

CHAPTER 7 RESOURCES

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**ATTACHMENT 7-A
STATEWIDE MARKETING MATERIALS,
CONNECTICUT (1996)**

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Statewide Marketing Materials

Connecticut Works Creative Strategy

Background

Connecticut Works is a unique collaboration of state, regional and local organizations whose purpose is to address the workforce development needs of the state— both Connecticut's residents who are seeking jobs and the businesses who want to employ them.

Designed by Connecticut's Department of Labor and 9 Regional Workforce Development Boards, Connecticut Works coordinates the varied job development services offered by these organizations, providing them all under a single roof. It's a new "one-stop" approach to addressing the state's employment needs.

A total of 19 conveniently located Connecticut Works centers are scheduled to be operating by the end of 1996.

What we want the advertising to achieve?

- Introduce *Connecticut Works* and the new "one-stop" job center concept to prime prospects -- generate broad awareness.
- Stimulate interest/utilization of *Connecticut Works* services.

Prospect Definition

There are two key audiences:

- Employers seeking assistance in locating qualified job applicants. Small to mid-size companies— service and manufacturing industries in particular.
- Job Seekers . Primarily blue collar, but white collar growing in importance with increasing frequency of middle management layoffs

Key Prospect Insights

Current attitudes and perceptions held by both audiences have been shaped by generally negative experiences in dealing with government bureaucracy— characterized as inefficient, complicated, time consuming, lots of regulations, etc. Job seekers, in particular, equate DOL services with the "unemployment line." Many employers who have experience with DOL employment services are dissatisfied, especially with the quality of job applicants who have been directed to them.

What We Want Prospects to Think/Feel

I'm surprised. This new employment service sounds really interesting— nothing like what I would have expected. They seem to really understand my needs and are committed to helping me. I've got to give them a call to find out more about what they can do for me.

Support/Why They Should Feel That Way

Connecticut Works has a strong customer orientation— a commitment to providing its services in a more consumer-friendly environment not normally associated with governmental bureaucracy. The organization is committed to streamlining the process in which it delivers many varied services to its key constituencies— breaking down traditional obstacles.

See accompanying literature for more program specifics.

Tone & Manner

Advertising should be aspirational and information-oriented.

Mandatories

- 800# for more information (e.g. nearest location, service info., etc.)
- Where applicable tag nearest location(s) (e.g. local newspaper)

CT WORKS Video Project Script

(Host On-Camera)

Welcome to Connecticut Works. The changing job market makes it necessary for us to rethink the way customers find jobs and businesses find employees.

Whether you're returning to the workforce, starting your career, or changing jobs, Connecticut Works gives you the information to make the right decisions.

Connecticut Works centers are part of a national effort to help people find jobs and get the training they need to be competitive in the marketplace. Connecticut Works also provides recruitment and placement assistance to employers looking for qualified workers.

(Insert Partner logos here)

(VO)

The Department of Labor, the Regional Workforce Development Boards, and other state and local agencies are working together to make this happen. We bring together job seekers and employers.

(Host On-Camera)

Let's take a brief look at some of these services.

(VO)

If you're looking for a job, we offer a variety of resources to help you:

- Job Search Resources and Assistance;
- Training and Retraining Information;
- Business Services; and,
- Unemployment Insurance.

Depending upon your needs, you can explore our services using:

- Self Service Activities;
- Group Workshops; or,
- One-on-One Consultations.

In the Self Service area you will find Kiosks with computerized job listings, and bulletin boards with information pertinent to your job search. [SDU]

(VO)

In our resource library area, you will find:

- Computers to create resumes and cover letters;
- Current employment and training reference materials, including local and national newspapers and corporate listings;
- Fax machines for quick communications;
- Copiers;
- Telephones for contacting employers; and,
- Labor Market Information that provides data about growing occupations, prevailing wages, and hiring trends statewide. [SD2]

To further enhance your job search, we offer a variety of workshops and other group activities at all Connecticut Works centers. These activities may even involve representatives from the business community. The topics include:

- Resume Writing;
- Interviewing Techniques;
- Starting Your Own Business; and other specialized subjects.

(Host On-Camera)

If you're not sure what kind of job you're looking for, you can schedule an appointment with a member of our staff for a one-on-one conference.

(VO)

We can help you identify your skills, interests, and any training you may need. Are your job skills up to the standards of today's changing labor market? Our staff will help you find out.

Our centers provide information about schools, training, and financial assistance available in your area.

At the Connecticut Works center, you'll have access to a wide variety of training and retraining programs to prepare you for your first or next job. [SD3]

You could also learn a new career by participating in an On-the-Job training or Apprenticeship program.

(Host On-Camera)

We can direct you to programs and services that assist high school students, dislocated workers, and others. We can provide some assistance for everyone.

(VO)

In addition to providing services to individuals, we also reach out to the employer community. Our computerized job bank provides employers with a labor pool of qualified job seekers. Employers can also receive manufacturing and technology assistance, along with consultation and recruitment services. Our Business Services consultants provide in-house training assessments to help employers find strategies for becoming more effective and competitive.

We also provide employers with access to our facilities for interviewing or job training. Our goal is to make it easier for employers to connect with people looking for jobs. [SD4]

Connecticut Works centers also provide Unemployment Insurance benefits. The new Tele-Benefits system allows you to file weekly claims for benefits, answer questions about your claim, or get specific check information from the privacy of your own home.

(Host On-Camera)

Well, there you have it. Connecticut Works centers. One place for all of your employment and training needs. We're excited to bring these services to you. Be sure to pick up a brochure with of all of the programs, activities, and resources available here.

On behalf of all of the partners committed to Connecticut Works, welcome.

Our business is jobs...helping job seekers and employers stay competitive in a changing economy. The future is happening today at Connecticut Works.

Page: 1

[SD1] Show Kiosk shot here

Page: 2

[SD2] show LMI Brochure here

Page: 2

[SD3] Add a Nurse's Aid or Computer training--for partner services

Page: 3

[SD4] Will be represented by the CT WORKS logo in still frame (04:21.44 on new tape)

CONNECTICUT WORKS
CREATING AND MAINTAINING A CONSISTENT IDENTITY
January, 1996

Consistency is essential in marketing Connecticut Works. Central office and every Connecticut Works Center and partner must maintain uniform use of our name and materials.

Required standards and protocol for use of Connecticut Works name, logo, and stationery, and media contact follow.

LOGO AND IDENTITY

- 1) Connecticut Works is a service marked logo and when printed in color must be printed in its designated colors. In the color version, "Connecticut" and the descriptive bottom line are in green (PMS 354), and "Works" is purple (PMS 266). In the monochromatic version, "Works" is black, and the other two lines are screened (65%) to a dark gray. If vinyl materials are to be applied as signs, care should be taken to match the colors in vinyl to the above PMS numbers.
- 2) The logo must not be altered either in form or by adding lines or language.
- 3) The Connecticut Works logo must appear on public entrances whether external or internal.
- 4) An inside welcoming sign at a minimum must carry the names of partners and participants including core partners, statewide partners, and community services. Other partners and services may be added at the discretion of the local management team.
- 5) Identity must develop around Connecticut Works rather than one-stop. When answering the phone, referencing Connecticut Works in correspondence or print, or referring to specific locations, Connecticut Works may be followed by "Center." It must not be identified as a "program," "project", "one-stop", etc.
- 6) The following is a description of Connecticut Works which should be used consistently by staff and on appropriate public and marketing materials -

Connecticut Works enhances economic development in Connecticut by addressing the special employment and training needs of both job seekers and employers. OR

Connecticut Works is an easy access system for job seekers and employers helping both stay competitive in a changing economy. Nineteen centers focus on customers by offering workforce preparation and business services. Connecticut Works is a partnership of the CT Department of Labor, Regional Workforce Development Boards and state agencies. Local community organizations enhance each center.

STATIONERY

- 1) Connecticut Works stationery must be used for activities concerning the center such as announcing workshops, enrollment in workshops, general communications announcing activities in the Center, marketing Connecticut Works, individual appointments, etc.

Both DOL and regional workforce development boards actively carry out responsibilities not included in Connecticut Works; and for these processes, Connecticut Works stationery should not be used.

For example, Connecticut Works letterhead may not be used in support of processes which involve legal entitlements and rights.

Likewise, Connecticut Works letterhead may not be used for regional workforce development board processes such as board and chief elected official communications, legislative communication, proposals and requests for proposals, planning activities, purchasing, personnel, marketing, fundraising, funding source communications, finances, sub-contract work.

- 2) Core partners must carry the following language on their organizational stationery, and appropriate publications - "A Connecticut Works Partner". State agency and local partners and community services are encouraged to carry the same. A computer disc is available for consistent presentation.
- 3) All Department of Labor and Regional Workforce Development Board staff having public contact through Connecticut Works Centers must use a Connecticut Works business card which will identify both Connecticut Works and the staff member's employer.

MARKETING AND MEDIA

- 1) Each Connecticut Works management team should designate a media spokesperson for each Connecticut Works Center to insure consistency and a single point of contact for the media. All media inquiries concerning local Connecticut Works Centers and their services should be referred to the designated local spokesperson. Close coordination among the management team is encouraged when responding to media inquiries.
- 2) Local marketing or public materials should be developed in accordance with state and local plans and must carry the Connecticut Works logo (sample logo attached and a computer disc will be provided).

Developed by the Connecticut Works Marketing Committee, January, 1996

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ATTACHMENT 7-B
ONE-STOP SYSTEM MARKETING PLAN, OHIO

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One-Stop System Marketing Plan

Prepared by:
One-Stop System Marketing Workgroup

Introduction

The One-Stop System is a brand new concept for most Ohioans. In order to be successful, people must become aware of the concept involved in One-Stop. This applies both to our potential customers and to community agencies who will interact with us.

This marketing plan is intended to be a working document. It will evolve with the One-Stop System. Information contained in the plan will begin with broad marketing goals and only a few detailed programs to get the process underway. Details will be developed as the system itself unfolds.

This plan also recognizes that just as One-Stop itself is locally driven, the marketing of the system will come primarily at the local level with the state level providing unifying elements and resources for the local systems to use.

1. Target Audiences

This plan must address two basic audience targets. On one level, and of immediate concern, there is a need to raise name identification of One-Stop in the general public. This needs to happen both at a statewide level and in the service area of the initial one-stop systems.

The second level of audience we need to reach are those individuals and groups who will have to interact with the One-Stop system. The message for these individuals and groups will have to be customized to generate the proper reaction from each group (See next section). Possible target audiences include:

Potential Customers	(Unemployed/underemployed workers, students, unions)
Employers	(Business groups, JSEC, Chambers of Commerce, trade groups etc.)
Service Providers	(One-Stop Partners, other social service agencies, non-profits, churches, schools/colleges)
Political interests	(State legislators, local elected officials)

2. Message

At the base level the message is - and must be - very simple. "One-Stop is the best way to get a new or better job. It's accessible, easy to use, friendly, all-inclusive and effective."

For our target groups the same message prevails, but is viewed from their own perspectives:

Potential Customers	"I only have to go to one place to get access to help."
Employers	"Now I have a single source for pre-screened, trained, job-ready workers."
Service Providers	"One-Stop gives me better access to my potential customers and the resources of all of these partner agencies."
Political Interests	"One-Stop provides better service to people and uses tax dollars in a more cost-effective manner."

3. Tools

This category breaks down into two groups: Advertising (things that cost lots of money) and Public Relations (things that cost less money). Within these areas there will be some actions to be done by the statewide One-Stop System and others to be carried out by local One-Stop Systems with some support from the state level.

3a. Public Relations.

At the state level.

- Press announcement from the Governor on the federal One-Stop grant (done Aug. 1995).
- Photo Op with Governor and targeted press release to One-Stop communities (done Nov. 1995).
- Press release announcing next round of One-Stop grants.
- Guest editorial column from Lt. Gov. Hollister to every newspaper in Ohio on One-Stop.
- Develop mailing list of groups representing target audiences.
- Newsletter articles aimed at the individual target audiences outlined in Item 1 mailed to those groups periodically.
- Establish speakers bureau of One-Stop committee members.
- Create talking points that explain One-Stop in simple, non-bureaucratic language.
- Schedule speakers into meetings of target audience groups and into local radio and TV talk shows (primarily in communities where One-Stop is not yet established to prepare them for the future).
- Include references to One-Stop in presentations and publications of partner agencies.
- Schedule Governor, Lt. Governor, or Cabinet Members to be present at grand opening of local One-Stops or for special tours.
- Establish and maintain Webpage on the Internet for One-Stop information.
- One-Stop presence at Ohio State Fair and similar events.

At the local level.

- Hold Grand Opening event for One-Stop Centers.
- Hold periodic open houses at One-Stop centers for target groups.
- Generate local press coverage of One-Stop success stories.
- Establish speakers bureau.
- Use talking points from state and visit local target group meetings, and radio/TV talk shows.
- Using tapes and ad copy produced at the state level (see next section) seek free public service radio and TV time and newspaper ad space.
- Set up One-Stop booth at local county fair and festivals and job fairs and trade shows.

3b. Advertising

At the State Level.

- Develop a One-Stop logo for use on all publications and display at One-Stop Centers.
- Print color decals of One-Stop logo for display at entrances of One-Stop Centers.
- Produce and distribute One-Stop newsletter.
- Print and distribute an initial leaflet outlining what "One-Stop" is about.
- Once the initial round of systems are operating, prepare, print and distribute a second brochure focusing on the success story of One-Stop.
- Prepare handout items featuring One-Stop logo (pens, pencils, notebooks, etc.).
- Produce One-Stop poster.
- Produce both generic and customized ad copy for use by local systems.
- Produce radio and TV commercials promoting One-Stop for use by local systems.
- After first group of systems are operating, produce 8-10 minute video focusing on success stories of One-Stop concept (for use by both state and local speakers bureau).

At the Local Level.

- Purchase radio/TV time and newspaper ad space.
- Incorporate One-Stop logo into business cards and referral cards left in public places.

4. Budget

The following are some of the projects listed in the previous section with estimated costs. These figures are for budgeting purposes only. We may not chose to do all of the projects and we may decide to do them in larger or smaller quantities. We undoubtedly will add more projects to the list as the need arises.

<u>Item</u>	<u>Quantity</u>	<u>Cost</u>
"1 STOP" Decal	500	\$500.00
First Brochure (3 color)	50,000	\$2,500.00
Second Brochure (full color)	100,000	\$5,400.00
Poster (full color)	1,000	\$2,400
Radio commercial/PSA*	1	\$1,000
TV commercial*	1	\$2,000 - 7,000
8 to 10 minute video*	1	\$4,000 - 30,000

*The costs noted would cover production of a basic radio and TV spot for One-Stop. To be effective these spots should include a customized element for each local One-Stop System so people know where to go to receive "one-stop" service. This would cost in the neighborhood of \$100 per one-stop system for radio and \$200-500 for television. The variables in price on the TV spot reflect the option of producing the spot at the lower amount at OBES or at a higher amount at a Columbus Video produciton studio.

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**ATTACHMENT 7-C
LOCAL MARKETING PLAN, THE WORKFORCE
DEVELOPMENT CENTER IN WAUKESHA COUNTY,
WISCONSIN**

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THE WORKFORCE DEVELOPMENT CENTER - MARKETING PLAN

MARKETING PLAN DIRECTIVES

WORKFORCE DEVELOPMENT CENTER MISSION STATEMENT:

The purpose of the Workforce Development Center is to advance the economic well-being of the region by developing and maintaining a quality workforce and by serving as the focal point for local and regional workforce development initiatives. This is to be achieved through the co-location and integration of employment, training, education, and economic development services for job seekers, workers, and employers.

1. All marketing goals and strategies shall be a reflection/reinforcement of The Workforce Development Center mission and its objectives.
2. The central focus of all marketing shall be customer driven. Through instituting a stronger "service organization" concept and establishing a "customer comes first" attitude.
3. Marketing goals and action strategies shall be determined after assessing customer desires, needs, and abilities; and shall be substantiated by appropriate workforce related research. Research shall include surveys, focus groups, and other methodologies, utilizing the expertise of the partner agencies in the Center, the Employer Advisory Committee, and other professional and community organizations.
4. The Marketing Plan shall be a product of staff participation, interaction and input, and be under the supervision of the Marketing Committee.
5. An evaluation/measurement component shall be an integral part of the Marketing Plan in all appropriate areas.
6. Printed materials: 1) must meet quality standards and adhere to Workforce Development Center logo criteria; 2) shall be regularly up-dated; 3) have a distribution plan and inventory control system.
7. This document reflects an ideal Marketing Plan, which is subject to availability of resources.
8. The Marketing Committee of the Workforce Development Center shall present the Marketing Plan to the Management Team for review/revision and formal approval.

WORKFORCE DEVELOPMENT CENTER MARKETING TARGETS

EXTERNAL CUSTOMERS:

1. Customers/Applicants/Participants
2. Business/Industry/Employers
3. Supportive Services Providers/Education and Training Institutions
4. Legislators
5. The Media
6. General Public/Taxpayers
7. Civic and Professional Organizations
8. Unions

INTERNAL CUSTOMERS:

1. Workforce Development Center Partner Agencies
2. Workforce Development Center Staff
3. Local Elected Officials
4. Waukesha County Government

MARKETING INTENT, METHODS/TOOLS FOR TARGET GROUPS

Applicants/Participants:

Intent: View applicant/participant as a true customer who is purchasing our services-selling him/her on the benefits and opportunities.

Methods/Tools:

1. Printed materials/brochures -
 - a) broad, general brochure or flyer based on customer desires, needs and abilities to help them understand how we can help
 - b) directed brochure/flyers detailing specific programs.
2. Billboard - calling attention to job seekers and broadly identifying the Workforce Development Center as a resource.
3. Newspaper ads promoting the WFDC and specific programs.
4. PSA's, feature stories, news releases as appropriate.
5. Plan special events: Job Fairs, to match employer and employee needs, and Seminars such as Apprenticeship Pool, Women in Non Traditional Occupations, etc.
6. Help make the customer waiting area an information/education center through use of photos, video displays and printed materials.

Business/Industry/Employers:

Intent: Create within the minds of employers: "The Workforce Development Center... A goldmine of resources for recruiting, training and developing a reliable workforce." Develop a partnership concept with employers and promote the wide range of resources available, including technical assistance and financial resources for business development.

Methods/Tools:

1. Develop printed materials: general/overview "image" brochure to build trust-based relationships based on employer expectations and concepts.

2. Develop a quarterly report on new ideas and solutions.
3. Develop a quarterly Newspaper to give recognition to employer partnerships, to provide a roster of job ready job seekers, to provide information of value to them, such as new trends in the labor market, transportation initiatives, new training programs, etc.
4. Develop ads targeted to employer needs.
5. Establish criteria for an excellence award to be presented in a framed certificate to exemplary OJT employers/Work Supp employers/ (or similar rationale for award).
6. Invite employers to participate in focus groups to drive the development of literature, improvement or addition of services. Such events should be held at the Center and include refreshments.
7. Host seminars for business to relate important information and usable knowledge.

Supportive Services Providers/Education & Training Institutions:

Intent: Our success with customers is based on coordination with other agencies and partners as well as education and training institutions.

Methods/Tools:

1. Publish together to better educate and inform the public and reduce duplication of effort.
2. Vocalizing concern for saving funds and sharing resources and benefits when possible.
3. Continue to encourage tours/presentations at Center to increase community awareness and help develop materials for presentations.

Legislators

Intent: Create a positive image with legislators who have the power to alter our funding/regulations/requirements and significantly impact our services.

Methods/Tools:

1. Mail all Workforce Development Center news releases and publications to state and federal legislators representing the SDA as a matter of information and on-going communication.
2. Invite legislators to participate in special Workforce Development events when appropriate.

The Media

Intent: Recognizing that people today probably spend more time occupied with mass media (newspapers, television and radio) than any other activity, it is important for the Workforce Development Center to recognize the power of the media and utilize this communication network effectively.

Methods/Tools:

1. Conduct a special briefing for media representatives about the Workforce Development Center facilities and services. Invite media input as to types of news that would be of interest to them related to our programs, customers, and services.
2. Develop public service announcements for appropriate WFDC programs, events.
3. Develop a response/measurement system for all paid ads.
4. Develop a schedule to suggest features about WFDC programs/customers on television/radio news programs. and for print publications.
5. Continually update media mailing list for SDA.
6. Make personal phone calls and business visits with media representatives on a scheduled basis.
7. Conduct news conferences when warranted, especially as related to new JTPA/JOBS amendments and state initiatives.

General Public/Taxpayers

Intent: To create a basic understanding of the purpose of the Workforce Development Center in the minds of the public, and thus enhance our image as a pro-active service organization.

Methods/Tools:

1. A general brochure for wide distribution that outlines the WFDC purposes.
2. Create a "Speaker's Bureau" (composed of members of the partner agencies, their boards, and local officials) to make presentations to appropriate civic clubs and organizations showing the WFDC video and distribute other printed materials).
3. Utilize opportunities, such as WCTC Job Fairs, Career Expos, and other similar events to create a better understanding of WFDC's programs and services.
4. Encourage WFDC staff and leadership to network with local organizations to develop job leads, partnerships, mentoring relationships, etc.

Unions

Intent: Maintain good working relationships with Union groups.

Methods/Tools:

1. Work cooperatively with Unions to produce materials and communications when companies who are closing or having massive lay-offs are Union affiliated.
2. Encourage Unions to regularly update the WFDC on apprenticeship programs.

Workforce Development Center Staff

Intent: The success of the Marketing Plan, which has included input and preparation of staff members, hinges on Workforce Development Center partner employees. They must understand and accept the plan and commit themselves, as individuals and as a team, to its implementation.

Methods/Tools:

1. Conduct Marketing Plan staff orientation after completion and adoption.
2. Continue to publish the Marketing Update to help keep staff informed.
3. Assist in the development of a calendar of events, media conferences, etc. and post/or utilize the E-Mail system for dissemination of information.
4. Help develop formats and or messages for an internal monthly newsletter.

WORKFORCE DEVELOPMENT CENTER

MARKETING AND PUBLIC RELATIONS GOALS, OBJECTIVES AND STRATEGIES -1995-96

GOALS:

1. Heighten general awareness of the Workforce Development Center and its services among all Waukesha County residents with a special emphasis on promoting the Center to those seeking employment.
2. Heighten general awareness of the Workforce Development Center and its services among all Waukesha County employers with special emphasis on promoting their involvement and partnership with the Center.
3. Evaluate current communication vehicles used to promote the Center and its services to ensure they are portraying a cohesive and coordinated image for both internal and external customers, taxpayers, politicians state government and funding sources.

OBJECTIVES:

- * Position the Workforce Development Center in the community as a leader in the area of workforce development initiatives, a model for collaborative efforts, as a center of resources for employment and training, as well as a communication hub for job seekers and employers
- * Develop a media campaign that promotes the Workforce Development Center as a one-stop resource center for the community.
- * Promote Workforce Development Center partnerships that meet the workforce needs of the area.
- * Promote the Center's communication network and develop mechanisms for the public to access information such as the Career Center phone bank.
- * Evaluate the results of the marketing efforts in terms of public awareness of the Center.

STRATEGIES:

- NOVEMBER - '95
1. Develop ad for WCTC student tabloid.
 2. Write content for Center brochure, get bids and choose printer.
 3. Distribute videos to all Waukesha county libraries.

4. Photo shoot of Center and staff (by WCTC) on November 16th for use in a variety of formats.
 5. Develop info formats for video loop in lobby of Center.
 6. Design image for billboard and finalize with ABC Outdoor Adv.
 7. Develop response mechanism for paid ads.
- DECEMBER - '95
1. Have brochure printed.
 2. Develop guidelines for printed materials/audio visual materials with WFDC logo.
 3. Design job seeker recruitment flyer and determine distribution.
 4. Complete Exhibit Display for Shows.
 5. Design ADVO card image and message.
 6. Develop signage for WFDC Recognition Day in January.
- JANUARY - '96
1. Secure bus company partnership for signs on buses.
 2. Develop image and message for bus signs.
 3. Job Fair Press Releases.
 4. Distribute recruitment flyers.
 5. Billboard Up.
 6. Start Speaker's Bureau and format for publication.
 7. Develop a Media Forum for local media people.
- FEBRUARY - '96
1. Success story in newspapers.
 2. Promote WFDC seminars, i.e. Diversity, etc.
 3. Develop video for NEWA grant.
 4. Evaluate efforts of Nov., Dec., Jan.
- MARCH - '96
1. Promote Women in Non Traditional Occupations Seminar, Press Releases, Ads, etc.
 2. Develop a Best Practices Video with Community Cable Co.
- APRIL - '96
1. Develop format and/or arrange for presenter on local radio or TV talk show.
 2. Develop Yellow Pages ads
 3. Develop newspaper column on specific Center services for the job seeker.
- MAY/JUNE - '96
1. Promote summer jobs, mini job fairs, newspaper ads, radio PSA's, etc.
 2. Special mailing to employers regarding specific service and/or special seminar.
 3. Host focus groups to determine viability of publications and current media campaign efforts.
 4. Evaluate effectiveness of media campaign for last 6 months.
 5. Collect data to publicize successes.
 6. Write plan for next six months.

ATTACHMENT 7-D
ONE-STOP LOGO SPECIFICATION SHEET,
STATE OF TEXAS

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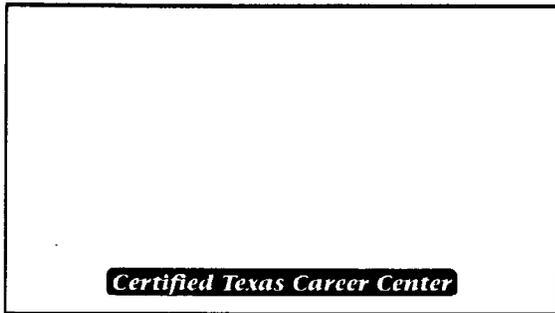
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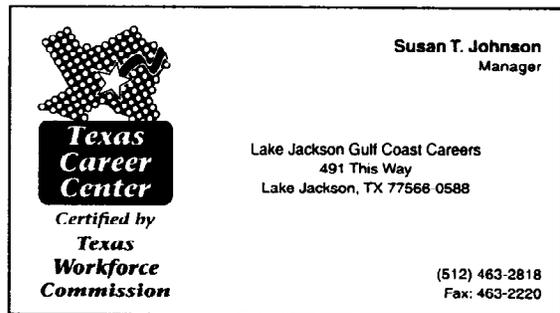
Logo Specification Sheet

Use one-color logos for signage, letterhead and business cards. Overprint in PMS 280 if not using existing ink and stationery.

Two-color logo available in multiple formats. Contact Texas Workforce Commission, Design/Graphics, Rm. 112A-T (512)463-2359 for additional media.



Minimum Letterhead/Business Card Overprint



Business Card Blank and Mockup

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ATTACHMENT 7-E
SAMPLE PAGE FROM GENERAL STATE ONE-STOP
MARKETING BROCHURE: “CONNECTICUT WORKS:
OUR BUSINESS IS JOBS”

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▶ **Connecticut Works® Partners**

Connecticut Works is a collaborative initiative led by Connecticut's Department of Labor and nine Regional Workforce Development Boards. They are represented in each of the 19 individual centers along with services from all or some of the following:

- ▶ Department of Labor
- ▶ Regional Workforce Development Board
- ▶ Department of Education
- ▶ Department of Higher Education
- ▶ Department of Social Services
- ▶ Department of Economic and Community Development
- ▶ State Library
- ▶ Department of Motor Vehicles
- ▶ Community Organizations

To locate the Connecticut Works center nearest you

Call 1-888-CT WORKS
Toll Free



Connecticut Works Coordinator
Department of Labor
200 Folly Brook Blvd.
Wethersfield, CT 06109-1114

Equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.



You Should Know...

Who We Are

Connecticut Works™ is a unique collaboration of state, regional and local organizations whose purpose is to address the workforce development needs of the state – both our residents who are seeking jobs and the businesses who want to employ them.

Designed by Connecticut's Department of Labor and nine Regional Workforce Development Boards, *Connecticut Works* coordinates the varied job development services offered by these organizations, providing access to them all at each center. It's a new "one-stop" approach to addressing the state's employment needs.

A total of 19 conveniently located *Connecticut Works* centers are scheduled to be operating by the end of 1997.

What We Do

Simply stated, *Connecticut Works* helps to bring job seekers together with potential employers through easy access to a wide variety of job and career-oriented information. Services offered job seekers focus on counseling, skills training and job search assistance, while businesses receive recruiting, job training and related support.

Our Mission

To enhance economic development in Connecticut by addressing the special employment and training needs of both job seekers and employers.

Locations

Connecticut Works™ staff at any of these current and future centers will be glad to provide assistance:

ANSONIA	555 Main St.	(203) 734-3367
BRIDGEPORT	2 Lafayette Sq.	(203) 576-7030

Customer Services

Job Seekers

- *Career Assistance*
- *Self-Service Resources*
- *Job Search Support*
- *Education and Training*
- *Workshops*
- *Individual Counseling*
- *Unemployment Insurance Benefits*

Employers

- *Workforce Development*
- *Recruitment*
- *Workplace Consultation*
- *Business Development Services*
- *Apprenticeship*
- *Customized Job Training*
- *Seminars*

ATTACHMENT 7-F
SAMPLE FROM EARLY MARKETING BROCHURE FOR
THE STATE OF OHIO: “ONE-STOP CAREER CENTER
SYSTEM: BRINGING JOBS AND TRAINING TO YOU”

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Ohio's Local One-Stop Systems

Over the next three years, thirty local One-Stop systems will be created. In August, 1995, the first seven communities were selected through a process of competitive bidding by local committees. Additional projects will be chosen later this year.

The current One-Stop systems are:

Athens, Gallia, Hocking, Lawrence, Meigs, Perry Vinton & Jackson One-Stop System. Lawrence County will use the co-location model while the other counties will use the no wrong door approach. (614) 532-3534

Clermont & Warren One-Stop System
Services will initially be delivered using the no wrong door model with plans for co-located facilities in each county being developed. (513)7327335

One-Stop Shop of South Central Ohio

(OSSCO)
(Clinton, Fayette, Fairfield, Pickaway & Ross)
The no wrong door approach will be used with possible co-location at a later date. (614) 474-7518

North Central Ohio One-Stop Career Collaborative (NCO One)

(Crawford, Hancock, Marion & Wyandot)
Hancock County will deliver services through a co-located facility. The other counties will use the no wrong door approach. (614) 383-3210

Hamilton County One-Stop System

A co-located facility will be augmented by multiple no wrong door sites throughout the county. (513) 731-9800

Lucas & Wood County Employment Resource Centers

Services will be offered through two co-located facilities in Toledo and one in Bowling Green. (419) 224-5900

Montgomery & Preble One-Stop System.

There will be a co-located facility in Montgomery County and additional sites providing no wrong door service in both counties. (513) 225-5500

One-Stop ...
A Better Way
to Provide
Employment and
Training Services.

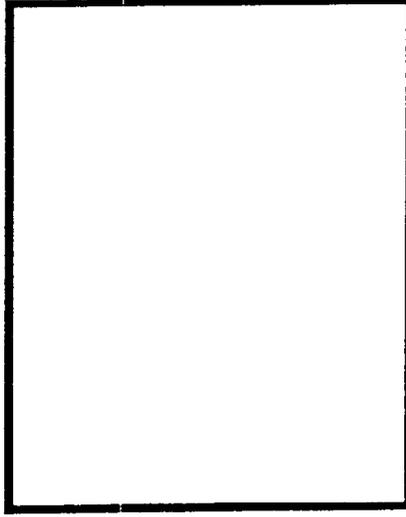
✓ Easily accessible comprehensive service.

✓ Services designed with the needs of the customer in mind and delivered by experienced, well trained staff..

✓ Locally designed systems which fit local needs and resources.

✓ Provides employers with easy access to workers with the skills they need

To find out more about One-Stop Systems contact:



Or

Ohio One-Stop Career Center System
Ohio Bureau of Employment Services
145 S. Front Street
Columbus, Ohio 43215
(614) 728-8766
FAX (614) 728-9094

Career Center System



Bringing
Jobs
and
Training
to You

Governor's Human Resources Investment C

George V. Voinovich

Governor

ii

What is a
"One-Stop Career Center
System"?

Are you looking for a new job or
training to help you qualify for a
new job?

Are you an employer looking for
workers with specific skills for your
business?

Stop Searching!

Your One-Stop Career Center System has
what you need!

Ohio spends millions of dollars annually on
workforce development. That money is spent
by 15 different agencies on 31 different
workforce preparation programs.

The Governor's Human Resources
Investment Council created One-Stop Career
Center Systems to integrate these programs
and allow you to get the help you need without
running all over town.

"What services are available
through One-Stop"?

The idea of One-Stop is to provide a customer
with quick easy access to any service he or she
might need for career development. Therefore,
local One-Stop systems include most of the
following programs:

- Job Training (JTPA)
- Employment Services
- Unemployment claims assistance
- Veterans Employment Services
- Senior Community Service
Employment
- JOBS program (Human Services)
- Vocational Education
- Adult Basic Education
- Public Two-year colleges
- Customer oriented information of
careers, labor markets, jobs and
available education and training
programs
- Testing and assessment
- Job listings and referrals
- Job search assistance
- Initial eligibility information on
programs available in the
community
- Services to employers

Ohio's Plan for One-Stop
Service Delivery

Ohio is a pioneer in the development of One-
Stop employment and training services. A
forerunner of this concept is the network of
Customer Service Centers established by the
Ohio Bureau of Employment Services, in which
many of the agencies involved in One-Stop
already have collaborative arrangements. Thus,
it is not surprising that Ohio was one of the
early states to receive money from the U.S.
Department of Labor to develop the One-Stop
concept.

The Ohio plan calls for establishment of 30
local One-Stop systems in three years. Local
leaders have maximum flexibility in designing
their system to meet local needs.

There are two basic models for providing
services and the local committees may
choose either or a combination of both
approaches.

The Co-location Model. In this approach all
of the partner agencies share a single physical
location and work together to meet customer
needs.

The No Wrong Door Model. In this approach
the agencies continue to operate out of
different locations, but coordinate their services
and permit customers to get initial access to
the full range of programs to which they are
entitled to *through the first door they enter*.

A key component of the Ohio plan is that all of
the local agencies will be electronically
interconnected to aid in the sharing of
information. In addition, all sites will have
access to Ohio Job Net, the nation's most
advanced computer job matching system.

ATTACHMENT 7-G
SAMPLE PAGES FROM BALTIMORE MARKETING
BROCHURES TARGETED TO EMPLOYERS: “EMPLOY
BALTIMORE” AND “MAY THE WORKFORCE BE WITH
YOU”

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Baltimore
Works.

We place
workers that
are out of
this world.



7-G-1

May
the
work
force
join
you.

In cooperation with the Mayor's Office of Economic
Development & the Baltimore City Private Industry Council.

BaltimoreWorks
(410) 247-8040



Recruiting through BaltimoreWorks is a real time saver – the screening is done for me. Always professional, BaltimoreWorks is a wonderful resource for good candidates.

Shelly Dunkle
Personnel
Carr Lowry Glass Company

The personnel at BaltimoreWorks are a pleasure to work with. They match candidates to our company needs perfectly. The employees we've hired have been enthusiastic and motivated to work.

Christine Lewis
Personnel
Duron Paint & Wallcoverings

We have found the applicants hired through BaltimoreWorks to be dependable and qualified. We look forward to working with them in the future.



Gaye Sauer
Employment Coordinator
Malco Plaster, Inc.

BaltimoreWorks

(410) 247-8040 • (410) 247-3197 Fax
2701 W. Patuxent Avenue, Suite 110
Baltimore, MD 21238-6827

We're federally funded, so we concentrate on matching the right person to your opening. We never need to worry about placing someone just to collect a fee.

*Let over 8 years
of experience work
for you.*

For nearly a decade, BaltimoreWorks has helped hundreds of employers fill job openings. Our job developers are skilled in identifying your needs and

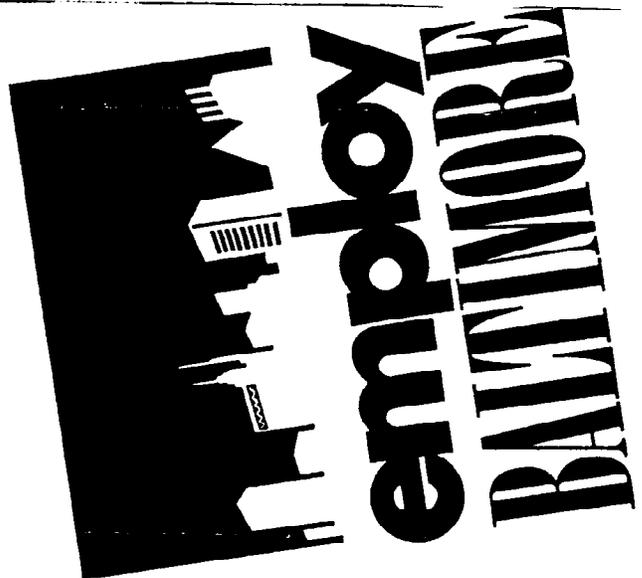
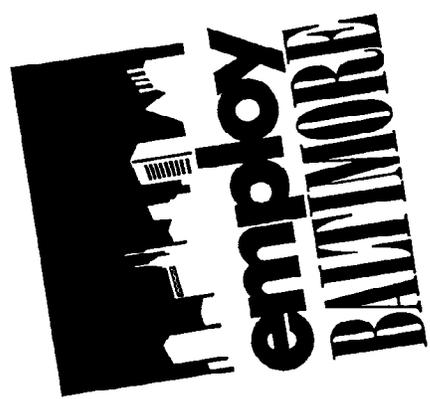
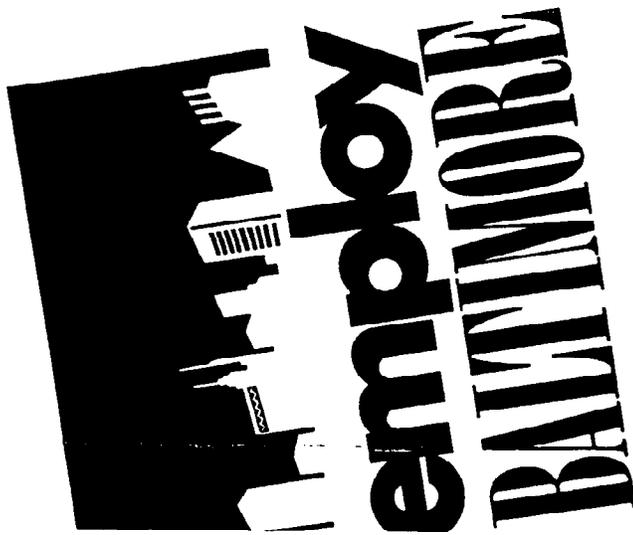
matching them with those of an experienced candidate.

*We deliver qualified,
motivated employees.*

BaltimoreWorks is a non-profit referral service that matches skilled workers with employers. Our applicants are experienced individuals of all skill levels who share one important quality – a desire to work and be productive.

*Our service is free, so
you have nothing to lose.*

Unlike typical employment services, BaltimoreWorks does not charge employers a finder's fee.



QUESTIONS AND ANSWERS

For More Information Call

396-WORK
(9675)



A service of the Mayor's Office of Employment Development and the Baltimore City Private Industry Council.

In partnership with the Maryland State Department of Economic and Employment Development.

A GUIDE TO SERVICES FOR THE EMPLOYER



Q. A.

WHAT IS EMPLOY BALTIMORE?

EMPLOY BALTIMORE is Mayor Schموke's initiative to promote more employment to Baltimore City residents and increase the City's employment rate. Employers are urged to give priority to City residents when making hiring decisions. EMPLOY BALTIMORE offers services designed by businesses for businesses.

Q. A.

WHY SHOULD I PARTICIPATE IN EMPLOY BALTIMORE?

Hiring a Baltimore resident will be good for the City employment rate, good for the City tax base, good for the City neighborhoods and good for the health of the City. EMPLOY BALTIMORE provides value-added services that are also good for business.

Q. A.

WHAT ARE THE SERVICES OFFERED EMPLOYERS?

EMPLOY BALTIMORE offers a skills bank in which all City residents are given the opportunity to enter their skills and work history. Employers may call the EMPLOY BALTIMORE hotline, 396-WORK (9675), to place a job order. Applicants will be matched to your job specification. Employers work with one EMPLOY BALTIMORE Account Executive to address their employment needs.

EMPLOY BALTIMORE

Q. A.

WHO MAY PARTICIPATE IN EMPLOY BALTIMORE?

Any business interested in hiring City residents.

Q. A.

WHAT OTHER SERVICES ARE OFFERED EMPLOYERS?

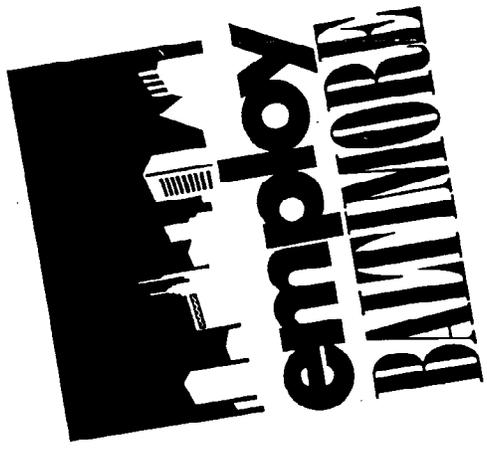
Employers may get assistance with:

- Setting up interviews
- On-site interviews at EMPLOY BALTIMORE
- Specialized training for ongoing employment needs
- Access to empowerment zone residents
- Job fairs
- Applicants that have received pre-employment training

Q. A.

WHAT ARE THE BENEFITS TO EMPLOYERS?

- Screened and verified lists of applicants
- Reduced number of applicants to process
- Professional hiring assistance
- Access to city-wide source of applicants
- Locate entry-level to experienced staff
- Less time and money spent on the hiring process



Q. A.

HOW DO I GET STARTED?

Call our EMPLOY BALTIMORE Hotline 396-WORK (9675).

ATTACHMENT 7-H
SAMPLE PAGE FROM LOCAL MARKETING
BROCHURE: “WELCOME: MINNESOTA WORKFORCE
CENTER, BLAINE, MINNESOTA”

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Welcome

Minnesota Workforce Center
1201 89th Avenue NE, Suite 230
Blaine, MN 55434

WHAT IS THE WORKFORCE CENTER?

FINDING A JOB

CAREER DECISIONS

SPECIALIZED SERVICES

EMPLOYER SERVICES

YOU DESERVE IT . . . A GOOD JOB !

- ❖ *UNEMPLOYED* - and looking for a job?? - OR -
- ❖ *EMPLOYED* - but seeking a new career??



*THESE FOLLOWING JOB SEARCH SERVICES
ARE AVAILABLE TO EVERYONE AT NO FEE !*

JOB LEADS

- ❖ Computer scanned resumes for job matching
- ❖ Job postings from area employers
- ❖ Job hotlines and civil service procedures
- ❖ Register for Job Service

JOB SEARCH RESOURCES

- ❖ Personal computers available to create great resumes and cover letters
- ❖ Telephones for you to use during office hours
- ❖ Job Search Club -- support, motivation, and action!
- ❖ Videos, directories, library books
- ❖ Labor Market Information -- where will the jobs be?



JOB SEEKING WORKSHOPS

- ❖ Figure out what your skills are and how to sell them to employers
- ❖ Develop a winning resume and cover letter
- ❖ Find job leads other people don't know about
- ❖ Learn interviewing techniques that will land you a great job

FINDING A JOB

CAREER DECISIONS

SPECIALIZED SERVICES

ATTACHMENT 7-I
SAMPLE PAGE FROM BROCHURE FOR THE CITY OF
SAINT PAUL WORKFORCE CENTER: “WORKING
TOGETHER...BUILDING SAINT PAUL’S WORKFORCE”

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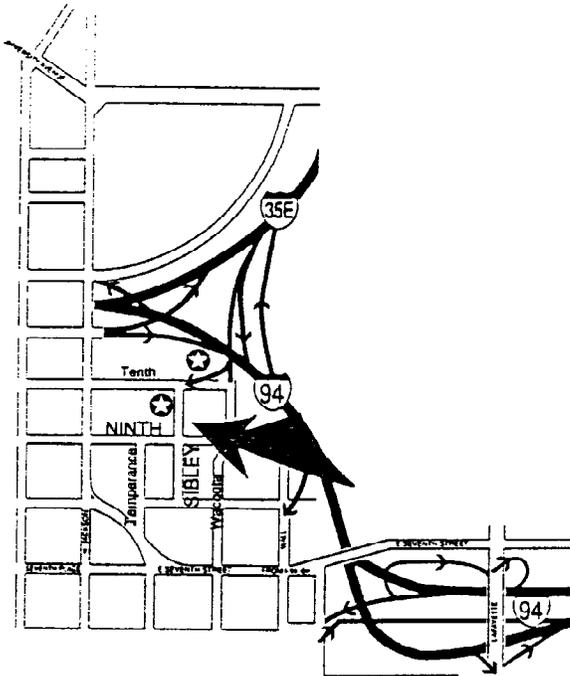
**City of Saint Paul
Workforce Center**

215 East Ninth Street
Saint Paul, MN 55101

Contact us at:
(612) 228-3283 (Voice/TTY)

**The City of
Saint Paul
Workforce
Center**

**Working
Together...
Building
Saint Paul's
Workforce.**



Looking for a job? An Employee?

Welcome to the Saint Paul Workforce Center, a unique blend of locally-based, community, city, and state agencies working together to provide you with one-stop shop options in finding work or skilled workers.

Our customers come first at the Saint Paul Workforce Center. They're people just like you, searching for your first, new or better job opportunity and they are employers seeking to hire new, more skilled workers.

Whatever the case may be, we're committed to providing you with individualized, flexible and responsive employment related services.

At no cost to you, we're here to provide the following services:

- How to find a job, get a job and keep a job.
- Career counseling, information on schools and the labor market.
- Reemployment Insurance benefits.
- Employer services.

For more information on the services available to you, call the Saint Paul Workforce Center offices at 612-228-3283 (Voice/TTY) or stop by at 215 East Ninth Street in downtown Saint Paul.

We're ready to direct you to the service or services that are right for you!

Discover the right career... not just a another job!

A successful job search begins with an understanding of your strengths and abilities, what motivates you and what makes you valuable. You need to know where the jobs are, what career areas offer the best opportunity. The Saint Paul Workforce Center has the trained staff and resources to help you.

Check out the Resource Center

Need information on specific occupations? What the hot jobs will be? Need to develop "knock 'em dead" interviewing skills?

Visit our Resource Center. Accessible to everyone, you'll find a wide variety of books, publications and videos.

- Publications on employment outlook, salaries, economic trends;
- Local business publications;
- Books on career opportunities, resume writing, interviewing skills;
- Directories of services for the blind and visually impaired persons;
- Vocational biographies, job bank lists;
- Instructional videos on career choices, interviewing and resumes.

Computer access to other services:

- Several on-line job banks, some direct to employers via computer;
- The Minnesota Career Information System matches your skills and interests to careers, training and educational services.

CAREER FOCUS

FINDING YOUR JOB

CUSTOM SERVICES

EMPLOYER SERVICES

PARTNER AGENCIES

ATTACHMENT 7-J
GENERAL LOCAL CENTER MARKETING BROCHURE
FOR WAUKESHA COUNTY (WISCONSIN) WORKFORCE
DEVELOPMENT CENTER: “WHAT IS THE
WORKFORCE DEVELOPMENT CENTER?”

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"I frequently refer to Waukesha County as the 'Star of Wisconsin' because we have been blessed with natural beauty, booming business and hardworking people. The Workforce Development Center will help us continue to shine by preparing for our workforce needs into the next century."

*Daniel M. Finley
Waukesha County Executive*

"The Workforce Development Center makes good business sense to me. It will streamline services focused on customer need and thus be more efficient."

*Edward Radi
Senior Vice President, Bank One*

"My business has a variety of job needs. The new Center should be a big help in preparing and referring qualified applicants."

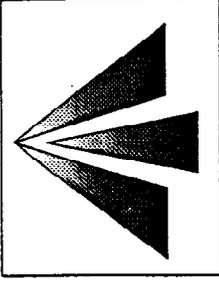
*Dick Richards, Owner
Country Inn Hotel*

"I am pleased that the Workforce Development Center is coming to fruition. It will provide an opportunity for all state and county employment programs to co-locate and work together."

*Carol Skornicka, Secretary
Wis Dept. of Industry, Labor and Human Relations*

"The machine tool industry is always changing its technology. The new Center can help workers stay on top of that and keep up on their math skills, too."

*Gary Huebner, President
Tool Sharp, Inc.*



—THE—
WORKFORCE
DEVELOPMENT CENTER

Where
People and Jobs
Connect

For Information Call
(414) 695-7800

WORKFORCE
DEVELOPMENT CENTER
892 Main Street
Pewaukee, WI 53072





What is the Workforce Development Center?

A vision for tomorrow - happening today

Integrating the services of business, government, and education, the Center offers:

Up-to-date labor market information that is readily available to the public for business and career planning

State-of-the-art skill training to meet the challenges of changing technology in the workplace

Opportunities for individuals to prepare for careers and transition into gainful employment

Full range of workforce development resources for the 90s and beyond

The Workforce Development Center is a public/private venture - combining resources in a one-stop employment and training center for employers, job seekers, and workers.

Friendly, efficient, and expert service is given to our customers.



What are the Benefits of the Center?

Benefits to Job Seekers/Workers

- Computerized listing of local/state/national job openings
- Self-referral by job seekers
- Career information and planning
- Skills assessment
- Job-seeking skill development
- Job placement assistance
- Skill training opportunities
- On-site child care available
- Referral to other needed services
- On-the-job training
- Co-op/intern positions for students

One-stop shopping for everyone

Benefits to Employers

- Local/state/national computerized listing of job openings
- Self-referral of job seekers
- Pre-screening and referral of eligible applicants
- Testing and assessment services
- Training for new and existing workers
- Financial incentives for training
- Assistance for workforce and technical issues
- Labor market information
- Workshops on critical business issues
- Business retention, expansion, and relocation assistance
- Workforce development needs analysis and recommendations
- Access to trained graduates
- Outplacement services



Where is the Center Located?

The Center is adjacent to the Pewaukee Campus of Waukesha County Technical College just off Interstate 94 and Highway 16. Waukesha Metro Transit provides weekday bus service to the Center.

Participating Organizations

Waukesha County Economic Development Corp. Inc.
 The W-O-W Private Industry Council, Inc.
 Wisconsin Job Service
 Waukesha County Technical College
 Waukesha County Dept. of Health and Human Services
 Partners for Education, Inc.
 Kaiser Group, Inc.
 La Casa de Esperanza
 AFL-CIO

In addition, other organizations offering related services are linked to the Center and provide coordinated services.

Workforce Development Center

892 Main Street
 Pewaukee, WI 53072
 Phone: (414) 695-7800
 Hours: M-F 8:00 a.m. - 4:30 p.m.
 To place job orders call 695-7760
 or Fax: (414) 695-7777

Equal Opportunity Employer
Funded in part by the Job Training Partnership Act

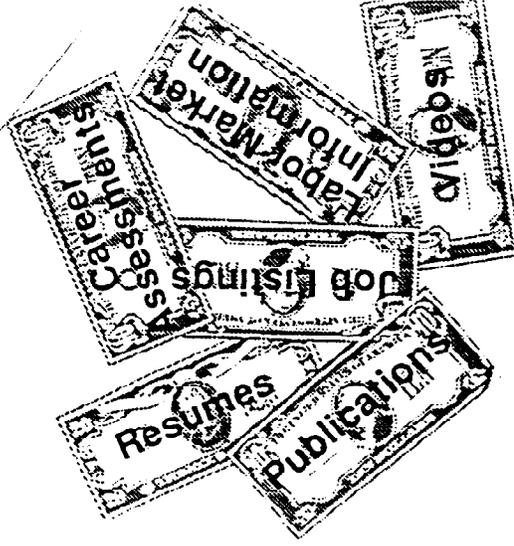
ATTACHMENT 7-K
A LOCAL MARKETING BROCHURE ORIENTED TO
JOB-SEEKERS: “THE DES MOINES WORKFORCE
DEVELOPMENT RESOURCE CENTER: A PLACE TO
INVEST IN YOUR FUTURE”

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**The Des Moines
Workforce Development
Resource Center—**

**A
Place to
Invest in
Your
Future**



community colleges, affordable housing to bus schedules.

The video library has an array of videos on a wide range of topics, First Impressions, Non-traditional Roles for Women, and Goal Setting, just to name a few.

LABOR MARKET INFORMATION
Labor Market Information (LMI) is a good career planning resource. The statistical and narrative data, on labor market information help answer questions such as what industries will be growing in the future and where expected job trends are headed. It allows job seekers and employers to make informed decisions about their future.

STATEMENT OF SERVICE
It is our intent to provide our customers with great service. If you have any questions or need assistance, our experienced staff will be happy to help you.

**Phone: (515) 281-9616
Fax: (515) 281-9687**



W-0001 (2/86)

**215 Keo Way
Des Moines, IA 50309-1727**

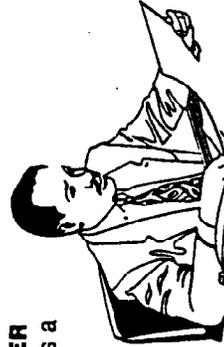
If you're serious about making smart business or career decisions, start with the Resource Center at the Des Moines Workforce Development Center. Our Resource Center provides a wide-range of services and information to answer questions you have about employment issues such as which jobs will be needed in the future or whether or not your company's wages are competitive.

Check a box below to decide which services you'd like to explore first. Visit our Resource Center to find the information you need at your fingertips. These are the investment tools you'll want to have to prepare for tomorrow's workforce challenges.

RESUMEMAKER

ResumeMaker is a software tool which will assist you in creating resumes and writing letters.

ResumeMaker can be used by anyone whether you're a computer expert or not. Program prompts will guide you and explain each aspect of using the software with help screens and special tips.



FAXING RESUMES AND JOB APPLICATIONS

The Resource Center can both send and receive faxes. Job seekers can fax resumes to staff for critiquing as well as have their resumes sent to employers for job openings. Job applications can also be faxed directly to employers upon request.

CHOICES CT

Choices for Career Transitions (Choices CT) is a computerized-career exploration and information system. Choices CT stores information on occupations, educational training options, and financial aid.

STATE TRAINING INVENTORY

STI is a PC-based system that assists users in identifying state and local training resources in Iowa, Illinois and Nebraska. It provides lists of training and educational resources necessary to pursue a specific career.

FOCUS

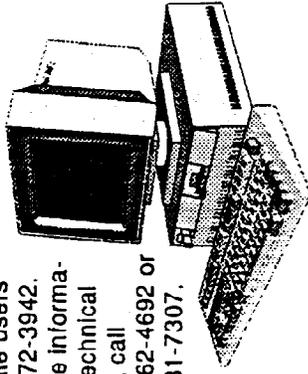
Federal Occupational and Career Information System provides federal job descriptions and practice clerical Civil Service exams to help land a federal job. It can also help you decide which government jobs are most suited for you.

DES DATA CENTER

The DES Data Center is a computerized-bulletin board system, listing job openings, labor market and news

release information, you can access in the convenience of your own home or office via computer.

Connect your computer to the DES Data Center by calling (515) 281-3742 or in-state users 1-800-572-3942. For more information or technical support, call 1-800-562-4692 or (515) 281-7307.



TAPDANCE

TAPDANCE is a PC-based system which administers typing, data entry, and 10-key tests. This self-administered testing program is computer-scored.

MAVIS BEACON

Another keyboarding skills tool called Mavis Beacon is also available. This tutorial program can teach beginners as well as help experienced typists brush up on their skills.

PUBLICATIONS AND VIDEO MATERIAL

The Resource Center provides a wide selection of resources to assist job seekers and career explorers to be better prepared. Printed publications cover topics ranging from resume writing, preparing for job interviews,