

# Executive Summary

Event Title: Participant Outreach, Recruitment, and Support

Date: 9/28/2021

Moderator(s): Ayreen Cadwallader

Speaker(s): *Christian Lagarde, Karin Norrington-Reeves, Danielle Haro*

This webinar will help grantees to explore the opportunities presented by “The Great Resignation” that has changed the employment landscape as job seekers have left jobs by the thousands in search of better opportunities.

Following the height of the pandemic in late 2020 into early 2021, workers across the country have left their employers in search of better opportunities. Over 650,000 retail workers left their jobs in April 2021 alone, tired of low pay, poor working conditions and a lack of advancement opportunities. This situation provides an excellent opportunity to engage these job seekers in apprenticeships and meet their needs for a better career.

Presenters on the webinar provided a mix of tried-and-true methods for participant engagement and supports, in addition to new ideas given the current economic environment. They discussed:

*Karin Norrington-Reeves and Danielle Haro address the ways in which grantees can capitalize on the great resignation and improve outreach and recruitment by discussing:*

- familiarity with common challenges in participant engagement/recruitment
- tools to apply tried-and-true approaches
- new ideas to experiment with based on “The Great Resignation” underway

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