

WE ARE YOUR DOL



NEW YORK
STATE OF
OPPORTUNITY.

**Department
of Labor**

DOL Census Outreach Plan

STEP 1: AGENCY FOOTPRINT ASSESSMENT

- 96 Career Centers covering every region and major population centers
- Policies/reach/impact: Every worker (~9 million) and business (~550,000) in New York State
 - Relationships & interactions with hundreds of regional advocacy groups
- Target populations where we can directly assist:
 - Immigrant/ESL communities
 - Regions with limited broadband
 - Agricultural settings
- Priority partners to spread the word:
 - Labor unions, worker advocates, religious leaders
 - Business groups, chambers of commerce

STAFF TRAINING

- Priority staff members identified:
 - All members of regional outreach teams
 - Call center staff
 - Field staff (anyone outward-facing)
 - Career Center staff
- Periodic internal messages to **all staff** re-affirming importance of being counted and spreading the word in their own communities

CAREER CENTERS

- New York State Career Centers see ~500,000 customers each year
- Designating resource room computers for Census use
- Reminder messages and ads on waiting rooms TV monitors
- Display posters
- Hand-outs (multiple languages)
- Discussions with job seekers (multiple languages)

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INTERPRETATION

- Phone interpreters available to supplement in-person bilingual staff
 - Services are available in **~200 languages**
- Process begins with pointing to the language identification poster to select their language
- Staff member will call the service and identify the language, then interpreter joins.
 - Interpreters are available immediately or within a couple minutes (depending on language)
- Interpreters are trained on both linguistic and cultural competence, including confidentiality

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LARGE EVENTS

- Information and Census booth at major DOL events
 - New York State Fair (August)
 - Large Job Fairs (year-round)
- Promotional materials distributed to participating businesses
- County fairs
- Immigrant outreach events
- Commissioner and agency leaders to highlight ongoing efforts during all public speeches

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SOCIAL MEDIA

- Website: Banner messages on highly trafficked DOL web pages
- Facebook
- Twitter
- Instagram
- YouTube
- Etc.

- Engaging text, graphics, animations and videos

- Posts translated to multiple languages

- Will encourage viral sharing

EARNED MEDIA

- Op-Eds in major newspapers
- Press advisories ahead of major events
- Pitching individual staff activities that encourage a complete count to regional press outlets

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ADDITIONAL MARKETING

- Regional presentations with partner organizations
- Recorded messages (in appropriate languages) on call center phone recorded greetings
- Offering DOL staff a template “get counted” message for their mail signature

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CURRENT NEED: JOB OPENINGS BY REGION

- Now hiring for **880+ job openings**
- 26 wide-ranging positions available
- Wage ranges
 - Hourly rate: \$13.50 - \$29.00
 - Salary: \$47,000 - \$149,000

REGION	OPENINGS
Capital Region	122
Central NY	48
Finger Lakes	127
Hudson Valley	166
Long Island	54
Mohawk Valley	32
New York City	96
North Country	131
Southern Tier	49
Western NY	56

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ACCOMPLISHMENTS TO DATE

- DOL staff is tracking available jobs, posting all job openings in Jobs Express, matching job orders, promoting jobs to customers in Career Centers and inviting customers to regional hiring events
- New employee and training sessions for Census workers held at DOL offices
- Promoting jobs at mini job fairs, large regional career fairs and customized recruitment events (100+ to date)
- Supporting recruitment needs of partners and community-based organizations

REGION	EVENTS
Capital Region	8
Central NY	9
Finger Lakes	7
Hudson Valley	13
Long Island	11
Mohawk Valley	7
New York City	8
North Country	10
Southern Tier	16
Western NY	10

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