IowaWORKS

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Iowa System Alignment – Desk Aid

Outreach Examples

ISOLATION	COMMUNICATION	COORDINATION	COLLABORATION	INTEGRATION
Each program promotes its services separately to the community. This includes businesses and career seekers.	Programs share written service promotion materials with one another. Each program engages in public outreach. A record of the contact information for a program contact from each program is kept and shared for future reference.	Programs create a joint brochure or flyer that identifies all programs operating in the AJC and the services they provide. What about something like this: Programs determine what information about their services will be shared with staff for outreach purposes and ensure that this information, including brochures from partnering programs, is readily available and distributed across program locations.	Partners set up a central contact point at the AJC that can connect customers to any of the separate partner agencies based on their needs . Together, the AJC agencies promote and host resource fairs in the community and take part in rapid-response events for plant closings. They provide information on how to reach each of the partner agencies. All partners take part in Disability Access Committees and set shared objectives, then develop activities to meet those objectives.	Programs create shared marketing materials and resource fairs. AJC services are described as functional rather than by individual program. Efforts to reach the community are planned by teams that include expertise from all programs.