

**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**