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## **Rural Capital Area COVID-19 Outreach Strategy**

**Goals:** Create Value, Reduce Fear, Boost Reassurance, Support Employers, Put People to Work

**Approach:** Be Useful Every Day, Provide Solutions, Build Trust

### **Strategy:**

- Take a commanding presence as the experts and thought leaders on workforce development in the Rural Capital Area
- Promote the strong partnership between our Workforce Solutions Rural Capital Area (WSRCA) Board and the Texas Workforce Commission (TWC), as part of Workforce Solutions
- Help our chief elected officials and community partners make informed decisions by providing accurate data on the impact of COVID-19 on our Rural Capital Area workforce
- Connect Rural Capital Area Employers in Bastrop; Blanco; Burnet; Caldwell; Fayette; Hays; Lee; Llano; and Williamson counties, with the information and resources they need to grow and sustain their business amid COVID-19 concerns
- Connect Rural Capital Area Job Seekers and Essential Workers, with the information and resources they need to grow and sustain their careers amid COVID-19 concerns
- Tout the Rural Capital Area Jobs Now! tool to assist local employers with filling vacant roles and helping job seekers gain immediate employment.
- Provide updated guidance to job seekers and employers on the Unemployment Insurance (UI) program operated by our partners at TWC, and tout customized proactive outplacement services or layoff aversion strategies available through the Rapid Response program
- Helping employers develop a plan to respond in a flexible way to varying levels of COVID-19 transmission in the community and being prepared to refine their business response plans as needed
- Assisting employers with incorporate technology into their business models through free training programs
- Addressing the critical and immediate need for child care for essential workers and small businesses
- Supporting child care providers with guidance and updates on the prioritization of services for essential workers
- Generating awareness of the Rural Capital Area Skill-Based Career Progression Lattices
- Answer employment law questions on common issues employers and workers face when responding to COVID-19, including the effects on wages and hours worked under the Fair Labor Standards Act (FLSA) and job-protected leave under the Family and Medical Leave Act (FMLA)

## **Tactics:**

- Reinforce on all social platforms daily that WSRCA remains open virtually amid COVID-19, and that our teams are available by phone, email and online
- Offer a variety of engaging resource pages and blog posts on our website, for job seekers, essential workers, businesses, employers, child care families and providers, as well as chief elected officials and community partners
- COVID-19 Workforce Impact report updated weekly on WSRCA website for community partners
- Launch, maintain and promote the Jobs Now! tool for employers and job seekers
- Offer thought leadership on workforce issues related to COVID-19 each day to help provide context from a Rural Capital Area perspective, and link to available resources
- Relay information/social/blog posts from our partners at the TWC on UI program updates related to the CARES Act
- Tout each of the services WSRCA offers, and that of VR and Veterans Services, through social media and promote virtual workshops and online hiring fairs
- Op-ed by WSRCA CEO Paul Fletcher: “Child Care is a Critical Work Support” shared with local media in 9-counties
- Promote Layoff Aversion Strategies Available for central Texas Businesses with the media and through social
- Promote the WSRCA Skill-Based Career Progression Lattices to job seekers, to help visibly highlight the dynamics of strategic career mobility and the importance of a skilled workforce
- Town Hall for Rural Capital Area Employers held with TWC Commissioner Demerson’s office to answer questions and provide expert guidance on employment law related to COVID-19
- As retailers transition to Retail-To-Go on April 24, promote resources for employers to ease their transition
- Drive awareness of our funding for a push to online ACC’s Digital Next program for employers and the virtual Entrepreneurship Boot Camps we’re hosting with Texas State University’s McCoy School of Business
- Promote local community partnerships and their resources
- COVID-19 Resources Email Newsletter/Resources reached 141,507 readers and generated a 34% open rate
- Utilize the media for outreach: We’ve had more than a dozen positive media mentions with local broadcast and print partners
- Evaluate metrics daily to determine audience behavior, engagement and geographic patterns and generate content that meets the changing needs of our residents

## **Metrics (Year-to-Year March 1-April 22)**

### **Website:**

Users: +313%

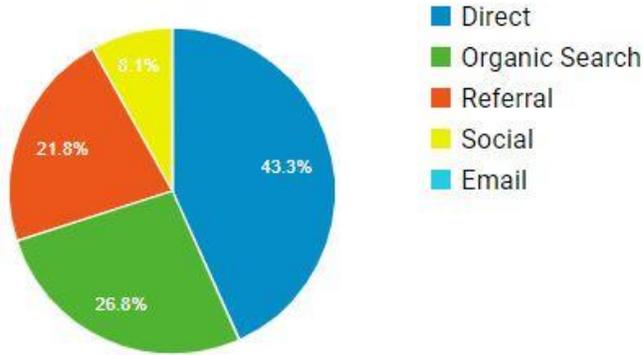
Page Views: +268%

Sessions: 268%

Jobs Now! Visitation: 9,400 Page Views

Site Visitation Acquisition:

### Top Channels



### Social Media Fans:

- Facebook Fans: +375%
- Twitter Followers: +258%
- LinkedIn Followers: +424%
- Instagram Followers: +158%

### Social Media Engagement:

- Facebook: +83%
- Twitter: +81%
- LinkedIn: +36%
- Instagram: +46%

### Special Video:



### Rural Capital Area COVID-19 Workforce Resources PSA

- Facebook: 13,500 Reach
- Twitter: 10,815 impressions
- LinkedIn: 320 views

- YouTube: 366 views
- Video posted to social media by community partners
- Video airing on broadcast rotation loop on all Rural Capital Area government TV channels - Spectrum (Channels 10 & 110), AT&T U-verse (Channel 99) & Grande Communications (Channel 123-16) in:
  - Cedar Park
  - Georgetown
  - Round Rock
  - San Marcos

## Resources

- We offer centralized phone numbers for customers to reach our teams:  
**Jobs Seeker Hotline:** 1-844-344-2780  
**Child Care Services Hotline:** 1-877-223-0404
- Employers seeking Rapid Response assistance can email our team at:  
[rapidresponse@ruralcapital.net](mailto:rapidresponse@ruralcapital.net)
- As Rural Capital Area Employers are contacting us with immediate job openings throughout our region, we are posting them by county, to our [Jobs Now!](#) tool, to connect job seekers to opportunities: <https://workforcesolutionsrca.com/jobs-now>
- We're also maintaining COVID-19 Job Seeker Resources:  
<https://workforcesolutionsrca.com/seekers/coronavirus-covid-19-job-seeker-resources>
- And COVID-19 Employer Resources:  
<https://workforcesolutionsrca.com/employers/covid-19-coronavirus-resources>
- For those looking to upskill through online training, our Career Progression Lattices help identify pathways to success:  
<https://workforcesolutionsrca.com/seekers/skill-based-career-progression-lattices>
- We also offer free virtual career workshops each day – see the online calendar:  
<https://workforcesolutionsrca.com/calendar>
- Free Child Care Tuition Scholarships are available for essential works amid COVID-19:  
<https://workforcesolutionsrca.com/childcare/parents/coronavirus-covid-19-child-care-resources>
- To understand how the coronavirus is affecting our Rural Capital Area communities we offer a COVID 19 Impact Report, which is updated weekly:  
<https://workforcesolutionsrca.com/board/covid-19-workforce-impact-report>
- We recently hosted a Town Hall for Employers looking to get answers from the experts, for their immediate business services and employment law question – watch the video:  
<https://workforcesolutionsrca.com/blog/virtual-town-hall-held-for-rural-capital-area-employers>
- To keep up with our teams and initiatives we also maintain a WSRCA Blog:  
<https://workforcesolutionsrca.com/blog>