

Exploring Strategies: Recruiting & Intake that Gets Results

April 2024



Job Center of Lake County

- **Website:** Lakecountyjobcenter.com
- **Location:** 1 N Genesee St. Waukegan, IL 60085
- **Phone:** 847-377-3450

The Workforce Board has expanded upon the priority of services to best prepare a more inclusive workforce to meet the employer demands of today and industry talent needs of the future.



Accessibility requires a focused approach that is not geared toward administrative challenges of budgets, performance or other requirements.

Agenda

- Comprehensive communication plan
- Four outreach strategies
- Virtual Information Session

Communication Plan 2023-2024



UPCOMING EVENTS

March 2024



Recruitment Events

Annual Educator Job Fair

Saturday, March 16, 2024, 8:00 AM - 11:00 AM

Location: Lakes Community High School (1600 Eagle Way, Lake Villa, IL 60073)

Meet school leaders from multiple districts in Lake County



Refreshed website: www.lakecountyjobcenter.com

Revised flyers

[Your American Job Center](#)
[Your Career Solution](#)
[Your Talent Connection](#)

Outreach Strategy #1a: job search workshops at libraries and other sites



Outreach Strategy #1b: staff education & outreach



eliminating racism
empowering women
ywca
metropolitan chicago

Outreach Strategy #2: full partner involvement



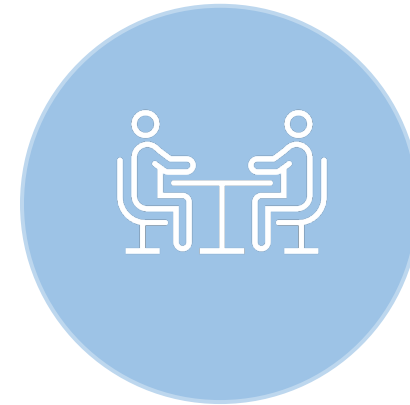
Communication is consistent, comprehensive, and timely



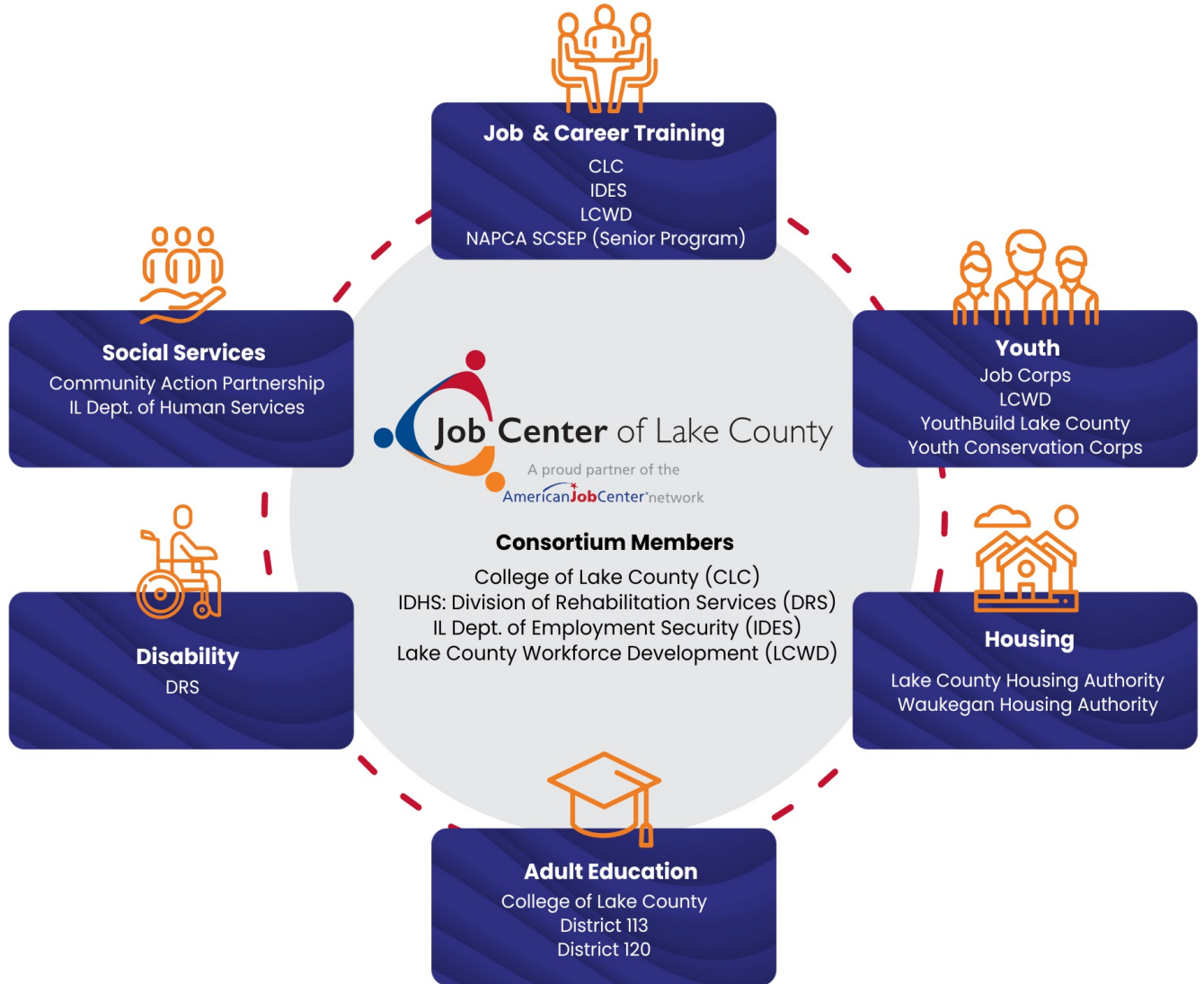
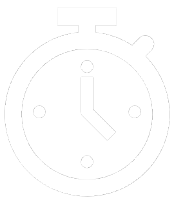
Timely and coordinated access for customers.



Career services are delivered by function.



Business services are coordinated.



Outreach Strategy #3: Job Center on the Move

Menu of services

- Discuss career transition
- Develop or customize a resume
- Connect with funding for training
- Explore paid work experience options
- Learn about growing businesses in the area



NORTH CHICAGO
PUBLIC LIBRARY



ZION-BENTON
PUBLIC LIBRARY



Outreach Strategy #4: kiosks

CAREER TRANSFORMATION STARTS HERE!

APPLICATION

Apply Today!

JOBS

Employment Opportunities

CALENDAR

Upcoming Events

PARTNERS

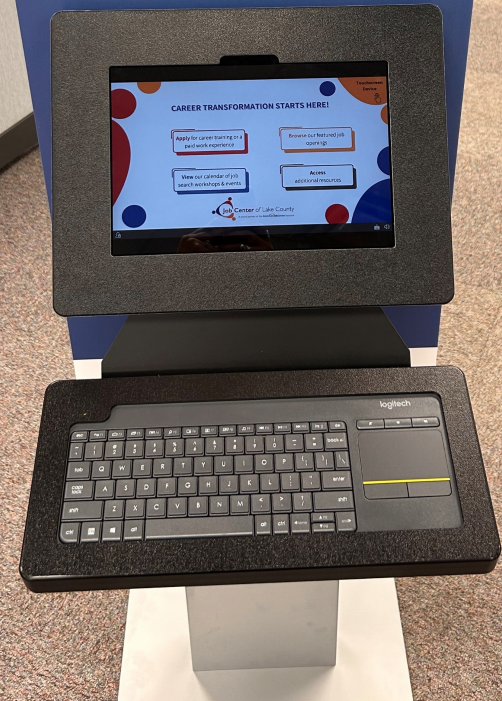
Local Organizations

Touchscreen
Device



**Career transformation
starts here!**

COST-FREE SERVICES
lakecountyjobcenter.com



Virtual Information Session

WIOA pre-screening application

Lake County Workforce Development qualifies individual jobseekers for tuition assistance when pursuing short-term occupational training or a paid work experience. Funding is made available through the U.S. Department of Labor's Workforce Innovation and Opportunity (WIOA) grant. The goal is for unemployed and underemployed individuals to gain necessary skills and industry credentials to compete in the current market. Complete this form to begin your journey!

Name*

First Name

Last Name

Address*

Address Line 1

Address Line 2

City

State

ZIP Code

Follow-up

- Applicants see & hear tips regarding next steps immediately after applying
- They also receive an automated email regarding next steps
- Applications are distributed to appropriate personnel
- Referrals sent to partners on behalf of individuals who expressed specific need
- Salesforce integration

Results

January 2019	January 2021	January 2024
80 applications	126 applications	240 applications
Approximately 10 cities represented	NA	33 cities represented
	Referred by word of mouth or training provider	Referred most frequently by a training provider or Job Center partner
Approximately 8 applicants were age 24 or younger	23 applicants were age 24 or younger	66 applicants were age 24 or younger
	NA	Additional demographic data gathered
	58 received public assistance (SNAP/TANF, SSI, SSDI)	80 received public assistance (SNAP/TANF, SSI, SSDI)



Wrap-up

- Comprehensive communication plan
- Four outreach strategies
 - job search workshops at libraries and other sites
 - staff education & outreach
 - full partner involvement
 - Job Center on the Move
- Information Session

Result=increased numbers and diversity among individuals vested in program in order to sustain performance outcomes and increase positive results

Questions or Comments

Jennifer Everett

Program Manager

847-377-3447

jeverett@lakecountyil.gov

Eva Locke

Job Center Manager

847-377-3456

elocke@lakecountyil.gov

