

Approved Date:

Effective Date: July 1, 2023

Subject: Iowa Plains Outreach Plan

Purpose

The purpose of this plan establishes how the Iowa Plains Local Workforce Development Area will provide equal access to programs and services by making reasonable efforts to include members of the various groups protected by Section 188, including but not limited to persons of different sexes, various racial and ethnic/national origin groups, various religions, individuals with limited English proficiency, individuals with disabilities, and individuals in different age groups.

Plan

- I. Iowa Plains Local Workforce Development Area requires all American Job Centers within local area be fully accessible to all individuals who desire access to employment and training services by:
 - A. Promoting programs and services ensuring that the above mentioned groups are targeted and included in publications and websites.
 - B. Sharing information or program offerings with schools and other community service agencies that service the above groups.
 - C. Making an effort to consult with community service agencies and Core Partners about ways to improve outreach and service for the mentioned populations.
 - D. Considering the needs of various groups such as individuals with disabilities and Individuals with limited English proficiency when advertising, recruiting, and preparing brochures or other types of publications and electronic communications.
 - E. Obtain Census or other reliable information to determine characteristics of individuals in the area who could potentially benefit from programs and activities offered.
 1. Develop outreach to broaden participation in the groups where the information indicated a need.
 - F. Ensuring staff awareness of the outreach plan through training.

- II. Below are summaries of the possible outreach methods.
- A. In-Person Outreach: this can include staff attending a local event with materials about where to go to access workforce development services.
 - B. Print: Can include advertising, brochures and flyers, or QR codes that can direct potential participants to online information.
 - C. Website: The Iowa Workforce Development website is an excellent way to provide practical information about how to obtain services.
 - D. Social media: Utilizing social media accounts to promote the programs and services offered and raise awareness of programs
 - E. Mobile American Job Center: To reach people where they live, the local area can request that the AJC Mobile Unit attend their community event.

*Equal Opportunity Program / Employer – Auxiliary aids and services available upon request
for individuals with disabilities*