WHAT WORKS FOR TECHHIRE GRANTEES:
INNOVATIVE STRATEGIES FOR OUTREACH AND RECRUITMENT

TIP SHEET

The H-1B TechHire (TH) Technical Assistance (TA) Team recently moderated a Peer-to-Peer conference call on “Innovative Strategies in Outreach and Recruitment.” During the call, grantees shared lessons learned and promising approaches for TH participants. Led by TA Coach Emily Appel-Newby, the discussion provided a platform for select grantees to interact directly with their TH colleagues and engage in dynamic conversations about their outreach and recruitment strategies. Based on information shared, the summary below identifies helpful tips and strategies to support TH outreach and recruitment activities.

Outreach and Recruitment Tips

**Grantee: Workforce Connections of Central New Mexico**
- Industry Focus: IT
- Location: Albuquerque, NM

**Key Tips:**
1) Coordinate directly with a local community college partner. For example, Workforce Connection of Central New Mexico works with a local community college that offers an IT apprenticeship program. Students enroll in TH New Mexico to receive foundational training (often only 1-2 courses); after that, they are referred directly back to the apprenticeship program for participation.
2) Identify other grant programs that share a similar mission, which can provide opportunities for co-enrollments and co-referrals (without mingling federal funds).

**Grantee: Goodwill Industries International, Inc.**
- Industry Focus: IT
- Location: Rockville, MD

**Key Tips:**
1) Raise awareness of the program within the community. The project has offered to help sub-grantees hold a public IT summit to help community members better understand the opportunities available in IT. Workshops on labor market information, hot jobs in technology, and/or a day in the life of a customer support specialist can provide insight into working in the IT field for potential participants, job developers, partners, and others.
   a. Provide monthly tours to the public—including students, public officials, and educators—to help them understand the program.
2) Take advantage of existing tools such as Craigslist to boost outreach and recruitment efforts. Goodwill Industries International has had success recruiting participants through the site in the past.
3) Share what’s working across partners. Goodwill hosted a meeting for program managers from Goodwill locations across the country. This allows effective strategies to be shared and disseminated. For example, Goodwill of
Winston-Salem, NC works extensively with the faith community (e.g., through pastor luncheons) to better engage this population.

4) Connect with local schools. By establishing a relationship with schools early in the year, they’ll often be more willing to work a particular program in the spring, as students begin to seek post-secondary opportunities. In some cases, this may include conducting presentations to guidance counselors to raise awareness of the program.

**Grantee: Coastal Counties Workforce, Inc.**  
Industry Focus: IT  
Location: Brunswick, ME

**Key Tip:**  
1) Take advantage of referrals from adult education providers. The grantee noted that Maine has a strong network of Adult Ed Centers, Career Centers, and Vocational Rehabilitation providers, all of which provide referrals to their TechHire program. The Coastal Counties Workforce Inc. program covers three counties in Maine, which includes some very rural areas. In these areas, partnerships with Vocational Rehabilitation and other adult education providers has been critical to support outreach and recruitment.

**Grantee: Indiana AFL-CIO Labor Institute for Training (LIFT)**  
Industry Focus: Advanced Manufacturing  
Location: Indianapolis, IN

**Key Tip:**  
1) Take a multifaceted approach. LIFT works directly with its three grant partners and local employers to recruit adults with limited English skills who could benefit from the program. So far, they have been successful in lining up participants as they finalize their curriculum.