

Career Development Committee

Thursday, November 17, 2022
Veterans Foundation
Room 113
3500 Coffee Road, Suite #15, Modesto, CA 95355
11:00 a.m. – 12:30 p.m.

This meeting will be open to the public. Due to safety guidelines and social distancing, face coverings are required for in-person attendance at the meeting.

The Career Development Committee complies with all provisions of the Brown Act and the Stanislaus County Workforce Development Board Conflict of Interest and Code of Conduct Policy. See links below.

<https://oag.ca.gov/sites/all/files/agweb/pdfs/publications/brownAct2003.pdf>
<http://stanworkforce.com/board>.

The Agenda at each meeting allows for a public comment period, limited to 5 minutes. Public Comment forms are available at www.stanworkforce.com.

All meetings are conducted in English.

If you require assistance per the Americans with Disabilities Act, please notify Stanislaus County Workforce Development at (209) 558-2114, 72 hours in advance of the meeting.

Public notice of all Career Development Committee meetings are posted 72 hours in advance of the meeting on the webpage at <http://stanworkforce.com/board>.

- I. Call to Order and Introductions
- II. Conflict of Interest
- III. Public Comment Period
- IV. Purpose of Stanislaus County Workforce Development – Sara Redd
- V. Purpose of the Stanislaus County Workforce Development Board – Doris Foster
- VI. Purpose of the Career Development Committee – Charles Dossett
- VII. Questions
- VIII. Career Development Committee Commitment
- IX. Next Steps
- X. Discussion and Action Item
 - A. Recommendation to Facilitate a Job Fair in Spring 2023
- XI. Adjournment

Next Meeting: To Be Announced

November 17, 2022

Stanislaus County Career Development Committee

TO: Career Development Committee

FROM: Sara Redd, Assistant Director

SUBJECT:

Recommendation to Facilitate a Job Fair in Spring 2023

ITEM NUMBER: X-A

ITEM TYPE: Discussion and Action

STAFF RECOMMENDATION:

Recommend Stanislaus County Workforce Development to facilitate a Job Fair in the spring of 2023.

POLICY ISSUE:

WIOA Regulations §679.360 states that standing committees may be established by the local Workforce Board to provide information and assist the local Workforce Board in carrying out its responsibilities under Workforce Innovation and Opportunity Act (WIOA) sec.107.

DISCUSSION:

Stanislaus County Workforce Development connects businesses with job seekers to obtain good jobs that lead to self-sufficiency. One of the services provided by the Department is Job Fairs and Hiring Events. Over the past 10 plus years the Department has put on one to two large Job Fairs annually in the community.

The last Job Fair was in collaborated with Congressman Josh Harder's office, Stanislaus County Office of Education and the Employment Development Department. The Stanislaus County Job Fair Honoring Veterans was held Saturday, October 8, 2022 at the Petersen Center, located in downtown Modesto. There were 24 employers in attendance, six local vocational schools, and approximately 100-125 job seekers. Seven of the job seekers that attended identified as Veterans.

Feedback has been gathered from the planning committee, businesses and job seekers, to determine what was successful and to ensure improvements will be made for the success of future events. While planning the event, a number of employers stated they were not be able to attend due to the event being held on a Saturday.

Twelve of the businesses that attended completed online surveys. Suggestions from the Business surveys included the following ways to improve future events: more advertising, i.e., street signs, media campaign, list of employers attending, and

reminders of the event. In addition, 73% of the businesses would prefer future events be held on a weekday. Overall, businesses rated the job fair 4.6 out of 5.

Twenty-one job seekers completed a survey regarding their experience at the Job Fair. 55% of the job seekers reported working between 1-40 hours per week, and 33% were unemployed. All job seekers that completed the survey agreed that having more employers will improve future job fairs.

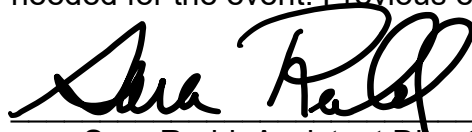
The planning committee met after the event to discuss the success of the event and opportunities for improvement. Feedback included:

- Stanislaus County Workforce Development offering Workshops for the job seekers, and career consultations for one-on-one advancement was a benefit for the job seeker;
- Saturday event seemed to allow job seekers to attend throughout the day;
- Future promotional advertisements should include high profile employers scheduled to attend;
- Additional media campaigns to increase employers and job seeker attendance;
- Extend invitations for participation to unions and apprenticeship programs;
- Provide information to the employers planning to attend prior to arrival, i.e., agenda for the day; and
- Encourage businesses to use social media to promote the event.

It is recommended to coordinate and host a county-wide Job Fair to benefit local business, and job seekers in the Spring of 2023.

Staff are recommending that the job fair be scheduled in the month of March 2023, this will allow sufficient time for planning. Based on the feedback from employers, staff are also recommending that the event be held on a weekday.

ADMINISTRATIVE BUDGET IMPACT: Marketing and promotional funding will be needed for the event. Previous events have ranged from \$10,000 to \$15, 000.



Sara Redd, Assistant Director