

Opportunity Corridor (OC) Jobs Outreach Plan Phase 1

Objective: Achieve broad community awareness to at least 47,000 residents of Wards 4, 5 and 6 about job training and employment opportunities made available through the Opportunity Corridor Jobs Program at OhioMeansJobs Cleveland-Cuyahoga County (OMJ CC)			
STRATEGIES	LEAD	ACTION	OUTCOME
Staggered Mass Mailings commencing week of Nov.10	David Megenhardt	Cover Letter & OMJ tri-fold mailed to targeted addresses in Wards 4, 5 & 6	Generate community awareness to 46,473 addresses about the Opportunity Corridor Jobs Program
Phone calls and Emails	Gladys McMickens	Communicate outreach effort to CDC's and City Council persons in Wards 4, 5, and 6	Maintain effective communication and support from key stakeholders
Followup with Robocalls	David Megenhardt	Call OC residents to attend targeted orientation/information sessions	Reinforce mailer communication to 18,544 phone numbers
Targeted Orientation Sessions for OC residents from 10 a.m. to 2:00 p.m. at the Bolivar location Nov 14 (Ward 5) Nov 21 (Ward 4) Dec 5 (Ward 6) OhioMeansJobs.com/Cuyahoga	Ida Ford	Meet with OC residents to either re-engage in job search activities and/or orient new jobseekers to menu of services available through OC Jobs program Post OC information and flyer on website	Re-engage and establish effective face to face communication with residents in order to assess and tailor employment needs Track residents who are able to register and apply on line for job openings
<u>Community Activities/Events</u> Held: 10/15/2014	Gladys McMickens	Attended ODOT sponsored event at Woodhill Community Center	Presented and distributed 33 folders to community leaders about OMJ CC services
10/16/2014	Gladys McMickens	Attended community event at Langston Hughes Community Center facilitated by State Representative, Sandra Williams	Presented and distributed OC materials to 150 residents
10/25/2014	Ida Ford	Attended community event at Harvey Rice Elementary School facilitated by CDC executive director John Hopkins and Marie Kittredge	Presented and Distributed OC literature to 200 residents
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STRATEGIES continued:	LEAD	ACTION	OUTCOME
<u>Community Activities/Events</u> <u>Planned:</u>	Gladys McMickens	Schedule meeting with United Pastors in Mission	Establish effective communication with pastoral leaders and workforce ministry leaders about OC project and its benefits to the community
	Gladys McMickens	Schedule meeting with Cleveland Clergy Alliance	
	Gladys McMickens	Coordinate meeting with V. Campbell and Rev Gary Chmura at St. Adalbert's	Establish effective communication with only existing Black Catholic Church and School within all 3 Wards
	Sharyna Cloud (Re-entry Specialist)	Meet with Community Collaborative at Our Lady of Fatima Community Center	Establish & maintain effective communication with residents, community based organizations and ex-offender population
	Sharyna Cloud	Meet with City of Cleveland residents in Police Districts 3 and 4	
	Gladys McMickens	Literature Drops to CDC's in Wards 4, 5, & 6 CDC sponsored newsletter coverage	Ensure community awareness about Opportunity Corridor project
	Gladys McMickens	Continue participation with Neighborhood Development Subcommittee that includes GCP, City of Cleveland, Cuyahoga County, CDC's GCRTA, NEORS, residents, business owners Councilpersons and other stakeholders	Ensure engagement & access to 41 key stakeholder involved in City of Cleveland workforce and economic development for Opportunity Corridor project
	Sharyna Cloud	Obtain coverage on City of Cleveland's TV 20	Promote OC jobs program, job creation and economic development around the Opportunity Corridor Roadway project
Utilization of Neighborhood Ambassadors at Fairfax Development Corporation	Gladys McMickens	Assist in training Neighborhood Ambassadors	Maintain close communication with residents and assist in connecting them to OMJ CC for employment services

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