



BEST PRACTICES:
OUTREACH

&

COMMUNITY ENGAGEMENT

Walter L. Simmons, GCDF

Employ Prince George's, www.EmployPG.org

Prince George's County Workforce Development Board, www.PGCAJC.com

Center for Workforce Excellence International, www.CWEInternational.com



Defining Community Engagement

Understanding Community Engagement

Community Engagement Concepts And Practices

Creating Community Engagement Strategies

Implementing an Effective Community Engagement Plan

Maximizing Community Engagement Activities

“Community engagement seeks to better engage the community to achieve long-term and sustainable outcomes, processes, relationships, discourse, decision-making, or implementation.”

- **Pennsylvania State University**

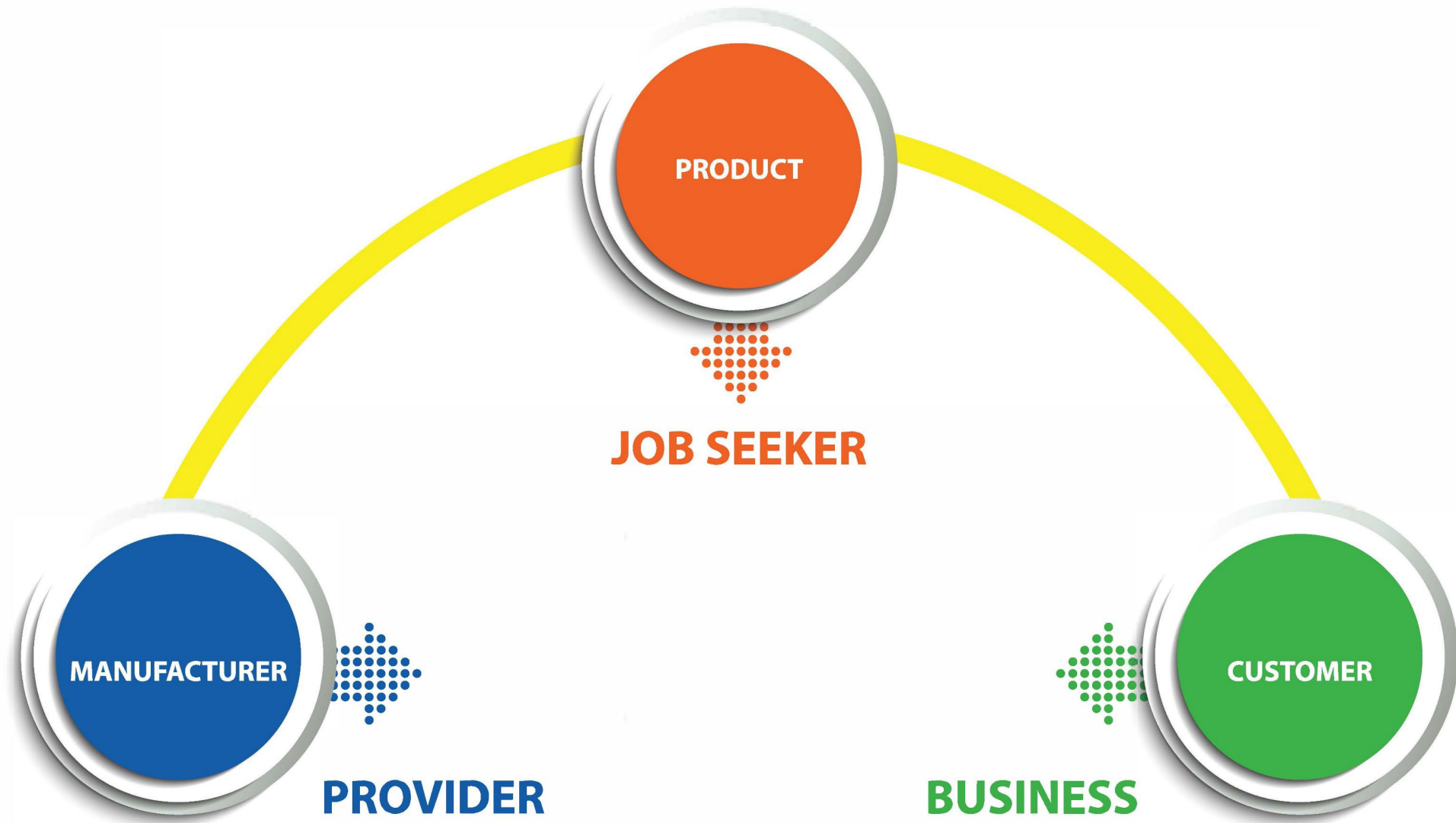
INFORMED

CONSULTED

INVOLVED

EMPOWERED





American Job Centers
 K-12 Public School System
 Post Secondary Institutions
 Private Career Schools

Community Based Organizations
 Nonprofit Organizations
 Government Agencies
 Other Service Providers

Small—Large Businesses
 Chambers of Commerce
 Business Associations

Tourism Bureaus
 Economic Development
 Organizations

INFORMED

CONSULTED

INVOLVED

EMPOWERED



WHO

WHAT

WHY

BUSINESS

JOB SEEKER

PROVIDER

INFLUENCER

ACTIVE VS PASSIVE ENGAGEMENT



HOW DO YOU ENGAGE?



Social Media



Events



Websites



Radio



Television



Newspaper

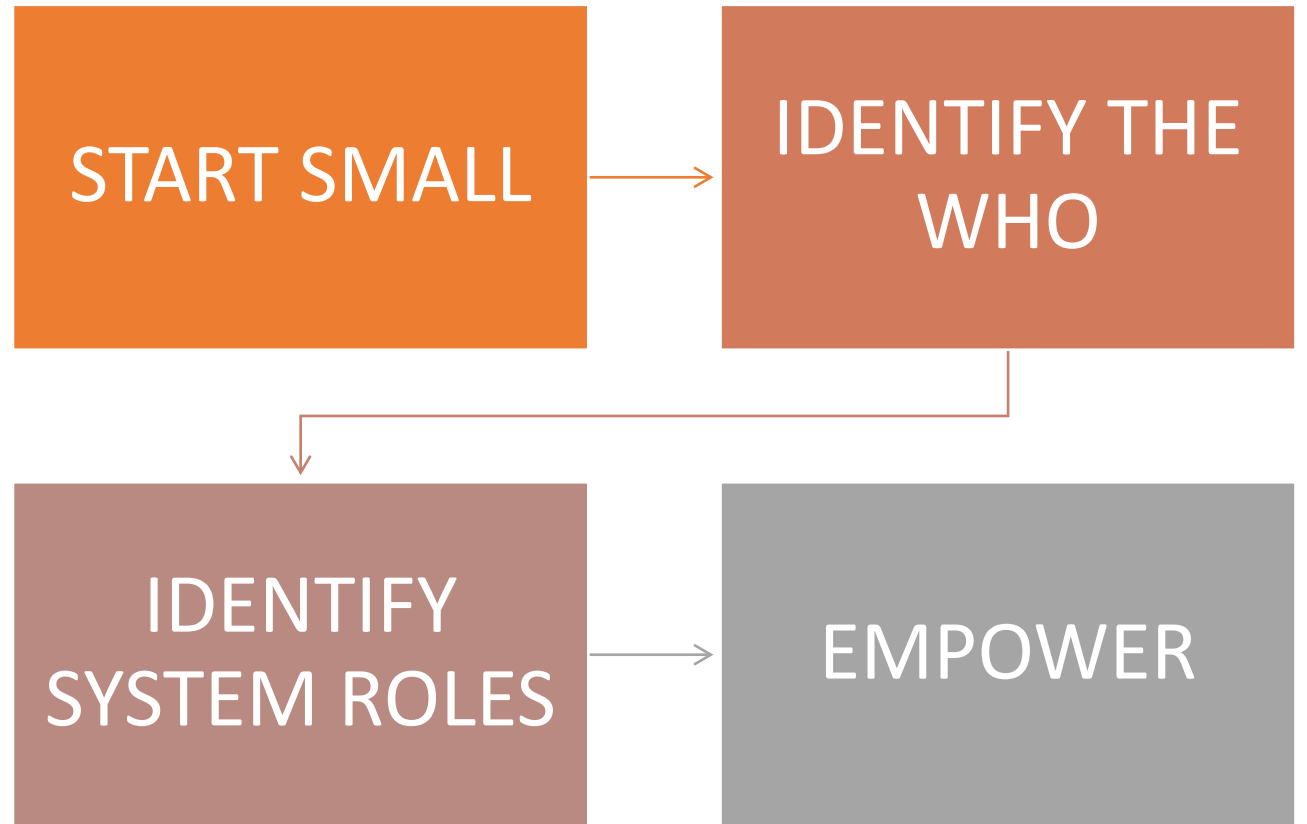


LEVELS OF ENGAGEMENT



OUTREACH VS RECRUITMENT

**RECOMMENDED
NEXT
STEPS**





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Q & A