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Connecting Employers to a Ready Workforce



Update on outreach project with RTC:

- Labor shortage across all sectors
- Alternate labor pools
- Disconnected youth 16-24 years old
- 42,000 in the Las Vegas valley

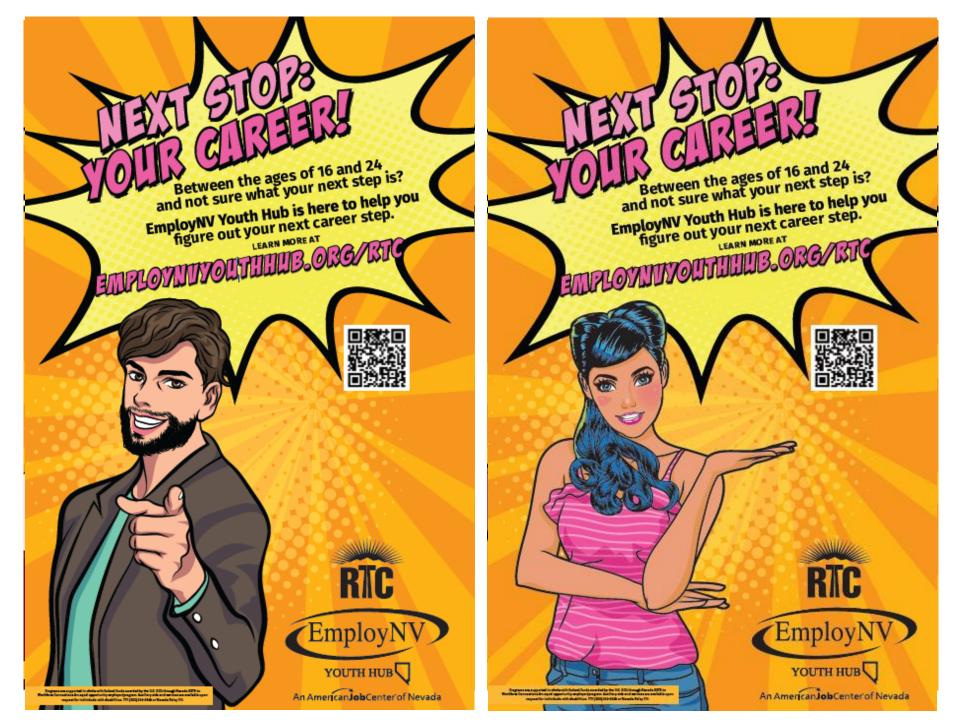


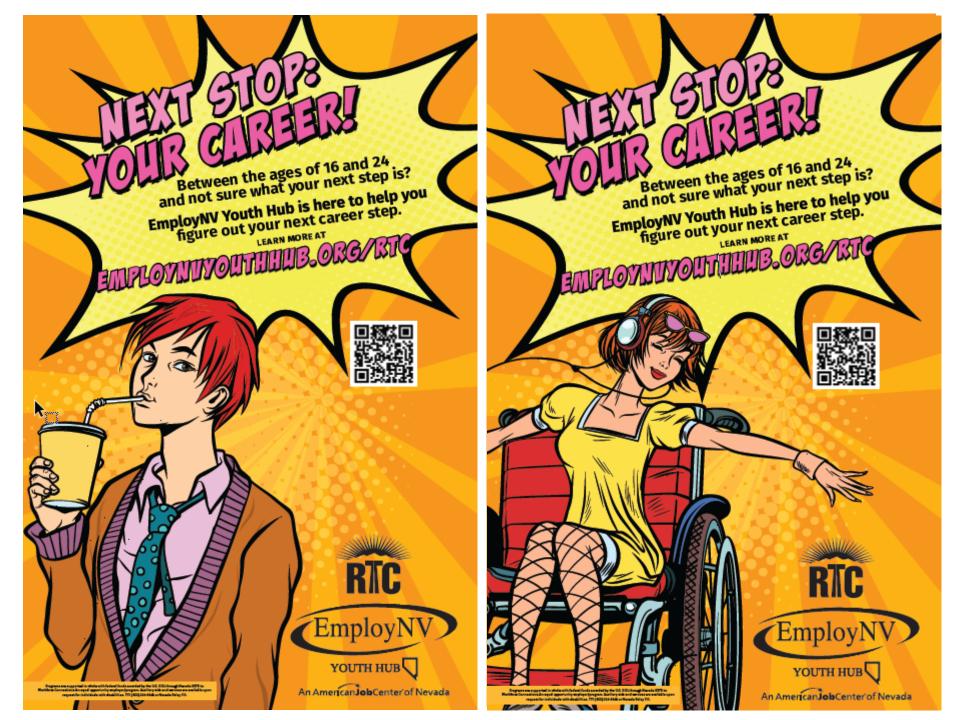
Collateral:

- RTC buses, bus tops and transit centers
- RTC and WC social media, websites, email blasts
- Tagged and reposted by system partners











RTC role:

- Develop creative concept for campaign
- Identify careers at RTC and vendors
- Provide free transit passes to participants



WC role:

- Sustain outreach efforts across partners
- Enroll participants at EmployNV Youth Hubs
- Career services at EmployNV Youth Hubs
- Promote public transit as a reliable option for all of our participants



Nest Steps:

- 1. Bus shelter ads go live
- 2. Rider alerts printed and provided to RTC fleet
- 3. Distribution of press release
- 4. Blog posts
- 5. Other ads begin to run
- 6. Social posts
- 7. Featured success stories

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