



South Central Workforce Investment Board

Outreach Plan

July 2017

This Outreach Plan is designed to increase awareness and utilization of the services provided through the Missouri Job Center system.

Job Center Message:

“Gain the employment advantage at your local Missouri Job Center”

Goals and Objectives:

1. Increase the population of individuals with a disability utilizing Job Center services by 1% in Program Year 2017.
2. See an overall increase of participants using Job Center services by 3% in Program Year 2017.
3. Raise the number of employers using Job Center employer services by 1% in Program Year 2017.

Target Audience:

School administrators/counselors
Management staff of all partner agencies
Independent Living Centers
Rotary and Civic Clubs
Business Leaders/Chambers
Small Business Development agencies
General Public

Outreach Methods:

Job Center staff and board member presentations to civic groups and chambers
Inclusion Event
Facebook and other social media
Public Service Announcements
Radio Guest Spots
Posters, brochures and flyers
Newspapers

Evaluation:

The plan will be reviewed at the Inclusion Committee meeting on a quarterly basis to determine if progress is being made to reach annual goals in the plan. Any changes will be submitted to the full board by the Inclusion Committee at the July meeting.

SCWIB is an Equal Opportunity Employer/Program*Auxiliary aids and services available upon request to individuals with disabilities.