

TO: WIB Program Planning & Development

DATE: 8/25/04

FROM: Worknet Leadership Team

For Action

For Information

For Discussion

SUBJECT: Workforce Investment Board (WIB) Marketing Plan

PROPOSED MOTION(S): To approve adding language to the WIB Marketing Plan that describes how the effectiveness of the plan will be evaluated.

DISCUSSION: During the certification of the Merced Employment Resource Center, Merced's full service One-Stop, the evaluation team questioned how the effectiveness of the Marketing Plan was determined. The Worknet Leadership Team developed and adopted the following language for WIB approval, to resolve that issue:

The Worknet Customer Satisfaction Survey is currently the mechanism used to measure customer satisfaction and customer awareness of the Worknet One-Stop system and is also the tool used as the method to evaluate marketing effectiveness. The responses are compiled and entered into the Case Management System and a monthly Participant Data Report is generated and reviewed by staff, the Worknet Leadership Team and WIB committees. As appropriate and viable, decisions regarding marketing strategies are considered and implemented.

ATTACHMENT(S): N/A