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AB # 18-07

Effective Date: Retroactive to July 1, 2018

**ACTION BULLETIN**

**TO:** All Workforce Innovation and Opportunity Act (WIOA) Service Providers

**DATE:** August 1, 2018

**SUBJECT: COMMUNICATION EFFORTS**

**PURPOSE OF BULLETIN:**

The purpose of this Action Bulletin is to outline service providers' role in Alameda County Workforce Development Board's (ACWDB) communication efforts.

**CITATIONS:**

WSD16-07 – Regional and Local Planning Guidance for PY 2017-2020

**BACKGROUND:**

ACWDB's Four-Year Local Plan 2017-2020 (Local Plan) is an articulation of workforce development activities, partnerships, and strategies to support, enhance, and develop through 2021. Included in the Local Plan is an emphasis on enhanced marketing strategies to heighten awareness of WIOA services, programs, and partnerships.

ACWDB's Media Team (MT) plays an active role in ensuring that communication and media efforts align with the Local Plan and reflect the Board's vision, mission, and priorities. On-going, the MT promotes workforce events, job fairs, employer resources, success stories, and social media campaigns on Facebook and Twitter.

ACWDB's involvement in social media campaign efforts are largely driven by the California Workforce Association (CWA) and the Employment Development Department (EDD). #WorkforceWednesday is CWA's ongoing social media campaign effort, centered on specific target groups and/or themes, with the purpose of highlighting the effectiveness of WIOA programs and partnerships. (See Attachment A for more information on

#WorkforceWednesday). Participation in these efforts are crucial and demonstrates progress toward goals set forth in the Local Plan.

**ACTION:**

**Success Stories**

ACWDB service providers are required to adhere to their contractual agreements set around communication efforts and submit at least three success stories on a quarterly basis, beginning July 1, 2018 (See timetable below for more information).

While the majority of submissions must reflect success stories from WIOA-enrolled participants (Adult, Dislocated Worker, and Youth), stories can also reflect the success of non-WIOA enrolled participants (who utilize services on a drop-in basis), as well as employers. Success stories can be submitted on a monthly basis with the monthly narrative report or within the quarter they are due:

<b>Program Year Quarters</b>	<b>Timeframe</b>			<b>Deadline</b>
Q1	7/1	to	9/30	September 30, 2018
Q2	10/1	to	12/31	December 31, 2018
Q3	1/1	to	3/31	March 31, 2019
Q4	4/1	to	6/30	June 30, 2019

Service providers are encouraged to prompt clients to complete the success story form online as a PDF fillable, but may complete the form using neat handwriting (See Attachment B). Please complete the entire success story form, including the administrative section and submit client photos if client permission to do so is granted. The Consent and Release of Liability Form is also required with each story (see Attachment C).

Stories should be submitted to the attention of Latoya Reed (see contact information on page 3), as well as the appropriate Program Liaison for the following programs:

1. Comprehensive AJCC and Adult and Dislocated Worker Career Services
2. Youth and Young Adult Future Force Program and Youth Innovation Program
3. Discretionary Programs

**#WorkforceWednesday**

Service providers are required to participate in the #WorkforceWednesday campaign effort, and should align success stories to minimize duplication. For example, if the #WorkforceWednesday campaign calls for veteran success stories in November, providers could submit a story of a WIOA-enrolled veteran job seeker in Q2 that would be counted toward the quarterly success story requirement as well as the #WorkforceWednesday campaign.

**Event Tracking**

Providers are required to submit with their monthly narrative, the event tracker document. The events captured on the form will serve as method for quantifying how we support workforce development activities (such as job fairs), in the local area and marks our success in meeting some of the objectives in the Local Plan. (See Attachment D for the event tracker document). When possible, please attach your event fliers to your monthly narrative report as well.

**ATTACHMENTS:**

A - #WorkforceWednesday campaign target groups, themes, and schedule

B - Success Story template - PDF fillable form

C - Consent and Release of Liability Form

D- Event Tracker

**For information and inquiries please contact:**

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