

# *Cook County Career Connector Events*



CHICAGO COOK  
WORKFORCE PARTNERSHIP

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# Career Connector Events

## Mission of Career Connector Events

Career Connector Events are events that promote a more inclusive and equitable economy as Cook County emerges from the pandemic. The goal of the events is twofold:

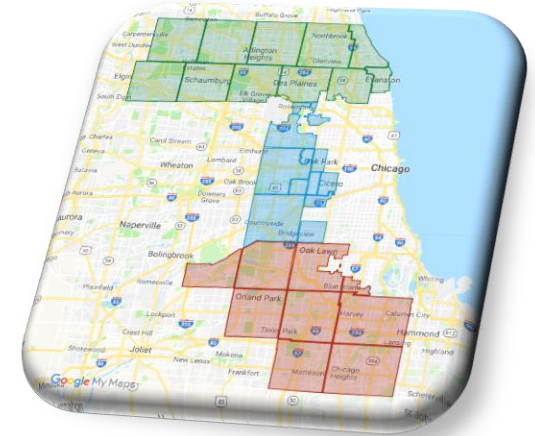
- a) To connect all Cook County residents through meaningful access to quality jobs; and
- b) To connect Cook County employers to a skilled and diverse talent pool.





## Signature Regional Events

- Larger scale events led by The Partnership and the Suburban American Job Centers
- Connect with local municipalities
- Leverage County Departments and Bureau
- Leverage Council of Government
- Partner with Community Colleges
- Cover geographic area for all the suburbs



# Signature Career Connector Events Calendar



Sub Region	American Job Center Lead	Community Partners	Attendance Targets	Date
South Suburban (Harvey, South Holland)	South Suburban AJC Harvey-Employer and Employment Services	South Suburban College, Housing Authority of Cook County	Jobseekers: 300 Businesses: 25	May 24, 2022
Southwest Suburban (Cicero, Berwyn, Riverside)	Southwest Suburban AJC North Riverside-SERCO, Inc.	Morton College	Jobseekers: 300 Businesses: 25	Early June
South Suburban (Chicago Heights, Park Forest)	South Suburban AJC Chicago Heights-National Able Network	Prairie State College Moraine Valley College	Jobseekers: 300 Businesses: 25	End of June
North Suburban (Evanston, Skokie, Niles)	National Able Network-Skokie	Oakton College	Jobseekers: 300 Businesses: 25	August
North Suburban (Wheeling, Prospect Heights, Arlington Heights)	North Suburban AJC-Wheeling-Business and Career Services	Harper College	Jobseekers: 300 Businesses: 25	September or October
West Suburban (Maywood, River Grove, Franklin Park)	West Suburban AJC Maywood-Employer and Employment Services	Triton College	Jobseekers: 300 Businesses: 25	September





# Signature Event Format and Target

Element	Description
Geography	The Suburban American Job Centers (AJC) will reach out to local municipalities and organizations within their geographic area. (Two within the south suburbs, 2 western suburbs, 2 in the north suburbs)
Project Management	Partnership staff will facilitate working groups at each AJC. Standard project plan templates will be used and followed
Event Partners	Special outreach to Community Colleges and AJC Partners (Illinois Department of Employment Security and Department of Human Service) County Council of Government
Event Locations	Community Colleges and/or other community space
Target # of Employers	Approximately 25 to 40 employer booths (depends on venue size)
Target # of Job Seekers	Approximately 250- 400 job seekers
Key Benchmarks Tracked	# Job Seekers Pre-registered # Job Seekers Attended # Employer Pre-registered # Employer Attended # Second Interviews Participant and Employer Satisfaction Survey

# Outreach & Screening Process



## Candidate Outreach (Six Weeks Prior to Event)

- Delegate agencies, CBOs, faith-based groups, partner organizations, local municipalities

## Employer Outreach (Six weeks Prior to Event)

- BED, Partnership, Sector Centers recruit employers
- Conduct Employer workshops on business services

## Candidate Screening (2 Weeks Prior to Event)

- Agencies conduct job search workshops
- Pre-screen candidates and review resumes

## Event-Talent Matching (Day Of Event)

- Hold in-person, virtual and hybrid hiring events
- Conduct Employer and job seeker satisfaction and follow up services





## Smaller/ Hyper-Local Events

- Hyper-local Events led by Delegate Agencies and CBOs
- Partnership to regularly survey network for hiring events
- Partnership to provide marketing and outreach support
- Events may target a population such as Youth, Veteran's and/or Returning Citizens
- Create event planning templates and tools; toolkits for turn-key events



## Suburban Employer Initiatives

- Special customized recruitment and outreach for large suburban employers and/or County sister agencies such as Forest Preserves or Cook County Hospitals
- Services go beyond hiring events to include On the Job Training, Customized Training and Incumbent Worker Training
- Examples include North Shore Health Care Systems and UPS
- Create toolkits

# Communication Strategy



- **Launch Event: May 24<sup>th</sup>**
- Contracted with Marketing PR Firm
- Partner Branded Media Toolkit
  - Social media posts and calendar (leveraging partner ads)
  - Partner email
  - Fliers/ posters
  - Hashtag
  - Press release and Q and A
- Press Release (earned media)
- Advertising (purchased media)
- E-texting
- County communications tools/platforms (incl. electeds, sites, etc.)
- Public outreach: AJC and Partnership network, electeds offices, other public sites





# Communication Tools

- Landing Page
  - Partnership Website (dedicated page)
- Career Connector Events Promotional Web Address
  - **CookCareerConnect.org** (links to landing page)

## Resource Page Contents:

- List of upcoming events with registration information
- Link to Partnership Sector Centers (employer facing)
- Link to 10 AJCs
- Talent Solution Connector Tool



# Social Media Campaign Elements

- Create visual (photography) with employers and job seeker success stories:



# Project Plan Summary Activities To Date



Activity	Complete Date
Formed Internal Group and Developed Strategies	2/24/22
Introduced Concept to American Job Centers	3/9/22
Surveyed Delegate Agencies for existing events	3/11/22
Developed Logo	3/17/22
Developed Hiring Event Marketing Campaign Materials	3/14/22- 3/31/22
Developed Job Seeker Registration Questions	3/22/22
Developed Hiring Event Calendar Tool on Career Connect System	3/25/22
Presented Concept, Plans and Marketing Materials to Delegate Agencies	3/30/22
Developed Event Benchmarks and Outcome Tracking Report	4/1/22
Trained Agencies on Hiring Event Calendar Tool	4/5/22
Held Planning Meetings with the American Job Centers and established tentative schedule	4/6/22-4/20/22
Established AJC Event Working Groups (Facilitated by Regional Manager, Program coordinator and Business Relation Specialist)	On-going meetings





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# Questions?

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