



Workforce Development Week – Focus on Target Populations

DRAFT Communications Toolkit January 23-27, 2017

This toolkit was prepared to assist communications professionals and the organizations they work for – in helping to provide a turnkey approach in getting a regional message out about our workforce system, using a consistent message nationwide.

This guide was prepared for the last of four campaigns, prepared for the U.S. Conference of Mayors, Workforce Development Council and its member organizations.

*Compiled by USCM WDC Target Population Communications Task Group Members:
Sandra Rodriguez, CT; Nick Loret Demola, CA; Tricia Ryan, OR and Lacey Douglas, TX – and any others who provide comments.*

Workforce Development Week

January 23-27, 2017

Some Suggested Tactics

Once you have these basic questions answered, it is time to take action! Whether large or small, it is important to have a coordinated effort across the nation. Here are some ideas to get your creativity flowing.

- **Use this opportunity to connect with your local and state officials**
- **Conduct an open house** at your job centers to highlight the valuable services that you provide to job seekers and employers
- **Hold a special event** – that specifically focuses on Target Populations
- **Write an op-ed** that illustrates your contribution to the local community
- **Put your social media chops on steroids!** Lots of tweets, facebook posts, youtube videos, Linked In group sends, Instagram and maybe, Facebook Live, Twitter Chat. Ask your customers to connect too!

Social Media Tips

Remember, keep it simple, and answer: *Who? What? Where? When?* and *Why?*

The social media hashtag to use is: **#WkDevWeek**

Press Release

Why Should I Press Release and How Do I Write One?

- ❖ In the world of social media Tweets, Facebook posts, and photo captions that are posted to Twitter and Facebook, there still exists a need for the press release – or news release, if you're also sharing it with broadcast news outlets.
- ❖ Your news announcement should be concise, fact-filled, and easy for editors and reporters to read and utilize.
- ❖ At the very least, it needs to answer: *Who, What, Where, When, How, and Why?*
- ❖ To increase your chances of having it used, think of it as a package:
 - ✓ Keep it to one page when possible
 - ✓ Quote must be one a person would actually say (not extra text with quotes around it)
 - ✓ Utilize links to include a photo
 - ✓ Utilize URLs (website address) to draw the editor or reporter to key information
 - ✓ Avoid attachments (many news organization email systems treat as spam)
 - ✓ Use Associated Press Style, if you know it, and if you don't, simply stick to clear writing.

See next page for a sample press release/news release.

Sample Press Release

<SHORT ATTENTION GRABBING HEADLINE>

<SECONDARY HEADLINE WITH HOOK>

<LOCATION>, <Month Day, Year>: <Opening paragraph with summary of topic of press release, and a newsworthy item that will be elaborated on>

<2-3 paragraphs of information on one of your programs that focuses on a target population, including a description of the problem the program is addressing>

<Include a profile of an individual who is participating and how he/she is benefiting. Also highlight a business that is employing this or a similar individual and why they are supporting the program. Include quotes where possible.>

Insert any of the key message as appropriate:

- TBD

<Include a paragraph that this is part of Workforce Development Week – an effort by the Workforce Development Council of the US Conference of Mayors to promote the efforts of Workforce Development Boards across the country.

CONTACT: should contact: Name, title, phone, email.

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[Insert your organization's boilerplate.]

Messaging Ideas by Target Population

These are guides provided – national statistics that we encourage you to hone to your specific region when the data and information is available. For each target population, you will see the messages, a sample tweet and sample Facebook or Website post.

- *Individuals with Disabilities*
- *Individuals on Public Assistance*
- *Individuals with Former Criminal Offenses*
- *Veterans*

Individuals with Disabilities

- According to the U.S. Bureau of Labor Statistics, **in 2015, 17.5 percent of persons with a disability were employed.** In contrast, the employment-population ratio for those without a disability was 65 percent. The unemployment rate for persons with a disability fell to 10.7 percent in 2015, and the rate for those without a disability declined to 5.1 percent.
- In 2015, 32 percent of workers with a disability were employed part time, compared with 18 percent for those with no disability.
- Workers with a disability were more likely to be self-employed than those with no disability.
- **Persons with a disability tend to be older than persons with no disability, reflecting the increased incidence of disability with age.** In 2015, 47 percent of persons with a disability were age 65 and over, compared with 15 percent of those with no disability. Women were somewhat more likely to have a disability than men, and Blacks and Whites continued to have a higher prevalence of disability than Hispanics and Asians in 2015.
- **Workers with a disability were less likely to have an advanced degree than those with no disability (27.1% to 77.9%).**
- Persons with a disability are more likely to be in service occupations (21.7% to 17.2%), as well as Production, Transportation, and Material Moving occupations (14.4% to 11.8%).

Source: Current Population Survey, a monthly survey of about 60,000 households that provides statistics on employment and unemployment in the United States. The collection of data on persons with a disability is sponsored by the Department of Labor's Office of Disability Employment Policy.

Disability - Suggested Tweets:

Did you know, only 17.5 percent of persons with a disability were employed (2015)? Get connected. (Your website or American Job Center location info) #wkdevweek

Did you know, the unemployment rate for those with disabilities is more than 2X than those without? (Your website or American Job Center location info) #wkdevweek

Did you know those with a disability tend to be older than the rest? Yet older workers need work too! Get connected. (Your website or American Job Center location info) #wkdevweek

Disability - Suggested Facebook / Website Post

Know someone who has a disability and could use help getting and keeping a job?

The [Disability Resource Coordinator] at our [American Job Centers – regional names and locations] is your central point of contact and information for employers and employees with workplace needs. The Coordinator is an excellent resource for virtually any program that is designed to help successfully employ people with disabilities. Contact us at one of our [\[American Job Center /name of your job center\] locations](#) for more information. And help us celebrate Workforce Development Week Jan 23-27, 2017 #wkdevweek

Individuals on Public Assistance

- **GENERAL:** In 2012, approximately 52.2 million people, or 21.3% of the population, participated in one or more major means-tested assistance programs, on average, each month. “Means-tested programs” are those where income, or financial need, is a qualifier. These programs include Medicaid, SNAP (food stamps), TANF (Temporary Assistance for Needy Families), SSI (Supplemental Security Income), public or subsidized housing, and WIC (Women, Infants, and Children).
- **EDUCATION:** During an average month in 2012, 37.3% of people who did not graduate from high school received means-tested benefits, compared with 21.6% of high school graduates and 9.6% of individuals with 1 or more years of college.
- **LABOR FORCE:** For people 18 years and older, 33.5% of the unemployed received means-tested benefits in an average month of 2012, compared with 25.3% of those not in the labor force, 17.6% of part-time workers, and 6.7% of full-time workers.

About 4 out of 10 unemployed adults participated in means-tested programs for at least 1 month of 2012, in contrast with about 1 out of 10 full-time workers.

- **POVERTY:** Among those with family income-to-poverty ratios under 1.00, the average participation rate for at least one type of major means-tested benefit was 61.3% in 2012, compared with 13.1% for those with family income-to-poverty ratios of 1.00 and over.
- **AGE:** Children under 18 years of age were more likely to receive means-tested benefits than those aged 18 to 64 and those 65 years and older. In an average month during 2012, 39.2% of children received some type of means-tested benefit, compared with 16.6% of people aged 18 to 64 and 12.6% of people 65 years and older.
- **RACE / ETHNICITY:** In 2012, the average monthly participation rate for Blacks, 41.6%, was higher than that of Asians or Pacific Islanders (17.8%) and non-Hispanic Whites (13.2%).

In 2012, the average monthly participation rate for Hispanics (36.4%) was higher than that of non-Hispanic Whites (13.2%).

Source: U.S. Census, Survey of Income and Program Participation

Report: <https://www.census.gov/content/dam/Census/library/publications/2015/demo/p70-141.pdf>

Public Assistance - Suggested Tweets:

Did you know, that over 50 million people are on some type of public assistance? Help them get good jobs. (Your website or American Job Center location info) #wkdevweek

Did you know, that more than 1 in 5 people in the U.S. are on some type of public assistance? Help them get good jobs. (Your website or American Job Center location info) #wkdevweek

Did you know 4 of 10 unemployed individuals rely on public assistance? Help them get good jobs. (Your website or American Job Center location info) #wkdevweek

Public Assistance - Suggested Facebook / Website Post

In 2012, approximately 52.2 million people, or 21.3% of the population, participated in one or more major means-tested assistance programs, on average, each month. “Means-tested programs” are those where income, or financial need, is a qualifier. These programs include Medicaid, SNAP (food stamps), TANF (Temporary Assistance for Needy Families), SSI (Supplemental Security Income), public or subsidized housing, and WIC (Women, Infants, and Children).

Wouldn't it be better if these individuals had a job with self-sustaining wages? Contact us at one of our [\[American Job Center /name of your job center\] locations](#) for more information. And help us celebrate Workforce Development Week Jan 23-27, 2017 #wkdevweek

Veterans

- The unemployment rate for veterans who served on active duty in the U.S. Armed Forces at any time since September 2001—a group referred to as Gulf War-era II veterans—declined by 1.4 percentage points over the year to 5.8 percent in 2015. The jobless rate for all veterans, at 4.6 percent, also declined from a year earlier.
- About 33 percent of Gulf War-era II veterans reported having a service-connected disability in August 2015, compared with 20 percent of all veterans.
- The unemployment rate for male veterans overall was lower than the rate for female veterans in 2015. The unemployment rate for male veterans declined to 4.5 percent. The rate for female veterans changed little at 5.4 percent.

Bureau of Labor Statistics <http://www.bls.gov/news.release/vet.nr0.htm>

- Despite recent national efforts to hire veterans and educate employers, a new report released Tuesday says that vets have trouble finding and keeping jobs and that civilian employers struggle to understand them. Some of the training and indoctrination that serves troops well in war works against them in their job search, according to the report, produced by the University of Southern California and Volunteers of America. It calls for “civilian basic training” as troops transition out of the armed services.

Stars & Stripes <http://www.stripes.com/news/veterans/report-despite-hiring-efforts-veterans-face-employment-obstacles-and-civilian-disconnect-1.345755>

Veterans - Suggested Tweets:

Did you know, about 33% of Gulf War-era II veterans reported having a service-connected disability? Let's get them jobs! (Your website or American Job Center location info) #wkdevweek

Did you know that despite national efforts, vets have trouble finding and keeping jobs? We can help. (Your website or American Job Center location info) #wkdevweek

Companies find disciplined employees among veteran workforce. Get in the game. (Your website or American Job Center location info) #wkdevweek

Veterans - Suggested Facebook / Website Post

Despite recent national efforts to hire veterans and educate employers, a new report released Tuesday says that vets have trouble finding and keeping jobs and that civilian employers struggle to understand them. Some of the training and indoctrination that serves troops well in war works against them in their job search, according to the report, produced by the University of Southern California and Volunteers of America. It calls for “civilian basic training” as troops transition out of the armed services.*

Let's just do what is right and connect these disciplined workers with great jobs. Contact us at one of our [\[American Job Center /name of your job center\] locations](#) for more information. And help us celebrate Workforce Development Week Jan 23-27, 2017 #wkdevweek

* Stars & Stripes <http://www.stripes.com/news/veterans/report-despite-hiring-efforts-veterans-face-employment-obstacles-and-civilian-disconnect-1.345755>

Ex-Offenders

- 1) Over 10,000 ex-prisoners are released from America's state and federal prisons every week and arrive on the doorsteps of our nation's communities. More than 650,000 ex-offenders are released from prison every year, and studies show that approximately two-thirds will likely be rearrested within three years of release.

U.S. Department of Justice https://www.justice.gov/archive/fbci/progmenu_reentry.html

- 2) Adult correctional systems supervised an estimated 6,851,000 persons at yearend 2014, about 52,200 fewer offenders than at yearend 2013 but still a very high number of individuals.
Bureau of Justice Statistics - Correctional Populations in the United States, 2014

- 3) In October 2013, the incarceration rate of the United States of America was the highest in the world, at 716 per 100,000 of the national population. While the United States represents about 4.4 percent of the world's population, it houses around 22 percent of the world's prisoners

Roy Walmsley (November 21, 2013). [World Prison Population List \(tenth edition\)](#). [International Centre for Prison Studies](#). Retrieved July 11, 2014.

- 4) REGIONALIZE - A number of educational and vocational training programs our being offered in our regions _____ list them.....

Sustainability for these programs and the wrap around supports that are needed to ensure their success will be critical.

Ex-Offenders - Suggested Tweets:

Did you know, Over 10,000 ex-prisoners are released from America's prisons every week? Let's get them jobs! (Your website or American Job Center location info) #wkdevweek

The U S represents about 4.4 % of the world's population, yet it houses 22 % of the world's prisoners? They will need jobs. (Your website or American Job Center location info) #wkdevweek

Those who are given a second chance may be your best employees. Tap into great talent. (Your website or American Job Center location info) #wkdevweek

Ex-Offenders- Suggested Facebook / Website Post

Over 10,000 ex-prisoners are released from America's state and federal prisons every week and arrive on the doorsteps of our nation's communities. More than 650,000 ex-offenders are released from prison every year – they will need good jobs for a pathway toward a second chance to succeed – for life.

Let's just do what is right and connect these disciplined workers with great jobs. Contact us at one of our [\[American Job Center /name of your job center\] locations](#) for more information. And help us celebrate Workforce Development Week Jan 23-27, 2017 #wkdevweek

U.S. Department of Justice https://www.justice.gov/archive/fbci/progmenu_reentry.html