

Southwestern Area Workforce Development Board

Special Outreach Committee Meeting Agenda

Virtual Meeting via Zoom or Phone

To join meeting by phone, dial: (346) 248-7799, then enter Meeting ID: 834 2118 3371

Or to join meeting online via Zoom, go to: <https://us02web.zoom.us/j/83421183371>

Monday, October 4, 2021 at 1:30 p.m. (MDT)

*Ms. Jacqueline Fryar—Chair
Mr. Gary Whitehead—Vice-Chair*

- I. Call to Order**
- II. Welcome and Introductions**
- III. Roll Call and Abstentions**
- IV. *Public Comment (3-Minute Limit)**
- V. Approval of Agenda**
- VI. Reports, Discussion and Recommendations**
 - a. Approval of the August 9, 2021 meeting summary
 - b. Approval of the PY21 Outreach Plan for recommendation to the SAWDB
- VII. Member Input**
- VIII. **Public Comment (3-Minute Limit)**
- IX. Next Meeting**
- X. Adjournment**

*Public comments can be emailed to angela1@sccog-nm.com before October 4, 2021 at 1:30 p.m. (MDT). All public comments will be read at the meeting in the order received.

**Public comments may also be emailed during the meeting to angela1@sccog-nm.com. All public comments will be read at the meeting in the order received.

DRAFT MEETING SUMMARY

Meeting	Special Outreach Committee
Date and time	: August 9, 2021 at 1:30 p.m.
Location of Meeting	: Virtual via Zoom or Phone To join meeting by phone, dial: (346) 248-7799, then enter Meeting ID: 815 6715 0677 Or to join meeting online via Zoom, go to: https://us02web.zoom.us/j/81567150677
Chairperson	: Gary Whitehead
Members Attending	: Present: , Debbie Maldonado, Gary Whitehead Absent: Jacqueline Fryar Staff: Steve Duran, Angela Longovia, Krisye Shook
Guests in Attendance	: Anissa Baldonado, Yvette Bayless, Concha Cordova, Mary Gandara, Camille Padilla, Cindy Quillin
Summary submitted by/Signature	: Angela Longovia, Communications Manager
Next Meeting	: August 9, 2021 at 1:30 p.m.

#	Agenda Item	Summary
1.	Call to order	Meeting was called to order at 1:37 p.m. by Mr. Whitehead
2.	Welcome and Introductions	Mr. Whitehead welcomed all attendees and asked for introductions
3.	Roll Call & Abstentions	Ms. Longovia called roll, there were no abstentions
4.	Public Comment	No public comment
5.	Approval of Agenda	Mr. Whitehead made a motion to approve the agenda, seconded by Ms. Maldonado. Motion passed. Roll call vote was as follows: <ul style="list-style-type: none"> Debbie Maldonado – Yes Gary Whitehead – Yes
6.	Reports, Discussion and Recommendations	Approval of the July 20, 2021 meeting summary <ul style="list-style-type: none"> Ms. Maldonado made a motion to approve the summary, seconded by Mr. Whitehead. With only two members, Mr. Whitehead called for a vote. Motion carried unanimously. Approval of the PY21 Outreach Plan for recommendation to the SAWDB <ul style="list-style-type: none"> Mr. Whitehead motioned to bring this item to the floor for discussion; seconded by Ms. Maldonado. Motion carried unanimously. Ms. Longovia provided an overview of the Outreach Plan Process and the Draft Outreach Plan which has been updated since the last meeting with a list of services provided by each partner listed on page 6. This list can be found at the end of the document after the Activity Sheets. Ms. Longovia showed the Schedule of Outreach Activities and explained that budget amounts were added for activities. An asterisk (*) indicates the funding will come from that partner's program. Mr. Duran indicated we did not receive a lot of Activity Sheets from partners in the first round because they were unsure of what was asked and the definition of Big Ticket Items.

#	Agenda Item	Summary
		<ul style="list-style-type: none"> • Now that partners have seen the draft plan, we will re-visit with the partners to request more Activity Sheets • Under the listed services, Ms. Maldonado requested that GED be changed to High School Equivalency • For the asterisk (*) in the Schedule of Activities, Ms. Maldonado requested an explanation of the asterisk in the document • Mr. Whitehead asked if the intent is for the board to pay for the activities or the One-Stop Operator and asked if the OSO is responsible to develop the pathway and ensure these activities are completed. • Mr. Duran explained the intent is for the board to pay for them. These activities do fall under the OSO's responsibility, and having the OSO pay for these activities would be more efficient. • Ms. Padilla, Regional Manager for Equus (OSO contract), stated she can add this piece to the OSO contract and will work Mr. Duran on that. • Mr. Whitehead made a motion to approve the tentative calendar of events, allow administration to add additional events as needed, and have the plan ready to present to the board with activities, dates, and a budget at the October board meeting; seconded by Ms. Maldonado. Motion passed. Roll call vote was as follows: <ul style="list-style-type: none"> ○ Debbie Maldonado – Yes ○ Gary Whitehead – Yes
	Member Input	<ul style="list-style-type: none"> • Ms. Maldonado is happy with the way we are proceeding. • Mr. Whitehead said he's seeing innovative ideas that were not done 10 years ago and thanked everyone involved for all their hard work.
	Public Comment	Mr. Duran thanked the partners who were present and for their involvement in this process
	Next Meeting	Monday, October 4, 2021, at 1:30 p.m.
	Adjournment	Mr. Whitehead adjourned the meeting at 2:18 p.m.

Attested: _____

Date _____

Good Afternoon and Welcome

Outreach Committee Meeting
October 4, 2021

Outreach Plan Process

1. Four-year Plan Objective: Develop an Outreach Plan with the integration of partners
2. One-Stop Operator organize partners – requires additional partner meeting with One-Stop Operator for activities in rural communities
3. Partner input for items -> Outreach Activity Sheets with budgets

Connecting
EMPLOYERS
with
JOB SEEKERS



Southwestern Area
Workforce Development Board

DRAFT PY21 Outreach Plan

July 2021 – June 2022

New Mexico 
Workforce Connection

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Introduction

The Southwestern Area Workforce Development Board's (Board) Local Four-Year Plan states the Board's vision for outreach is for workforce partners to have a targeted and coordinated Outreach Plan to address the needs of the region's communities. The Board's Outreach Committee convened and presented this plan to the Board for adoption and implementation by the One-Stop Operator.

According to the U.S. Department of Labor, WIOA was signed into law to amend the Workforce Investment Act of 1998 to strengthen the United States workforce development system through innovation in, and alignment and improvement of, employment, training, and education programs in the United States, and to promote individual and national economic growth, and for other purposes.

WIOA brings together, in strategic coordination, the core programs of Federal investment in skill development:

- Employment and training services for adults, dislocated workers, and youth and Wagner-Peyser employment services administered by the U.S. Department of Labor (DOL) through formula grants to states; and
- Adult education and family literacy programs as well as State Vocational Rehabilitation Services programs that assist eligible individuals with disabilities in obtaining employment; both core programs are administered by the U.S. Department of Education.
- WIOA also authorizes programs for specific vulnerable populations, including the Job Corps, YouthBuild, Indian and Native Americans, and Migrant and Seasonal Farmworker programs as well as evaluation and multistate projects administered by DOL. In addition, WIOA authorizes other programs administered by the U.S. Department of Education and the U.S. Department of Health and Human Services.¹

This plan was developed through the coordination of federally funding workforce partners to satisfy the intentions and purpose of the Workforce Innovation and Opportunity Act (Act). The Schedule of Activities may be modified by the One-Stop Operator at any time during the program year to incorporate additional "BIG TICKET" items that the partners believe to be beneficial to those it serves and the Act. This plan also includes agricultural outreach activities for migrant and seasonal farmworkers², ranch workers, dairy workers, and agricultural employers.

In addition to workforce services for employers, partners within the workforce system in Southwestern New Mexico also target the following populations.

- Adults
- Dislocated Workers
- Individuals with Disabilities
- Low Income
- Low Literacy

¹ United States, Department of Labor, Bureau of Labor Statistics. "WIOA Programs." About, 6 Jun. 2021, <https://www.dol.gov/agencies/eta/wioa/about>

² WorkforceGPS. "National Farmworker Jobs Program (NFJP) Partnerships and Service Delivery Day 5 10-20-2020." Vimeo, 31 Mar. 2021, vimeo.com/471064667.

- Migrant and Seasonal Farmworkers
- Native Americans
- Older Individuals
- Veterans
- Youth

The workforce partners establish activities that include but are not limited to the targeted industries identified in the Board's Four-year Plan. These industries are aerospace, agriculture, education, health care, logistics and warehousing, manufacturing, mining, hospitality, tourism, and information technology.

As part of the Board's continuous improvement process, the plan incorporates data driven strategies to depict a trend and to set goals for PY21. Each activity carries its own set of expected outcomes to measure return on investment. These outcomes will help partners within the system determine adjustments in future outreach activities.

A particular activity is the Board's Community Outreach Campaign that supports the activities provided through title IB. The community outreach campaign offers various media promotion activities using billboards, radio, the internet, and other written promotional materials. This messaging is not activity-specific but general and is the reason for it being listed separately in the outreach budget. In PY19 and PY20, approximately \$40,000 and \$60,000 were available through the One-Stop Operator for the Board's community outreach campaign, respectively.

The Board's administrative entity may request additional outreach funding from the Board throughout the program year; this allows the Board to be flexible to support the system's needs to reach and serve more customers through strategic and coordinated activities.

The workforce partners provided input on creating this Outreach Plan, including the idea that it can serve as a catalog of upcoming events. Partners can see if there are activities they would like to participate in and contact the Lead Partner. The Outreach Plan will also help partners plan for their activities. With a list of needed items for each activity, partners can request items in advance and be more prepared.

***This is not a comprehensive list of activities and is only a small portion of the activities that partners will partake in throughout the year. Events may be added without any change to this plan. We will be requesting that partners make every attempt to help keep the regional calendar up to date so that it may be used as a more comprehensive tool for tracking activities across the region.**

[Calendars](#) | [EmployNM](#)

See List of Workforce Partner Services Following the Activity Sheets

Schedule of Outreach Activities

The following activities were submitted by New Mexico Workforce Connection partners in the Southwestern region. They are organized by month and include the location and the lead partner responsible for managing the activity.

***Total projected for the year: \$7, 703.00 (Not being requested).**

July 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
23	Regional Town Hall: Employer Services	Region Wide	Darleen Lopez	\$500

August 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
04	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
13	Reopen Las Cruces Career and Resource Fair	Las Cruces	Darleen Lopez	\$500
14	Early Childhood Education Hiring Event	Las Cruces	Peter Martinez/Michelle V.	\$185
20	Western New Mexico University Career Fair	Silver City	Marivel "MJ" Medel	\$50

September 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
10	Grant County Job Fair	Silver City	Tommy/MJ	\$168
13	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
15	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100

October 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	Transition Fair	TBD	Erik Padilla	\$100
TBD	WIOA Youth Kick-off event	TorC	Marcos Peña with YDI	\$50
TBD	Regional Employer Forum	Region Wide	Darleen Lopez	\$500
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
13	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100
18	Fall First Light Federal Credit Union Financial Literacy Event	Las Cruces		

November 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
EOM	WIOA Fall Youth Academy	Silver City	Marcos Peña	\$1,000
TBD	Alamo Community College and Career Fair	Alamo Res.	Sylvia Monte	\$50
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
04	NMWFC+CLC Job Fair	Las Cruces	Darleen Lopez	\$500
17	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100

December 2021

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	Work Search Skills Enhancement Program	Hatch	Victor Cabrera	\$50
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-

WIOA Title I-financially assisted programs and activities are an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay New Mexico: 711 (Voice) or 1-800-659-8331 (TTY).

FUNDED BY THE U.S. DEPARTMENT OF LABOR.

15	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100
25	WIOA Fall Youth Academy	Deming	Marcos Peña	\$1,000

January 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	WIOA Spring Youth Academy	Socorro	Marcos Peña with YDI	\$50
TBD	Work Search Skills Enhancement Program	Deming	Victor Cabrera	\$50
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
12	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100

February 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	Mock It Til You Rock It 3 rd Annual Event	Las Cruces	Darleen Lopez	\$-0-
TBD	Mock It Til You Rock It 3 rd Annual Event	Gadsden	Darleen Lopez	\$-0-
TBD	Mock It Til You Rock It 3 rd Annual Event	Hatch	Darleen Lopez	\$-0-
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
16	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100

March 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	Transition Fair	TBD	Erik Padilla	\$100
TBD	On-site Youth Job Fair with LCPS	Las Cruces	Darleen Lopez	\$50
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
16	NFJP/MSFW RR FB Distribution Event	Deming	Victor Cabrera	\$100

April 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
TBD	WIOA Youth Kick-off event	Hidalgo	Marcos Peña with YDI	\$50
TBD	Alamo Community College and Career Fair	Alamo Res.	Sylvia Monte	\$50
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-

May 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-
24	In-person Youth Career and Resource Fair	Catron County	Darleen Lopez	\$-0-

June 2022

<u>Date</u>	<u>Activity</u>	<u>Location</u>	<u>Lead</u>	<u>Budget</u>
01	NMWC On-Site Recruitment Event	Las Cruces	Peter Martinez	\$-0-

***To see a real time list of previous and future (big and small events), please visit our regional calendar on employnm.com**

Outreach Activity Sheet

This activity/event supports the scope of work of one or more partner programs and the mission of the Workforce Innovation and Opportunity Act. The Four-year plan of the Southwestern Area Workforce Development Board and New Mexico's Combined Workforce Plan focuses on communication and coordination among partner programs to leverage and align resources for the benefit of the targeted populations and the system. This activity plan provides workforce partners and stakeholders with a brief description on the proposed outreach activity/event and is an integral part of the Southwestern Area Outreach Plan. The One-Stop Operator will lead in the implementation of the activity/event with the lead partner.

Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: Youth Development Inc. (Title I WIOA Youth)

CONTACT: Marcos Peña

CONTACT'S EMAIL: mpena@ydinm.org

CONTACT'S CELL NUMBER: 505-238-1729

A. What is the name of the outreach activity/event?

WIOA Youth Kick-off event

B. What is the proposed outreach activity/event and who is the target population?

Staff will do an outreach event at different locations throughout the New Mexico Southwestern region to inform community members about the WIOA Youth Program. The actual days of activities will depend on the community's back to school events. The targeted population are in and out of school youth ages 16 through 24.

C. Who are the partner programs involved?

- WIOA Youth
- AES programs
- WIOA Adult/DW
- Local post-secondary institutes

D. How will other partners be informed of the activity/event?

Upon approval the dates and times of this event will be finalized. Fliers would be created and sent out to the partners via email.

E. When will this activity/event take place?

A schedule is yet to be determined, but this even will happen prior to school starting in each county from July to March 2022.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This event will take place in each of the WIOA Youth counties. (Dona Ana, Luna, Sierra, Hidalgo, Grant, Catron, Socorro & Sierra).

G. How will the activity/event be promoted?

This event will be promoted through social media platforms from a month prior when possible and we will ask all community providers to promote it within their communities.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

This event will be funded through Title I WIOA Youth Program. The estimated cost is \$600 to \$1000 for promotional materials.

I. What are the desired results?

We want to see an improvement in enrollments throughout the Southwestern region (In and Out of school youth) WIOA Youth staff will set initial enrollment meetings at the events with the intent to eliminate basic barriers such as transportation. WIOA staff will log how many appointments/referrals were made throughout these events.

J. How will the results be measured?

Staff will log how many individuals are enrolling into the program. Staff will provide a daily update to the program management team to ensure that follow up meetings are happening. Each County staff will be responsible to keep track of their referrals and enrollments.

For participants that did not attend to any of the events and are interested to learn more about the program, an online link will be provided to schedule an appointment to discuss the benefits of the program.

K. What resources are needed for this activity/event, if any?

We will be needing a table to take to each site. We would like a NMWC table cover and outreach materials. Raffle prizes will be needed to give out at each site. WIOA Youth referral forms and fliers will be needed as well. \$50 for brochures provided by SAWDB

Outreach Activity Sheet

New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network

This activity/event supports the scope of work of one or more partner programs and the mission of the Workforce Innovation and Opportunity Act. The Four-year plan of the Southwestern Area Workforce Development Board and New Mexico's Combined Workforce Plan focuses on communication and coordination among partner programs to leverage and align resources for the benefit of the targeted populations and the system. This activity plan provides workforce partners and stakeholders with a brief description on the proposed outreach activity/event and is an integral part of the Southwestern Area Outreach Plan. The One-Stop Operator will lead in the implementation of the activity/event with the lead partner.

Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: DWS (NM Workforce Connection-Silver City)

CONTACT: Marivel "MJ" Medel

CONTACT'S EMAIL: Marivel.medel@state.nm.us

CONTACT'S CELL NUMBER: 575-956-7525

A. What is the name of the outreach activity/event?

Western New Mexico University Career Fair

B. What is the proposed outreach activity/event and who is the target population?

As a precursor to the "Back Together Bash" for WNMU, the college is holding an in-person career fair, outdoors near old James Stadium, where the focus of which will be resources for training and education.

C. Who are the partner programs involved?

Will notify Title 1.

- WIOA Adult/DW
- WIOA Youth

As well as WIOA title 4 VR

I have shared this event with the full partner Outreach Team

D. How will other partners be informed of the activity/event?

Will send registration link to WNMU career fair to partners ASAP.

E. When will this activity/event take place?

Friday, August 20th, 2021, from 5:30 PM -7:00 PM

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

WNMU Campus- Booth to be set up at Old James Stadium, Silver City, Grant County, and surrounding areas. 1000 W College Ave.

G. How will the activity/event be promoted?

I will share event info with all job seekers as well as partner staff and coworker/cohorts

H. Who will fund the activity/event, promotions, and what is the estimated cost?

WNMU

I. What are the desired results?

To inform job seekers, students entering the workforce of our resources. Hopefully this will translate into these individuals utilizing our services in the office or through referrals to our partners.

J. How will the results be measured?

Number of people in attendance

K. What resources are needed for this activity/event, if any?

Booth: table, chairs, pamphlets & information to give to job seekers/ students

\$50 for brochures provided by SAWDB

DRAFT

Outreach Activity Sheet

New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: One Stop Operator

CONTACT: Darleen Lopez

CONTACT'S EMAIL: darleen.lopez@equusworks.com

CONTACT'S CELL NUMBER: (575) 649-1580

A. What is the name of the outreach activity/event?

Reopen Las Cruces Career and Resource Fair

B. What is the proposed outreach activity/event and who is the target population?

NMWC in partnership with City of Las Cruces will be co-hosting an in-person job fair at the convention center.

C. Who are the partner programs involved?

- WIOA Adult/DW
- WIOA Youth
- WIOA title 3 Wagner Peyser
- WIOA title 4 VR
- NMSU/DACC
- OSO Team
- NFJP
- WCA
- L&I

D. How will other partners be informed of the activity/event?

Via communication from the OSO via email and save the date notification. Work sessions will be scheduled for participating partners.

E. When will this activity/event take place?

Tentatively August 13th from 10am-3pm. Convention center is reserved but event is tentative on DWS release of staff for in person event sponsorship.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This is primarily aimed at the Las Cruces area but is open to all businesses and job seekers region wide.

G. How will the activity/event be promoted?

Via various mediums through our awareness campaign with sinuate media on social media, LinkedIn, FB etc. Using NMSU, CLC, Chambers and Workforce mediums.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

The city of Las Cruces will be covering the cost for the convention center, COVID sanitation stations and water stations and projector for workshops. OSO will cover the promotion costs.

I. What are the desired results?

Maximize connectivity between employers and job seekers, get as many job placements as possible as well as get connected with more employers and individuals who may be new to our system by getting them registered and following up with triage for services.

J. How will the results be measured?

We will be collecting individual info via a sign in sheet as well as gathering registration info via short forms to be filled and held in a lock box by staff during the event. We will also be collecting digital surveys via tablets from both job seekers and Employers and will be keeping track of the number of employers and job seekers who attended. There will be a 30 day follow up to review how many applicants and placements were made as a result of this event.

K. What resources are needed for this activity/event, if any?

Tablets for job seeker/employer surveys, brochures, pop up banners, banner for outside, table covers, print outs for sign in and registration sheets, workshops signs, printers, computers and signs for resume printing station, paper, and signs for employers for each station.

Outreach Activity Sheet

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: Youth Development Inc. (Title I WIOA Youth)

CONTACT: Marcos Peña & Mary Gandara

CONTACT'S EMAIL: mpena@ydinm.org/mgandara@ydinm.org

CONTACT'S CELL NUMBER: 505-238-1729

A. What is the name of the outreach activity/event?

WIOA Fall Youth Academy

B. What is the proposed outreach activity/event and who is the target population?

During August through November, staff will do a youth employment academy throughout the New Mexico Southwestern region to learn the Fundamentals of the Workplace and to promote and implement Youth/Community partnerships. WIOA Fall Youth Academy consists of learning the fundamental expectations that employers have with employees, such as: dressing appropriately for the job, arriving at work ahead of time, notifying the employer of an absence or tardiness, as well as how to work with others. This event benefits in school and out of school youth ages 16-24.

Who are the partner programs involved?

- WIOA Youth
- ABE programs
- WIOA Adult/DW
- Local post-secondary institutes

C. How will other partners be informed of the activity/event?

Upon approval the dates and times of this event will be finalized. Fliers would be created and send them to the partners via email.

D. When will this activity/event take place?

A schedule is yet to be determined, but this even will happen prior to school starting in each county from August to November 2021.

E. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This event will take place at each of the WIOA Youth counties. (Dona Ana, Luna, Sierra, Hidalgo, Grant, Catron, Socorro & Sierra).

F. How will the activity/event be promoted?

This event will be promoted through social media platforms from August through November and ask all community providers to promote it within their communities.

G. Who will fund the activity/event, promotions, and what is the estimated cost?

This event will be funded through Title I WIOA Youth Program. The estimated cost is \$600 to \$1000 for promotional materials.

H. What are the desired results?

We want to see an improvement in enrollments and work site placements throughout the Southwestern region (In and Out of school youth) WIOA Youth staff will set initial placement package meetings at their communities with the intent to eliminate basic barriers such as transportation. WIOA staff will log how many appointments/referrals made throughout this event.

I. How will the results be measured?

WIOA staff will log how many new placement packages are getting into the program. Staff will provide a daily update to the program management team to ensure that follow up meetings are happening. Each County staff will be responsible to keep track their new placements.

For participants that did not attend to any of the events and are interested to learn more about the program, an online link will be provided to schedule an appointment to discuss the benefits of the program. **Measurable Skills Gain Certificates** are given to Youth Participants while completing the Fall Youth Academy (CPR & Food Handlers Card).

J. What resources are needed for this activity/event, if any?

Promotional outreach material will be needed to share with community members.
\$50 for brochures provided by SAWDB

Outreach Activity Sheet

This activity/event supports the scope of work of one or more partner programs and the mission of the Workforce Innovation and Opportunity Act. The Four-year plan of the Southwestern Area Workforce Development Board and New Mexico's Combined Workforce Plan focuses on communication and coordination among partner programs to leverage and align resources for the benefit of the targeted populations and the system. This activity plan provides workforce partners and stakeholders with a brief description on the proposed outreach activity/event and is an integral part of the Southwestern Area Outreach Plan. The One-Stop Operator will lead in the implementation of the activity/event with the lead partner.

Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: New Mexico Division of Vocational Rehabilitation

CONTACT: Erik Padilla

CONTACT'S EMAIL: erik.padilla@state.nm.us

CONTACT'S CELL NUMBER: 575-520-5473

A. What is the name of the outreach activity/event?

Multiple transition fairs throughout the year, which is tied to the public-school calendar. The name of the transition event is tied to the school district, which there is one held for school districts for the region to include Lincoln and Otero counties.

B. What is the proposed outreach activity/event and who is the target population?

The transition events are to provide information and resources to students and youth with disabilities and their families, so that they can understand the various programs that can assist them with reaching their employment goal and to begin planning for the next steps after graduation. These events are held during the Fall and Spring terms.

C. Who are the partner programs involved?

NM DVR and any other WIOA programs that are willing to participate and share information about their programs, which I would say at a minimum should include WIOA Youth.

D. How will other partners be informed of the activity/event?

Via flyers, e-mail invitations, shared in meetings, and face to face communications with school contacts

E. When will this activity/event take place?

At this time, it's uncertain, but usually these events take place in the Fall around October or November, and in the Spring around March and April.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

These events are for all counties in the southwest region to include Lincoln and Otero counties

G. How will the activity/event be promoted?

Via flyers, e-mail invitations, shared in meetings, and face to face communications with school contacts

H. Who will fund the activity/event, promotions, and what is the estimated cost?

There is no cost for these events, other than interpreters which will be provided by NM DVR

I. What are the desired results?

To be able to inform the community of the resources available to them, so that they can get connected with those programs to receive services that are beneficial to helping them reach their goals.

J. How will the results be measured?

Via reports in measuring the number of referrals that are students or youth with disabilities as well as new referrals in general. Long term factors measured would be measurable skills gains and successful closures.

K. What resources are needed for this activity/event, if any?

None that we know of the venue will be virtual or on school district premises, organizations that are participating will provide their own information to provide to attendees and a tablecloth, etc. Student organizations provide refreshments and food. \$100 for brochures provided by SAWDB

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Outreach Activity Sheet

New Mexico
Workforce Connection

A Proud Partner of the American Job Center Network

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: ANSB Division of Community Services

CONTACT: Sylvia Monte

CONTACT'S EMAIL: "Sylvia Monte" <smonte@ansbi.org>

CONTACT'S office NUMBER: (575) 854-2609 extension 1400

A. What is the name of the outreach activity/event?

Community College and Career Fair

B. What is the proposed outreach activity/event and who is the target population?

College and Career Fair. The target population is the Alamo Community including Adult, Youth and Student Population

C. Who are the partner programs involved?

WIOA SAWDB
NACTEP
Alamo Navajo School Board

D. How will other partners be informed of the activity/event?

As soon as the dates and time of the activity or event are approved, fliers will be created emails and letters will be sent out to all College/Career presenters.

E. When will this activity/event take place?

Alamo Community Wellness Center
MM 29; Alamo, NM 87825

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Proposed Dates and time November 10, 2021, 10:00 AM to 2:00 PM &
April 13, 2022, 10:00 AM to 2:00 PM

G. How will the activity/event be promoted?

The College Career Fairs will be promoted through social media, Emails, Phone calls, Letters, and Fliers

H. Who will fund the activity/event, promotions, and what is the estimated cost?

WIOA Title I-financially assisted programs and activities are an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay New Mexico: 711 (Voice) or 1-800-659-8331 (TTY).

FUNDED BY THE U.S. DEPARTMENT OF LABOR.

The activity will be funded through Community Services Sponsors and partners

I. What are the desired results?

Increased enrollment in all programs

J. How will the results be measured?

Increased participant population in NACTEP and WIOA participation

K. What resources are needed for this activity/event, if any?

Tables and Chairs as well as the use of the Wellness Center where the activity will take place.

\$50 for brochures provided by SAWDB

DRAFT

Outreach Activity Sheet

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: MET, Inc.

CONTACT: Victor M. Cabrera

CONTACT'S EMAIL: cabrera@metinc.org

CONTACT'S CELL NUMBER: (505) 220-0103

A. What is the name of the outreach activity/event?

WSSEP in Hatch, NM and Deming, NM
"Work Search Skills Enhancement Program"

B. What is the proposed outreach activity/event and who is the target population?

WSSEP Event for the farm working community/agricultural workers.

C. Who are the partner programs involved?

WIOA-Adult and Dislocated Program
YDI- Youth Program
Ben Archer- Promotor's
Deming Public School's
NMSU CAMP
US DOL- Wage and Hour
Attorneys for farm worker program
NM Legal Aid
Consolado de Mexico
NM Center Law &Poverty
CYFD
NM Depart of Health (WIC)
Tierra del Sol
NM Depart of Workforce Wage & Hour
NM Depart of Workforce Solutions Child Labor

D. How will other partners be informed of the activity/event?

Dissemination of information will be through email

E. When will this activity/event take place?

December 2021/January 2022

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

The counties are Dona Ana and Luna County. Event address is 117 Hartman St. Hatch, NM, & 322 E Oak St. Deming, NM

G. How will the activity/event be promoted?

Word of mouth, email, phone calls, fliers

H. Who will fund the activity/event, promotions, and what is the estimated cost?

No funding is necessary for the activity the church donates the meeting room and there is no cost at the present time

I. What are the desired results?

To assist the farming community with the services that every mentioned agency has to offer and gain self-sufficiency

J. How will the results be measured?

Internal program assessments of each participant that enrolls as well as monitoring the log for attendance.

K. What resources are needed for this activity/event, if any?

\$50 for brochures provided by SAWDB

Outreach Activity Sheet

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: OSO

CONTACT: Darleen Lopez

CONTACT'S EMAIL: darleen.lopez@equusworks.com

CONTACT'S CELL NUMBER: (575) 649-1580

A. What is the name of the outreach activity/event?

LCPS/GISD/Hatch Schools Mock It Til You Rock it 3rd Annual Event

B. What is the proposed outreach activity/event and who is the target population?

A third annual mock interview event held in partnership with multiple districts to support students in their Junior and Senior year get experience interviewing. NMWFC will be supporting the event by assisting with business outreach registration, venue setup, getting partners to support day of with either doing interviews or just assisting with logistics.

C. Who are the partner programs involved?

- WIOA Adult/DW
- WIOA Youth
- WIOA title 3 Wagner Peyser
- WIOA title 4 VR
- OSO Team
- Public Schools around the region

D. How will other partners be informed of the activity/event?

As soon as schools approve the dates and times of the activity and fliers are finalized, we will send them to the partners via email invitation; then have a Zoom meeting to set goals and assignments.

E. When will this activity/event take place?

A scheduled is yet to be determined, but the month is February 2022.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This event will take place in Las Cruces most likely at Arrowhead on the NMSU Campus but is open to any school in the region that wishes to participate. Other MITYRI Events will be held independently in areas unable to participate here.

G. How will the activity/event be promoted?

Promotion will occur through NMWFC channels, OSO awareness campaign, LCPS, Workforce Talent Collaborative, chambers, and other public school's outreach. We will use physical fliers, digital fliers on social media and email distribution for employer/agency solicitation.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

The OSO, the public schools, talent collaborative and other partner agencies. Cost is contained within available funding; no additional cost will be requested from the Board. \$500.

I. What are the desired results?

To prepare students for real interviews to hopefully take place in the following summer or post-graduation. The target is to prepare them for a real job fair in the following month. Also, to connect students to New Mexico Workforce Connection Services before they begin their career and job seeking activities.

J. How will the results be measured?

The public schools will be working to get students registered prior to the event and will have a list for us at the event so that we will have a headcount of participants as well as contacts for follow up to triage for needed services and build that relationship. We will also be collecting the business registrations and will have a count of participating businesses and a contact list for follow up and triage for other employer services.

K. What resources are needed for this activity/event, if any?

Employer table signs, NMWFC tablecloths, brochures, and business cards.

Outreach Activity Sheet

New Mexico
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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: OSO

CONTACT: Darleen Lopez

CONTACT'S EMAIL: Darleen.lopez@equusworks.com

CONTACT'S CELL NUMBER: 575-649-1580

A. What is the name of the outreach activity/event?

On site Youth Job Fairs with LCPS

B. What is the proposed outreach activity/event and who is the target population?

In partnership with LCPS, we will host 4 on site job fairs at each of the main high schools in Las Cruces. Our role will be to assist with employer outreach and registration and to host a booth (table) for workforce services. The target is all working age students who are interested in short term, internship, apprenticeship, summer, part time or full-time work. This is for real employment opportunities and resources available to students. During Student lunch hours.

C. Who are the partner programs involved?

- ADW
- Youth
- Wagner Peyser
- DVR
- NFJP
- NMSU/DACC

D. How will other partners be informed of the activity/event?

Via email notification, save the date and work sessions scheduled for those who will be participating.

E. When will this activity/event take place?

The schedule is not yet set, but the target month is March 2022.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Las Cruces

G. How will the activity/event be promoted?

Promotion will occur through NMWFC channels, OSO awareness campaign, LCPS, Workforce Talent Collaborative and Chambers. We will use physical fliers, digital fliers on social media and email distribution for employer/agency solicitation.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

LCPS responsible for tables, supplies and misc. items and some of the promotion to employers. OSO will support outreach activities through awareness campaign. Cost is built into available funding no additional funds will be requested from the Board. \$500

I. What are the desired results?

To connect students of working age to employers in need of filling positions and hopefully getting some placements. Also, to connect students to Workforce Services and create awareness about the services available to them.

J. How will the results be measured?

Students will be pre-registered in WCOS by LCPS, and a list of participants will be collected from LCPS and participating partners. Follow ups will be conducted to determine if any placements were made. A survey will be sent out to students to determine their knowledge gain based on their interaction with workforce partners during the event. We will gather info on employer attendance as well.

K. What resources are needed for this activity/event, if any?

NMWC Tablecloths, a tablet for those that want to see if they are already registered, brochures and employer signs.

Outreach Activity Sheet

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: OSO

CONTACT: Darleen Lopez

CONTACT'S EMAIL: Darleen.lopez@equusworks.com

CONTACT'S CELL NUMBER: 575-649-1580

A. What is the name of the outreach activity/event?

In person Youth Career and Resource Fair in Catron County

B. What is the proposed outreach activity/event and who is the target population?

In partnership with CHI, Reserve Schools and Quemado Schools, we will host an event along with our partners to make all available resources known to students as they transition either from graduating into the workforce or into summertime looking for summer work and training. We will assist with soliciting to employers for participation and holding a booth for workforce services.

C. Who are the partner programs involved?

- ADW
- Youth
- Wagner Peyser
- DVR
- NFJP
- WNMU
- PNM
- Public Schools from the area

D. How will other partners be informed of the activity/event?

Via email notification, save the date and work sessions scheduled for those who will be participating.

E. When will this activity/event take place?

The schedule is not yet set, but the target month is May 2022.

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Catron County and surrounding areas. Reserve Schools Cafeteria/GYM.

G. How will the activity/event be promoted?

Promotion will occur through NMWFC channels, OSO awareness campaign, public schools, chambers, and economic dev bodies from the area. We will use physical fliers, digital fliers on social media and email distribution for employer/agency solicitation.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

PNM, Reserve & Quemado Schools will have tables, supplies and misc. items and will handle some of the promotion to employers. OSO will support outreach activities through awareness campaign. This cost is built into available funding no additional funds will be requested from the Board. \$500

Some items that may be requested:

-Gas or mileage reimbursement for DWS for the mobile unit Approx. \$500

-Considering location, bag lunches for employers and agencies in attendance? Perhaps an in-kind exchange with a partner. Approx. \$300

-Radio promotion for this event exclusively in that area-\$500

I. What are the desired results?

To connect students of working age to employers in need of filling positions and hopefully to get some placements. Also, to connect students to Workforce Services and create awareness about the services available to them.

J. How will the results be measured?

We will work with the school to get partial registrations started for 18+ students and will receive a list of participants. Follow ups will be conducted to determine if any placements were made. A survey will be sent out to students to determine their knowledge gain based on their interaction with workforce partners during the event. We will gather info on employer attendance as well.

K. What resources are needed for this activity/event, if any?

NMWC Tablecloths, a tablet, brochures, folders, employer signs and banner for directing traffic from the road and pop-up banners.

Outreach Activity Sheet

New Mexico
Workforce Connection

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: NMDWS

CONTACT: Peter Martinez

CONTACT'S EMAIL: peter.martinez2@state.nm.us

CONTACT'S CELL NUMBER: 505-238-6536

A. What is the name of the outreach activity/event?

Southwest NM Workforce Connection on site recruitment event-Las Cruces

B. What is the proposed outreach activity/event and who is the target population?

The targeted population is job seekers and unemployment claimants.

C. Who are the partner programs involved?

- WIOA title 3 Wagner Peyser

D. How will other partners be informed of the activity/event?

Partners will be emailed a listing of employers to be present at the Workforce Connection Center.

E. When will this activity/event take place?

Activity will take place monthly throughout the Southwest Region

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This event will take place throughout the Southwest Region at the NM Workforce Connection Center's.

G. How will the activity/event be promoted?

Flier will be created and promoted on DWS website, employnm.com and social media platforms

H. Who will fund the activity/event, promotions, and what is the estimated cost?

The event promotional cost will be managed by Communication Manager and One Stop Operator via the Awareness campaign

I. What are the desired results?

Connect employers to job seekers. Reduce the number of claimants on unemployment by connecting them with an employer.

J. How will the results be measured?

We will utilize a sign-in sheet as well as register individuals in the Workforce Connection Online System. Follow-up will be completed with employers to determine job placements.

K. What resources are needed for this activity/event, if any?

N/A

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: NMDWS

CONTACT: Peter Martinez/Michelle Velarde

CONTACT'S EMAIL: peter.martinez@state.nm.us

CONTACT'S CELL NUMBER: 505-238-6536

A. What is the name of the outreach activity/event?

Early Childhood Education Hiring Event

B. What is the proposed outreach activity/event and who is the target population?

The ECED wants to help childcare facilities fill vacancies. These facilities will be asked to attend the hiring event to seek possible candidates

C. Who are the partner programs involved?

Possibly Title 1

D. How will other partners be informed of the activity/event?

Through email

E. When will this activity/event take place?

August 14, 2021, 10am-1pm at the Las Cruces Workforce Connection

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Las Cruces

G. How will the activity/event be promoted?

Marketing, social media, Hot jobs, flyers, and NMDWS website

H. Who will fund the activity/event, promotions, and what is the estimated cost?

SAWDB will provide security guard on Saturday

I. What are the desired results?

To have a viable talent pool for the early childhood education facilities to hire from.

J. How will the results be measured?

By the vacancy fill rate of the employers, we are assisting

K. What resources are needed for this activity/event, if any?

Possibly tables

Cubicle for interviewing

Copy machine

Security guard for outside normal business hours

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: NM Workforce Connection- Silver City

CONTACT: Marivel "MJ" Medel & Tommy Villalobos

CONTACT'S EMAIL: marivel.medel@state.nm.us & tommy.villalobos@state.nm.us

CONTACT'S CELL NUMBER: 575-956-7525 & 575-313-3019

A. What is the name of the outreach activity/event?

Grant County Job Fair

B. What is the proposed outreach activity/event and who is the target population?

Job and resource fair where job seekers can meet with prospective employers from all around the Grant County area to find job openings, education and training opportunities and encourage a return to the workforce.

C. Who are the partner programs involved?

WIOA Adult/ DW

WIOA Youth

WIOA Title 3 Wagner Peyser

WIOA Title 4 VR

D. How will other partners be informed of the activity/event?

As soon as flyers are approved, we will send those out to partners via email and alert partners and supervisors via our weekly Southwest business team meeting and Weekly Outreach Huddle.

E. When will this activity/event take place?

Friday, September 10th from 9:00 AM- 2:00 PM, Grant County Business and Conference Center

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Grant County Business and Conference Center

County wide

3031 US-180, Silver City, NM 88061

G. How will the activity/event be promoted?

Flyers, social media, radio, newspaper and official registration page

H. Who will fund the activity/event, promotions, and what is the estimated cost?

The County has waived the fee for the convention center. Estimated cost is \$0.00. The Town of Silver City has also agreed to pay any fees that we may need to incur. Equipment Delivery by OSO \$168.

I. What are the desired results?

Good turnout of job seekers and about 20-25 employers to be present, resources in the community to be available to job seekers and ample job placements.

J. How will the results be measured?

By capturing the number of employers and number of jobseekers in attendance. Any job placements from event.

K. What resources are needed for this activity/event, if any?

Tables and chairs will be provided by the Convention Center. Each partner including ourselves, will need to bring tables clothes/ promotional materials/ any signage they may need to promote services.

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Outreach Activity Sheet

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Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: NFJP

CONTACT: Victor Cabrera

CONTACT'S EMAIL: cabrera@metinc.org

CONTACT'S CELL NUMBER: 575-644-6636

A. What is the name of the outreach activity/event?

NFJP/MSFW Road Runner Food Bank Distribution Event

B. What is the proposed outreach activity/event and who is the target population?

The population is the migrant and seasonal farm worker in the Luna County area. The purpose is to increase awareness about the MSFW and NFJP programs as well as all WIOA services. Additionally, the intention is to partner with other agencies to ensure wrap around services are made available to those in the most rural areas.

C. Who are the partner programs involved?

DWS

MSFW

NFJP

Road Runner Food Bank

D. How will other partners be informed of the activity/event?

Using the regional calendar, email and fliers and announcements via partner meetings.

E. When will this activity/event take place?

September 15, 2021, October 13th, 2021, November 17th, 2021, and December 15, 2021, Jan 12, 2022, Feb 16th, 2022 and March 16th, 2022

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

Luna, NM

G. How will the activity/event be promoted?

Using Roadrunner foodbank resources, word of mouth and fliers amongst the farm workers and their families.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

WIOA Title I-financially assisted programs and activities are an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay New Mexico: 711 (Voice) or 1-800-659-8331 (TTY).

FUNDED BY THE U.S. DEPARTMENT OF LABOR.

Built into awareness dollars for each individual partners programs. \$100 each event.

I. What are the desired results?

To increase awareness of the NFJP and MSFW programs and increase enrollments for all programs involved.

J. How will the results be measured?

Monitoring the number of enrollments in MSFW, NFJP and any other WIOA programs.

K. What resources are needed for this activity/event, if any?

A table, fliers, and brochures.

DRAFT

Outreach Activity Sheet

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LEAD PARTNER: OSO

CONTACT: Darleen Lopez

CONTACT'S EMAIL: darleen.lopez@equusworks.com

CONTACT'S CELL NUMBER: (575) 649-1580

A. What is the name of the outreach activity/event?

Regional Untapped Talent Employer Seminar (Finding ways to be inclusive and broaden candidate pools)

B. What is the proposed outreach activity/event and who is the target population?

Gather the subject matter experts to come and present powerful information on how to help close the gap in staffing needs for employers across the region. Looking to do a virtual event, aprx 4 hours with Q&A from the attendees and testimonials from employers who currently employ those with health and social barriers. The target is employers, law enforcement and organizations.

C. Who are the partner programs involved?

- WIOA Adult/DW
- WIOA Youth
- WIOA title 3 Wagner Peyser
- WIOA title 4 VR
- DACC
- Ideal Options/CHI
- DOH
- DVR
- DAC LEAD DOT Program
- Tresco Inc.

D. How will other partners be informed of the activity/event?

As soon as the agenda topics are approved and the key speakers are secured, the dates and times of the activity and fliers are finalized, we will send them to the partners via email invitation; then have a Zoom meeting to set goals and assignments.

E. When will this activity/event take place?

TBD-We hope to do this early Oct. Just after UI benefits have ended and the job seeker pool become re-saturated (hopefully).

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

This will be a virtual event. Open to the entire region.

G. How will the activity/event be promoted?

The activities will be promoted through social media from finalization of event details until the day of. Will use all resources available through the awareness campaign and promote via social media, partners, and chambers.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

The New Mexico Workforce Connection system and OSO will support the event. No cost is expected outside of promo materials covered by the OSO awareness campaign. \$500.

I. What are the desired results?

We hope to open the door to many participants already in our programs who just need a chance to gain meaningful employment. Also, to educate employers on how their staffing needs can be met immediately by changing their hiring practices. Ultimately we hope this results in placements and increased performance for all programs involved.

J. How will the results be measured?

We will get all employers to register and then follow up to engage them for services as well as get feedback on surveys. We will take a list of employers who attended at the door and follow up about a month later to see if any employment opportunities were expanded due to the new information they learned from the seminar.

K. What resources are needed for this activity/event, if any?

Digital fliers, radio ads and possibly an in-kind exchange from a partner for prizes for employers on the panel.

Outreach Activity Sheet

This activity/event supports the scope of work of one or more partner programs and the mission of the Workforce Innovation and Opportunity Act. The Four-year plan of the Southwestern Area Workforce Development Board and New Mexico's Combined Workforce Plan focuses on communication and coordination among partner programs to leverage and align resources for the benefit of the targeted populations and the system. This activity plan provides workforce partners and stakeholders with a brief description on the proposed outreach activity/event and is an integral part of the Southwestern Area Outreach Plan. The One-Stop Operator will lead in the implementation of the activity/event with the lead partner.

Instructions: Please answer each of the questions below using complete sentences and email the plan to Angela Longovia at angela1@sccog-nm.com.

LEAD PARTNER: WIOA Youth Program

CONTACT: Vanessa Gomez

CONTACT'S EMAIL: vgomez@ydinm.org

CONTACT'S CELL NUMBER: 505-238-2553

A. What is the name of the outreach activity/event?

Fall First Light Federal Credit Union Financial Literacy Event

B. What is the proposed outreach activity/event and who is the target population?

Youth enrolled in the WIOA youth program. To help participants enroll in new accounts and to provide financial literacy and set the importance of building relationships with financial institutions.

C. Who are the partner programs involved?

- WIOA Youth
- First Light Federal Credit Union

D. How will other partners be informed of the activity/event?

Via email.

E. When will this activity/event take place?

October 18, 2021 and October 19, 2021

F. What geographic area will the activity/event cover (e.g., county) and what is the address of the activity/event?

505 S Main St Suite 134 Las Cruces 88001

G. How will the activity/event be promoted?

Flyer provided by First Light Credit Union, case managers to provide information to their participants.

H. Who will fund the activity/event, promotions, and what is the estimated cost?

No cost.

I. What are the desired results?

Participation from participants. Skill gains.

J. How will the results be measured?

Each case manager will take count of how participants enrolled at the event and depending on results, we will look to carry out events in different counties.

K. What resources are needed for this activity/event, if any?

None

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Attachment A - Workforce Services Offered

The Adult program serves individuals and helps employers meet their workforce needs. It enables workers to obtain good jobs by providing them with job search assistance and training opportunities.

(source: <https://www.dol.gov/agencies/eta/workforce-investment/adult>)

The Dislocated Worker program is designed to help workers get back to work as quickly as possible and overcome barriers to employment. When individuals become dislocated workers as a result of job loss, mass layoffs, global trade dynamics, or transitions in economic sectors, the Dislocated Worker program provides services to assist them in re-entering the workforce.

source: <https://www.dol.gov/agencies/eta/workforce-investment/dislocated-workers>)

The Youth program provides services that focus on assisting out-of-school youth and in-school youth with one or more barriers to employment prepare for post-secondary education and employment opportunities, attain educational and/or skills training credentials, and secure employment with career/promotional opportunities.

(source: <https://www.dol.gov/agencies/eta/youth>)

Job Corps is a no-cost education and vocational training program administered by the U.S. Department of Labor that helps young people ages 16-24 improve the quality of their lives by empowering them to get great jobs and become independent. Services include Career Preparation, Career Development, Career Transition.

(source: <https://www.dol.gov/agencies/eta/jobcorps>)

Career Services consist of three types:

(a) Basic career services must be made available and, at a minimum, must include the following services, as consistent with allowable program activities and Federal cost principles:

(b) Individualized career services must be made available if determined to be appropriate in order for an individual to obtain or retain employment. These services include the following services, as consistent with program requirements and Federal cost principles:

(c) Follow-up services must be provided, as appropriate, including Counseling regarding the workplace, for participants in adult or dislocated worker workforce investment opportunities who are placed in unsubsidized employment, for up to 12 months after the first day of employment.

(source: <https://www.law.cornell.edu/cfr/text/20/678.430>)

Supportive Services means services that are necessary to enable an individual to participate in WIOA Activities. These services may include, but are not limited to, the following:

- (1) Linkages to community services;
- (2) Assistance with transportation;
- (3) Assistance with child care and dependent care;
- (4) Assistance with housing;
- (5) Needs-related payments;
- (6) Assistance with educational testing;
- (7) Reasonable accommodations for individuals with disabilities;
- (8) Referrals to health care;
- (9) Assistance with uniforms or other appropriate work attire and work-related tools, including such items as

eyeglasses and protective eye gear;

(10) Assistance with books, fees, school supplies, and other necessary items for students enrolled in postsecondary education classes; and

(11) Payments and fees for employment and training-related applications, tests, and certifications.

(source: <https://www.law.cornell.edu/cfr/text/20/680.900> <https://www.law.cornell.edu/cfr/text/20/681.570>)

Adult Education and Literacy

Adult Education- This is academic preparation and offers adults instruction in basic skills, such as reading, writing, arithmetic, and other skills required to function in society.

High School Equivalency Preparation- This is academic preparation toward readiness for the **high school equivalency (HSE) examination**. HSE preparation can be delivered in a traditional classroom, via distance learning or through a combination of both, known as hybrid education.

English as a Second Language (ESL) and English Literacy and Civics (EL Civics)- ESL courses teach **English literacy** to individuals with languages other than English as their primary language. These courses are often paired with **Civics courses** which inform individuals on United States history, culture, and practice in preparation for citizenship. Some ESL courses offer workplace (vocational) language training that places their new English skills in the context of their work environment.

Combined High School Equivalency (HSE) & Workforce Skills Training- Traditional HSE **preparation** with concurrent skills training offered to also prepare the learner with occupational skills toward improved employment opportunities. This can occur in a number of different ways and can be brief (weeks) or take more time (months). Longer programs will generally lead to more marketable skills and may result in industry-recognized certifications.

(source: <https://www.wfsolutions.org/how-we-help/education-training/adult-education-and-literacy.html#Services>)

Employment Services focuses on providing a variety of employment-related labor exchange services including but not limited to job search assistance, job referral, and placement assistance for job seekers, reemployment services and recruitment services to employers with job openings. Services are delivered in one of three modes including self-service, facilitated self-help services and staff assisted service delivery approaches. Depending on the needs of the labor market other services such as jobseeker assessment of skill levels, abilities and aptitudes, career guidance when appropriate, job search workshops and referral to training may be available. The services offered to employers, in addition to referral of job seekers to available job openings, include assistance in development of job order requirements, matching job seeker experience with job requirements, skills and other attributes, assisting employers with special recruitment needs, arranging for Job Fairs, assisting employers analyze hard-to-fill job orders, assisting with job restructuring and helping employers deal with layoffs.

(source: <https://www.mc-americanjobcenter.com/title-iii-wagner-peyser>)

The National Farmworker Jobs Program (NFJP) provides grants to community-based organizations and public agencies that assist migrant and seasonal farmworkers (MSFWs), and their families attain greater economic stability. The program helps farmworkers acquire the skills they need to retain agricultural jobs or start new careers.

Career Services - including outreach, skills assessment, labor market information, job search, program eligibility determination and placement assistance, individual employment plans developed through a case management-based service strategy, group and individual counseling, and short-term prevocational services, such as workplace readiness training. MSFWs can also access the other services of the American Job Center.

Training Services - including occupational skills and job training, on-the-job training opportunities, programs that combine workplace training with related instruction, skills upgrading and retraining, entrepreneurial training, and other training activities.

Youth Services – including tutoring, dropout prevention, paid and unpaid work experiences, occupational skills training, certain education, leadership development opportunities, mentoring, comprehensive guidance and counseling, financial literacy training, and entrepreneurial skills training.

Related Assistance Services - including short-term direct assistance that helps farmworkers and their family members to retain their agricultural employment or to participate in intensive or training services.

Housing Assistance - helps to meet a critical need for the availability and quality of farmworker housing, and supports better economic outcomes for MSFWs and their families. Housing assistance includes direct payments for emergency and temporary housing and for direct investments in housing assistance for MSFWs at their permanent residence. Other indirect assistance includes leveraging services to increase or maintain housing stock available to farmworkers and housing development designed to improve living conditions for underserved farmworker communities.

(source: <https://www.dol.gov/agencies/eta/agriculture>)

The Division of Vocational Rehabilitation services include Vocational Counseling and Guidance, Job Search Assistance/Job Development/Job Placement Assistance, Pre-Employment Transition Services, Disability Determination Services, Vocational Rehabilitation Technology, Employment Training, Post-Employment Services. See expanded list of services in attachment provided by NMDVR.

(Source: <https://www.dvr.state.nm.us/>)

Contact information

Darleen Lopez, One-Stop Operator
darleen.lopez@equusworks.com
(575) 649-1580

Angela Longovia, Communications Manager
angela1@sccog-nm.com
(575) 740-6484

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Item-Description	Quantity	Billed?	Price	Vender/Producer
Brochures-All WIOA program brochures	Bundle of 50	No	\$10	Administrative Entity (AE)
Posters-(1 time use, event specific posters) 12x18	Per item	No	\$1	AE
Radio (Mini Campaigns for special events)	Approx. 2-4 weeks of medium to full saturation for all local stations.	Yes-Unless otherwise arranged, OSO is charged for these.	Approx. \$500	Sinuate Media
Fliers	50	No	\$7	AE
Name Plates	Per Item	No	\$1	AE
Business Cards	250 or 500	Yes	\$19.75 or \$25.75	Outsourced-SAWDB
BC Size Cards (Survey Cards)	50 cards		\$2.50	AE

WIOA Title I-financially assisted programs and activities are an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay New Mexico: 711 (Voice) or 1-800-659-8331 (TTY). Los programas y actividades con asistencia financiera del Título I de la WIOA son un programa/empleador que ofrece igualdad de oportunidades. Las ayudas y los servicios auxiliares están disponibles a pedido para las personas con discapacidades. Relay Nuevo México: 711 (Voz) o 1-800-659-8331 (TTY).

FUNDED BY THE U.S. DEPARTMENT OF LABOR



Next Meeting

Program Year 21

JULY							AUGUST							SEPTEMBER						
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Meeting Adjourned

***Thank You for
Attending***

Have a great day!