

WIOA Youth Outreach, Recruitment, and Orientation Guide

Purpose

This guide provides WIOA Youth grantees with a framework to engage eligible youth, facilitate enrollment, and prepare participants for successful engagement in program services. It is flexible, allowing grantees to combine, sequence, or adapt activities—including outreach, recruitment, orientation, AlaskaJobs profile support, eligibility determination, and participant support services—to align with their program design and meet the diverse needs of youth. The guide also emphasizes the importance of converting outreach efforts into actual program enrollments and ensuring that youth receive the support necessary to fully engage and benefit from WIOA Youth services.

Core Objectives:

1. **Raise Awareness:** Ensure youth, families, and partners understand program services, benefits, and eligibility.
2. **Enroll and Prepare Youth:** Assist youth with applications, documentation, and understanding program participation requirements.
3. **Provide Access Tools:** Support youth in creating an AlaskaJobs profile for program engagement and service tracking.
4. **Support WIOA Goals:** Provide guidance and resources while addressing barriers through appropriate supportive services.

Youth Outreach, Recruitment, and Orientation

KEY ACTIVITIES:

- ☐ **Partner with Agencies:** Collaborate with schools, community organizations, workforce programs, and other youth-serving partners to identify and refer youth.
- ☐ **Identify Participants:** Target in-school (ISY), out-of-school (OSY), or both; consider barriers such as skills gaps, justice involvement, homelessness, or parenting responsibilities.
- ☐ **Communicate with Youth and Families:** Provide clear, accessible information on program services, benefits, and documentation requirements.
- ☐ **Engage Youth and Explain Next Steps:**
 - Discuss the application process and how to determine eligibility.
 - Provide orientation covering available services, participation expectations, and program processes.
 - Explain AlaskaJobs profile setup and usage.
- ☐ **Follow-Up to Convert Engagement into Participation:** Maintain contact to encourage youth to complete applications, verify eligibility, and move toward program participation.

- ❑ **Track Engagement:** Maintain records of outreach contacts, referrals, orientation completion, AlaskaJobs profiles, and supports provided.

NOTE: Activities may be combined or sequenced flexibly based on program design and youth needs.

Best Practices:

- **Youth-Centered:** Use clear, supportive, and non-intimidating communication.
 - **Flexible Communication:** Utilize multiple channels—text, email, phone, social media, or in-person.
 - **Culturally Responsive:** Ensure materials and methods are accessible and sensitive to language, culture, and socioeconomic differences.
 - **Convert Outreach to Enrollment:** Continuously monitor and refine strategies to ensure outreach efforts effectively lead to actual program participation.
 - **Continuous Improvement:** Collect participant feedback to refine outreach, recruitment, orientation, and support strategies.
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Tools and Resources:

- **Recruitment/Outreach Tracker:** Monitor outreach, referrals, applications, appointments, and supports provided.
- **Orientation Checklist:** Ensure consistent delivery of program information.
- **Application Forms:** Available electronically and in print.
- **Referral Forms:** Standardized forms for partner agencies.
- **AlaskaJobs Platform:** Facilitates youth access to services, participation tracking, and communication with program staff.
- **Participant Support Documentation:** Tracks supportive services provided to help youth overcome barriers and achieve program goals, including education and career pathway outcomes.