

Yavapai County Job Fair

# STRATEGIC PLAN



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# Introduction



The Strategic Planning Committee for Yavapai County Job Fairs developed this strategic plan. It provides The Job Fair Committee of Yavapai County with a multi-year roadmap for support, services and organization development. The Strategic Planning Committee for the Yavapai County Job Fairs will review progress annually and will update the plan as needed.

This plan was developed with broad involvement and guidance from the Strategic Planning Committee for Yavapai County Job Fairs.

The Strategic Planning Committee included five members. These members included representatives from the Prescott Chamber of Commerce, Yavapai College Regional Economic Development Center, the State of Arizona Reemployment Assistance Administration, The State of Arizona Employer Engagement Administration, and Goodwill of Central and Northern Arizona. Preparation for this strategic plan included internal organization assessments and interviews with several community stakeholders and a review of demographic and market data.

# YAVAPAI COUNTY JOB FAIRS 2017



## **Section 1: Executive Summary**

The Yavapai County Job Fair Committee conducts multiple job fairs within Yavapai County. The Yavapai County Job Fair Committee mission is to foster access to employment opportunities and to provide networking opportunities for Job Seekers and employers in Yavapai County.

The Yavapai County Job Fair Committee has abided by philosophies to impact and ensure the success of job fairs. Job Seekers attend job fairs expecting to meet with employers that are hiring for local, current and open positions. There are a set of standard procedures that are followed for each event planned.

The Job Fair committee wants to be inclusive and include representatives from stakeholders in various organizations.

The Yavapai County Job Fairs have two distinct sets of customers. They are Job Seekers and Employers.

The Yavapai County Job Fair Committee has a strategic marketing plan which includes multiple outlets for disseminating information about Job Fairs in Yavapai County.

The Yavapai County Job Fair committee pursues financial opportunities that benefit employers and job seekers.

The Job Fair Committee will meet after each event to discuss ways to improve future events.

Job Seekers are asked to register upon arrival at the Job Fair to gather information, such as zip code and education levels. This information is used for planning future events.

## **Section 2: Elevator Pitch**

The Yavapai County Job Fair Committee conducts multiple job fairs within Yavapai County. The employers in the county are invited to attend the job fairs to promote their current job openings and recruit job seekers to fill their positions. Job seekers are invited to attend and apply for the open positions.

### **Section 3: Mission Statement**

The Yavapai County Job Fair Committee mission is to foster access to employment opportunities and to provide networking opportunities for job seekers and employers in Yavapai County.

## **Section 4: Philosophy Statement**

The Yavapai County Job Fair Committee has abided by philosophies to impact and ensure the success of job fairs.

1. Job Seekers attend job fairs expecting to meet with employers that are hiring for local, current and open positions. In order to uphold this expectation, the job fair committee has implemented some measures.
  - Priority of attendance – hiring employers that are located within the city, county, industry the job fair is focusing on will have priority of attendance at the event.
  - Employers who are registering to attend the job fairs are encouraged to have current open positions. These open positions should be visibly posted at the employer table at the job fair.
  - Registered employers are additionally encouraged to provide a list of current openings for promotion on the job fair website. Job seekers attending the event will be provided with a list of all open positions provided by registered employers.
  - Resources, political affiliations and other organizations that are not employers, and who are not hiring, will be considered based on availability and approval of the Job Fair Committee.
  
2. There are a set of standard procedures that are followed for each event planned.
  - Planning Meetings – the job fair committee meets before each event and invites stakeholders to participate in the planning of the event.
  - Best Practices – A “Best Practices” informational paper is distributed to all registered employers before the event.
  - Registration – Registration of all employers is handled by a single point of contact.
  - Sponsorship is defined as any organization (not-for-profit and for-profit) that registers as a sponsor for the job fair.
  - In-Kind Sponsorship is defined as sponsors who donate

goods or services rather than cash as their sponsorship offering.

- Mapping Location – Location mapping is handled by a single point of contact that shows employers where their table at the job fair will be located.
- Banners - Banners promoting the job fairs are posted in visible locations around the county in places that are relevant and appropriate for visibility for the event taking place.
- Job Seeker Registration – Job Seekers attending the events are encouraged to register on arrival. This information is used to enable analysis of attendees.
- Social Media Posting – Committee members market the events on multiple social media sites including, LinkedIn, Facebook, Instagram, etc.
- AJC – Posting – Job Fairs are advertised on the State of Arizona’s website for employers and job seekers ([AZJobConnection.gov](http://AZJobConnection.gov)) to encourage current job seekers to attend.
- UI Notification – County residents that are currently on AZ State Unemployment are notified of any upcoming job fairs.
- After Job Fair Debriefing – A debrief meeting is planned after each event to capture and discuss ways to improve the events.

## **Section 5: Goals**

The Job Fair committee encourages representation from the following entities:

- Yavapai College
- Education Representatives
- City Representatives
- County Representatives
- Local Chamber Representatives
- Employment and Veterans Service Representatives
- Economic Development Department Representatives
- The partners of ARIZONA@WORK
- Goodwill of Central and Northern Arizona

## **Section 6: Target Customers**

The Yavapai County Job Fairs have two distinct sets of customers. They are Job Seekers and Employers. Yavapai County has an abundance of unemployed skilled labor.

### **1. Job Seekers**

- Yavapai County has an abundance of under skilled labor as well as underemployed persons living and working in the area.

### **2. Employers**

- Yavapai County job fairs are typically designed for the general public and usually include a diverse lineup, with representatives from corporations, health-care facilities, small businesses, and retail and construction establishments.
- Yavapai County has an ample number of employers in need of skilled labor to fill their open positions.
- The industries with many of the open positions in Yavapai County are medical (caregiving), retail, hospitality/restaurant, and construction with a few manufacturing and management/office jobs.

## **Section 7: Marketing Plan**

The Yavapai County Job Fair strategic marketing plan includes:

1. Job Fair Banners
2. Partner e-Mail Blasts
3. Press Releases
4. Radio and Television Interviews
5. Social Media Promotion:
  - Facebook
  - LinkedIn
  - Instagram
  - Internet Promotion:
    - Yavapai College Website
    - AZJobConnection.gov
    - AJC – Posting – Job Fairs are advertised on the State of Arizona’s website for employers and job seekers (AZJobConnection.gov) to encourage current job seekers to attend.
6. UI Notification – County residents that are currently on Arizona State Unemployment are notified of any upcoming job fairs.
7. ValPak or similar mailer
8. City/Town water bills (varies on community)

## **Section 8: Financial Projections or Potential Future Opportunities**

The Financial opportunities that are currently being pursued are:

- The Job Fair Committee administers the David C. Maurer Scholarship and Harvey Skoog Scholarship.
- Yavapai College will act as the fiduciary for all Yavapai County Job Fairs (excluding the Verde Valley Job Fair which is currently managed by the Cottonwood Chamber of Commerce).
- Unused Funds – After each Job Fair, unused funds are carried over to the next job fair. (For example, if there are funds left over after the 2017 Prescott Job Fair then those funds will be used to help pay for the 2018 Prescott Job Fair).

## **Section 9: Team- Job Fair Partners**

We would like to acknowledge the following members of the Yavapai County Job Fair Committee for working on this document.

1. Regional Economic Development Center, Yavapai College
2. Department of Economic Security, Employer Relations, Veterans Workforce Supervisor, State of Arizona
3. Workforce Development, Department of Economic Security, State of Arizona
4. Community/Employer Relations, Goodwill of Central & Northern Arizona
5. Prescott Chamber of Commerce