

**ODOT Region I Alliance
Outreach, Marketing, & Recruitment Workgroup – Summary & Recommendations
December 16, 2005**

Charge

Review existing outreach, recruitment, and marketing efforts and mechanisms, and examine efforts targeted at trades work. Given the OBDP projects' timelines and future needs of the construction industry, discuss gaps in outreach, recruitment and marketing [including marketing messages to communities], develop recommendations that will reach and attract diverse communities, provide targeted marketing to communities, and improve collaboration and coordination between agencies.

Members:

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Connie Ashbrook	Oregon Tradeswomen, Inc.
Daniel Killam	Oregon Dept of Transportation
David Greenidge	Irvington Covenant CDC
DeBorah Williams	Housing Authority of Portland, ETAP
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Loretta Young	City of Portland, Purchasing
Lori Bean	worksystems, inc.
Michael Burch	Portland YouthBuilders
Mike Moises	Clackamas County
Rachel MacClarence	Better People
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Tamra Russell	NAYA Family Center
Victoria Libov	Immigrant/Refugee Community Org

Background

The workgroup began by discussing past employment practices headed by ODOT and other public construction projects. Several of the members of our sub-committee had strong feelings and hard questions regarding the number of actual jobs that would be available and whether ODOT was committed to recruiting and employing women and people of color.

The workgroup acknowledged that the target populations may not be inclined to believe that jobs for them would be forthcoming in OTIA projects (or other public works for that matter), and that we would need to overcome this perception.

The next order of business itemized what the group deemed effective methods of outreach and recruitment to targeted populations. Moreover, discussions included the roles of the JATC, the unions, AGC, and BOLI. A matrix had been developed by the Gaps Workgroup illustrating the apprenticeship training programs, including the many rules, requirements and other pertinent data, such as entry wages.

At subsequent meetings, the Outreach workgroup delved into the draft process flowchart and how it would work from an organizational standpoint and from the viewpoint of the potential apprenticeship candidate. The group discussed the possibility of a phased approach to outreach and recruitment

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given the first-year workforce projections and following two-year ramp up of OTIA III program workforce needs. There was extensive discussion of not overselling the numbers of jobs that would be available, particularly in the first year. The group was concerned about overselling the real, available jobs with the inability to control community expectations.

Recommendations

1. Shared, common message tailored to the provider community as well as to job seekers.
2. Uniform content provided by partner agencies to job seekers that assists in understanding of program and expectations of applicant.
3. All partner organizations should receive training and material that assists them with understanding program elements and in implementing agency-directed strategies that achieve minimum program benchmarks.
4. Orientations should be provided to all field staff in order to provide a grounding of the potential career paths for apprenticeship candidates. This would enable each agency/group to better explain face-to-face what career paths the candidates could expect to pursue as well as assist in a better understanding of probably time frame for individual candidates.
5. Establish a "phased-in" approach to marketing efforts, based on the number of positions available at each stage of the project. First year implementation should include low-tech targeted outreach and recruitment.
6. Many effective community based organizations utilize population-specific approaches to outreach and recruitment. ODOT should partner with these CBOs and other trades-specific apprenticeship preparation programs that target women and communities of color.
7. Broaden construction jobs to include construction-related positions, such as administrative, project management, flaggers, broaden scope of kinds of jobs. Encourage the construction firms to open up opportunities in other areas.

The Outreach, Marketing and Recruitment workgroup would like to recognize the Western Regional Summit Plan of Action (Sept 2004) organized by the Oregon Tradeswomen, Inc. Many recommendations introduced back in September 2004 are reflected in the work being presented by the four workgroups.