

workforce **CONNECTIONS**
PEOPLE. PARTNERSHIPS. POSSIBILITIES.

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

NEXT STOP: YOUR CAREER!

Between the ages of 16 and 24
and not sure what your next step is?
EmployNV Youth Hub is here to help you
figure out your next career step.

LEARN MORE AT

EMPLOYNVYOUTH.HUB.ORG/RTC



RTC

EmployNV

YOUTH HUB

An American Job Center of Nevada

Programs are supported in whole with federal funds awarded by the U.S. DOL through Nevada DPS to the Nevada Career and Adult Opportunity Employment Program. Funding rules and services are subject to program specific requirements and conditions. TTY: (702) 253-8888 or Nevada Relay 711.

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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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