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AB 22-04  
Effective Date: Immediately

**ACTION BULLETIN**

**TO:** All Alameda County Workforce Development Board (ACWDB) Workforce Innovation and Opportunity Act (WIOA) Funded Service Providers

**DATE:** July 20, 2022

**SUBJECT:** **New Outreach Data Entry Requirements – Baseline Year**

**PURPOSE OF BULLETIN:**

The purpose of this Action Bulletin is to communicate new outreach data entry requirements for ACWDB’s WIOA service providers in program year 2022-2023 (PY 22-23), in alignment with ACWDB’s new Diversity, Equity, and Inclusion (DEI) framework.

**REFERENCES:**

- [ACWDB Organizational Effectiveness Committee - February 2, 2022](#)
- [ACWDB Quarterly Meeting – March 12, 2022](#)
- [ACWDB’s DEI Framework](#)

**BACKGROUND:**

ACWDB approved staff’s recommendation to adopt a DEI Framework in September 2021, in an effort to facilitate equitable access and outcomes in local area WIOA programs. ACWDB’s DEI Framework contains several strategic pillars that assist with establishing equitable practice in local area WIOA programs. One strategic pillar is related to engaging in data disaggregation efforts to illuminate population and service gaps.

Subsequently, staff pursued data disaggregation efforts using CalJOBS’ data and determined that among the underserved were: Native American, Pacific Islanders/Native Hawaiians, veterans, foster youth, re-entry, single parents and in some instances, Black job seekers and those experiencing homelessness.

As a possible recourse, ACWDB staff recommended that WIOA service providers engage in active outreach in partnership with community-based organizations and programs grounded in equity. ACWDB members approved staff's recommendation to collect outreach data in the next program year July 1, 2022, through June 30, 2023 (PY 22-23), but amended staff's recommendation by requiring that PY 22-23 function as a baseline year instead of an implementation year.

### **OUTREACH DEFINED:**

Outreach in the context of this effort includes attempts made by WIOA service providers to proactively find prospective job seekers who have been impacted by high rates of unemployment (current or historical). It does not generally refer (in this context) to the outreach or follow-up initiated with participants already enrolled in WIOA, unless that outreach is initiated to engage a WIOA participant who may be at risk of attrition from the program. In a broader sense, ACWDB staff hopes to learn about the conventional and unconventional approaches taken to locate, identify, and serve currently underserved groups.

ACWDB staff recommends that WIOA service providers connect with people that live in zip codes with higher levels of unemployment, engage community-based organizations grounded in equity, and pivot to unconventional outreach approaches. See Attachment A for more information.

### **ACTION:**

Starting in July 2022, all WIOA service providers will be required to enter outreach data into a provider-specific spreadsheet, which will be hyperlinked to the existing Monthly Narrative template. Per PY 22/23 contract language, Monthly Narrative Reports must be submitted in an accurate, complete, and timely manner and completing new outreach data entry is included in this effort.

To engage in monthly entry of outreach data, WIOA service providers should open the hyperlink embedded in the Monthly Narrative Report in the "Outreach Efforts and Data Entry" section toward the bottom of the document. WIOA service providers responsible for contributing to Monthly Narrative Report content and/or have responsibilities in conducting outreach in their respective organizations, should open the hyperlinks and enter information as prompted in the top elements in the spreadsheet. The new data points that require service provider entry follow:

1. Date of outreach;
2. Specific name of the organization, setting, or virtual setting where outreach took place;
3. City or place where the outreach occurred (including virtual settings);
4. Zip code of city or place (when applicable)
5. Outreach method;
6. The result of outreach approach; and,
7. Efforts undertaken in each month to reach job seekers that are not currently served in respective programs.

There are also columns that can be used to further elaborate on outreach efforts. Once completed, service providers should indicate the completion of the data entry task on the Monthly Narrative Report template and submit the report as usual to their respective ACWDB staff program coordinators/liasons. Service providers must contact their respective ACWDB staff program coordinators/liasons to receive the latest edition of the Monthly Narrative Report template form.

The information will be recorded and accessible to ACWDB staff for tracking and analysis. Data entered will be used to establish future strategies, including new performance measures if needed.

**INFORMATION AND INQUIRIES:**

For questions about this Action Bulletin, please contact Latoya Reed-Adjei, Management Analyst at [latoya.reed-adjai@acgov.org](mailto:latoya.reed-adjai@acgov.org) or by phone at (510) 259-3833.

**ATTACHMENT:**

**Attachment A – Targeted Zip Codes**

## ATTACHMENT A

### Targeted Zip Codes

The table below represents a non-exhaustive list of zip codes with unemployment at five percent or greater for the general population in Alameda County. Please note that underserved individuals may not live in a zip code listed below. Underserved populations may be living within communities that on the surface have lower levels of unemployment and are otherwise invisible in the data. Therefore, intentional connections within the community at the grassroots level and with organizations may reveal hidden pockets of people that need services.

Zip Code	Unemployment Rate	City	Neighborhoods/Places
94720	10.3%	Berkeley	UC Berkeley and Northwest Berkeley
94542	7.1%	Hayward	Hayward Highland, CSUEB area
94704	7.0%	Berkeley	Downtown Berkeley, Southside
94545	6.2%	Hayward	Eden Shores, Russell City, Mt Eden
94703	5.7%	Berkeley	Central and South Berkeley
94608	5.5%	Emeryville	Emeryville
94579	5.4%	San Leandro	Washington Manor, Bonaire
94541	5.1%	Hayward	Cherryland, Hayward, Fairview
94577	5.1%	San Leandro	Marina, Mulford Gardens, Davis Tract, Old San Leandro
94578	5.1%	San Leandro	Upper Bal, Hillcrest Knolls, Fairmont Terrace
94580	5.0%	San Lorenzo	Ashland
94702	5.0%	Berkeley	Northwest Berkeley

Source: American Community Survey – 5 years estimates data profiles, 2020 data set

### **Community-Based Organizations (outside of the WIOA system) that affirm equity and work to serve diverse populations:**

Existing WIOA service providers should take advantage of reviewing [Eden Information and Referrals \(Eden I&R\)](#) to find CBOs to partner with to serve those who are currently being underserved in WIOA programs (as referenced in this Action Bulletin on page 1).