

Suggested introductory paragraph for our set of recommendations:

The post-pandemic labor recovery has been strong, except for the number of eligible people participating in the labor market, or what is referred to as the labor participation rate. Since 2010, the labor participation rate has been declining, and post-pandemic, the rate of decline has accelerated.

<<...**add actual numbers to the previous sentences...**>> The WIAC is proposing recommendations to improve the labor participation rate by focusing on 1) improving our understanding of the dynamics of change by capturing more granular data, 2) encouraging young people to enter the labor force, and 3) expanding access to the expanded LMI data needed to help people find what they need to navigate a rapidly evolving labor market.

Specific recommendation for marketing/outreach

Recommendation: Encourage states to actively pursue workforce and labor market (WLMI) information-driven marketing and outreach strategies to enhance and focus job/career/training searches.

At the national, state, and local levels, existing labor market information provides resources for job seekers, career counselors, students, and those seeking training. The WIAC recommends the Department of Labor supports the efforts of states and local American Jobs Centers to utilize available data on labor force participation to encourage those who are eligible to work but not actively participating in the labor force or workforce development activities to become active participants in the workforce.

- 1) Specifically, the Department could compile and promote effective WLMI-based marketing and outreach strategies throughout the public workforce system, including providing UI filers (not just recipients) information on job postings, training, and the location of an American Job Center (with perhaps even a contact name at the AJC). This information should be provided multiple times either through email or text messages to act as a catalyst to promote employment.
- 2) Utilize existing LMI to implement focused marketing strategies to reach those individuals who may be unemployed but have not filed for UI and provide them with information on jobs, training, and the availability of the AJC's and the services they offer. Similar marketing efforts should also be developed to target individuals with disabilities, with a special emphasis to connect them with AJCs so they can have access to the wide range of services an AJC can provide.
- 3) Encourage Apprenticeship offices within the state to work with unions and trade schools to promote apprenticeship opportunities and trade school curriculum that can lead to lucrative careers. Contacting high schools and conducting outreach activities to students in their early high school years is important so students are aware of career options other than those that require a college education.
- 4) Encourage AJCs to utilize social media or other non-traditional means to conduct marketing and outreach activities to reach populations that may not be responsive to traditional outreach efforts.
- 5) Both the US Department of Labor and the state Labor departments should conduct marketing and outreach activities specifically targeted to promote how Labor departments can use WLMI with employers to enhance their recruitment, hiring and retention. By making employers more aware of the types of business concerns that can be addressed by Labor departments and the

AJC resources, Labor departments can provide a value-added service to enhance the human resource component of business.

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