

AV Work Local Campaign Presentation to Council

(Notes)

- While the unemployment rate in the Antelope Valley has significantly decreased, the fact remains that there is a tremendous gap between available jobs and skilled/trainable citizens in need of employment.
- Recently, the City has been contacted by a variety of employers seeking help in getting the word out to the public that there are jobs to be filled, careers to be pursued, and resources provided to bring potential candidates up to par as needed.
- As such, at the direction of Mayor Parris, City Manager Mark V. Bozigan tasked the Strategic Communications and Marketing Division (with assistance from Economic Development) with devising a campaign that will bridge the gap between local employers and potential employees throughout our community.
- To begin this project, we needed to first identify the “who and why” involved on both sides of the equation.
 - From the employer standpoint, we have had direct contact with a number of organizations in various industries in the Antelope Valley, including:
 - Northrop Grumman
 - Build Your Dreams
 - Lance Camper
 - IBEW/NECA Union
 - The School Districts
 - And, the Lancaster Sheriff’s Station
 - As you can see, the hiring need covers a wide range of professions and skill levels, from professional, manufacturing and technical services; to educational, law enforcement, and all supporting roles within these areas.
 - Employers are seeking entry, mid, and high level candidates, including veterans and those with barriers to employment.
 - From the job seeker perspective, we’ve identified three key challenges contributing to the disconnect:

- First – people simply are not aware of the jobs available in the Antelope Valley. Whether the cause is a matter of limited employer marketing or limited citizen access to information; there is a “belief” that there are not enough jobs out there.
- Second – many believe that if they have barriers in their history, such as a past criminal record or lack of education, they are unemployable. This simply isn’t true, but knowing where to go for assistance and identifying which businesses are willing to work with such barriers can be a challenge.
- Third – even the most qualified individuals struggle with navigating the application process. Some employers only accept in-person applications, while others send you through several rounds of online and call-in attempts just to figure out how to throw one’s hat into the ring for consideration.

- Based on this foundation, we developed a marketing plan to address the lack of communication and connection between these two groups.
- We have conducted in-depth interviews with industry leaders throughout the Antelope Valley in an effort to have a real person of authority tell each organization’s story...
 - Regarding what their needs are;
 - Who they’re looking for to meet those needs;
 - And, the means available for individuals to acquire any necessary skills they are lacking
- With this information, we have developed the AV Work Local campaign, which includes the website: AVWorkLocal.com.
 - Here, job seekers and employers alike have the ability to gain valuable information regarding employment opportunities, training and education opportunities, as well as networking opportunities
- The campaign also includes the utilization of multiple marketing mediums:
 - Local billboards
 - Bus wraps
 - Printed news
 - And, a feature in the upcoming Fall Outlook Magazine
- We’ve developed a comprehensive video that you will see shortly, which will also be divided into mini segments for inclusion...

- In City Social Media and the City's local eNews;
- On the City's Website (mentioned earlier) and in Cinemark theaters;
- As well as, the City's YouTube and LTV channels
- Additionally, we will share these videos and other resources with partner organizations, to truly make this campaign viral...
 - Those who participated in the interviews and video production
 - Local churches and non-profit organizations
 - America's Job Center of California
 - Destination Lancaster
 - The local Chambers of Commerce
 - And any other entities that can help spread the word and connect residents with stable, good-paying, local jobs

[We hope to have some type of “survey” button on the website to ask if the information provided is helpful... and come back and let us know if it ultimately led to employment. Not sure how successful that may be, but looking into it.]

- At this time, I'd like to share the video my team worked to put together with videographer Buddhika Ekanayake.

[Play AV Works Local Employer Video]

- All of these industries are growing.
 - They are not limited to fulfilling only current workforce needs... they are constantly emerging and expanding in their respective areas of focus
 - This means that the need for skilled employees will continue to cultivate a demand for training and education, connectivity and communication, and opportunity and advancement... all key factors in nurturing a thriving, progressive community...
 - Where people want to work and live
- As a municipality, are we in the “job placement” business? ... No.
 - But we are the nucleus responsible for ensuring the totality of our stakeholders... meaning all citizens and businesses... have access to the resources they need to be positive, successful contributors to the economic and social well-being of our community
 - We believe this effort is a step in the right direction... an opportunity for us to bridge a gap in needs that simply is not being met otherwise