RESPONSIBILITIES

Designated Board staff shall ensure that all relevant staff and appropriate contractors are aware of and comply with this policy.

The Board Monitor shall provide oversight and evaluation of the contractor’s outreach systems.

Contractors shall ensure that appropriate procedures are implemented and that relevant staff receive training regarding the requirements of this policy.

VII. FORMS AND INSTRUCTIONS

Resources for forms and instructions include, but are not limited to, Standard Operating Procedures, TWIST Database, Center Material Service Guide, and Strategic Marketing Standards and Guidelines.

VIII. DISTRIBUTION:

- Board of Directors Board Staff Contracted Service Provider Staff

IX. SIGNATURES

Reviewed by EO Officer

Date

President/CEO

Date