**WorkforceGPS**
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# December 2021
# H-1B One Workforce Grants Technical Assistance Resource Bulletin

## Grants Management Quick Links

- [One Workforce Resource Page](#) on WorkforceGPS
- [One Workforce Policy Frequently Asked Questions](#)
- [One Workforce Project Manager's Checklist](#)

## Announcements

<p style="text-align:center"><strong style="color:red">SAVE THE DATE!</strong><br>
<strong>H-1B Rural Healthcare and One Workforce Grantee Virtual Convening</strong><br>
February 1-2, 2022</p>

The Department of Labor's Employment and Training Administration is excited to announce a virtual convening for the H-1B Rural Healthcare and One Workforce grantees. This two half-day virtual convening will run **Tuesday, February 1, 2022,** to **Wednesday, February 2, 2022**, with daily sessions from approximately **12:00 p.m. – 5:00 p.m. (EST)**. Mark your calendars now!

<p style="text-align:center">Stay tuned for additional information!</p>

## One Workforce: Recruitment and Enrollment for Participants with Barriers to Training and Employment

*How can grantees identify, utilize, and evaluate outreach and recruitment strategies to attract and effectively serve job seekers? These resources emphasize the importance of proactive outreach activities from grant inception throughout implementation to maximize the opportunities to effectively serve and place individuals seeking gainful employment. For example, these resources provide guidance on several key topics related to these subject areas including:  1) utilizing social media for recruitment and*

*engagement; 2) strategies for recruiting and enrolling participants with barriers to training and employment; and 3) establishing partnerships with the Unemployment Insurance system.*

## Resources

*The following resources may be helpful in recruitment and enrollment of participants.*

### Maximizing the Power of Social Media for Recruitment and Engagement Resource

This brief focuses on the successful strategies of Clackamas Community College (CCC) in using social media to dramatically increase its TechHire program recruitment numbers for youth ages 17 through 29—a target population for CCC and many grantees. This technical assistance brief will start with background on the subject, followed by a case study detailing promising social media practices road-tested by CCC.

### H-1B Ready to Work Small Group Coaching: Social Media and Internet Marketing

This resource documents a call focused on using social media and internet marketing and the Internship and PWE Toolkit: Creating and Conducting Successful Work-Based Learning Experiences for Participants toolkit. It addresses the following concepts related to the use of social media: 1) trends in the usage of social media platforms, and best practices; 2) creating consistent branding for the grant program between the website, social media, and print marketing materials; 3) meaningful messaging—who, what, where, why, when and hot in a Tweet; and 4) highlight of selected grantees social media site on how to advertise an internship program using content from the RTW Internship and PWE Toolkit

### H-1B Ready to Work Peer to Peer Exchange Key Tips

This resource is documentation of a Peer-to-Peer Conference Call on Lessons Learned in Outreach and Recruitment, sharing promising approaches to outreach and recruitment for long term unemployed workers.

### Freedom to Achieve:  Pathways and Practices for Economic Advancement After Incarceration

More than half a million people are released from U.S. prisons each year, and the majority are unable to find work due to underlying biases and systemic racism. This report argues that we must match the breadth and scale of the investments that support U.S. systems of incarceration by investing in a comprehensive and scalable approach to workforce development that connects returning citizens with jobs and equips them for long-term careers.

## Meet the out-of-Work: Local Profiles of Jobless Adults and Strategies to Connect them to Employment

This resource describes the characteristics of seven major groups of out-of-work individuals determined through a statistical analysis of national data from the American Community Survey; and summarizes promising practices to connect each group with employment, based on evidence from research literature.

## H-1B Ready to Work Resource Brief: UI Partnerships

State Department of Labor Unemployment Insurance (UI) programs may be a source of information to help H-1B Ready to Work (RTW) grantees with outreach and recruitment in a variety of ways. This strategy paper features promising practices from RTW grantees describing the techniques these organizations used for connecting with their state's unemployment insurance office, information available from the UI Office as a potential partner, and strategies for using this valuable data to reach out to employers and the long term unemployed.

## Promising Practices for Participant Retention and Job Placement

This tip sheet, created from information that two grantees shared during the *America's Promise Roundtable: Promising Practices for Participant Retention and Job Placement*, provides strategies and tips to sustain participant retention and increase job placements.

## Part One- Staying Connected: Resources on Virtual Engagement

Across the country, youth workforce programs continue serving young people in virtual environments to keep them connected to workforce development, education, supportive services, and training. This resource includes information on Program Design, Career Exploration and Work Readiness, among other topics.

## Part Two- Staying Connected: Resources on Virtual Engagement

Across the country, youth workforce programs continue serving young people in virtual environments to keep them connected to workforce development, education, supportive services, and training. This resource addresses Supportive Services, Serving Target Populations and identifies Online Tools.