



Business and Planning Committee

Thursday, May 8, 2025
1550 W. Main Street
El Centro, CA 92243
12:00 p.m.

Business and Planning Committee members please be advised: If an item on the meeting agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last 12 months, or if approval or disapproval of an agenda item would have a foreseeable material affect on an economic interest of you, your immediate family, or the entity you represent, then please follow these procedures: When the agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Committee’s consideration of the agenda item. Supporting documentation is available for public review at the Imperial County Workforce Development Board Office.

- 1. Call to Order
 - a. Conflict of Interest Forms
- 2. Discussion of Agenda
 - a. Items to be pulled from Agenda
 - b. Approval of Meeting Agenda
- 3. Approval of Minutes
 - a. March 13, 2025.....p 2-3

PRESENTATIONS

- 4. California Jobs First Initiative

ACTION AGENDA

- 5. Discussion/Action to approve the Program Year 2025-2026 Marketing Plan.....p 4 -13

INFORMATIONAL AGENDA

- 6. Public Comment: *This is an opportunity for members of the public to address the Committee on any subject matter within the Committee’s jurisdiction, but not an item on the agenda. Each speaker should complete and submit a “Public Comment Request to Speak” form to the Business and Planning Committee Chair. When addressing the Committee, state your name for the record prior to providing your comments. Individuals will be given three (3) minutes to address the Committee.*
- 7. Business Services Unit Report
- 8. Committee Member Reports
- 9. Meeting adjournment



Next Business and Planning Committee Meeting, Thursday, September 9, 2025, at 12:00 p.m.

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program, and Auxiliary aids and services are available upon request to individuals with disabilities.



1550 W. Main Street
El Centro, CA 92243

**Business and Planning Committee
Minutes of March 13, 2025**

Present: Mark Gran, Jason Jackson, Alma Silva, Shelby Trimm (via Zoom)

Absent: Timothy Kelley

Staff: Veronica Curiel, Jeff Burquist, Javier Duran, Camilo Garcia, Allison Duran, Tiffany Escobar, Francisca German, Carlos Lopez

Guests: Erik Freeman

Agenda Items

1. Call to Order Committee Chair, Mark Gran, called the meeting to order at 12:02 p.m. with a quorum present.

1a. Conflict of Interest Forms Members were directed to turn in their Conflict of Interest Forms to staff.

2. Discussion of Agenda

2a. Items to be pulled from Agenda

None

2b. Approval of Meeting Agenda

- ❖ **Motion:** A motion was made by **Jason Jackson** and seconded by **Alma Silva** to approve the meeting agenda as is. There were no opposed and there were no abstentions. The motion carried unanimously.

3. Approval of Meeting Minutes

- ❖ **Motion:** A motion was made by **Alma Silva** and seconded by **Shelby Trimm** to approve the meeting minutes of May 9, 2024, as presented. There were no opposed and no abstentions. The motion carried unanimously.

Action Agenda

4. Discussion/Action regarding marketing of Business Services and approval of new marketing expenditures

Committee Chair Mark Gran introduced the item. Workforce Development Board Analyst Jeff Burquist provided an overview.

It was noted that during the February meeting of the Budget and Finance Committee, staff reported that 17% of the \$60,000 allocated for Marketing and Other Services had been expended. Following that discussion, the Committee directed staff to increase marketing efforts to ensure that most, if not all, of the allocated marketing funds are expended by the end of the program year.

In response, staff presented advertising quotes from Conveyor Group for digital billboards promoting Business Services. The proposed billboards would be placed in four high-traffic areas across the county—geographically covering the North, South, West, and Central regions. The cost to run these advertisements during the months of April, May, and June totals \$24,990. The draft advertisement was provided in the agenda packet for review and edits.

Staff also reported that new marketing materials for both Job Seeker and Business Services are currently in production, with invoicing anticipated in late March or April. Additionally, promotional items will be purchased before the end of the fiscal year. At present, there is sufficient inventory of these items, and limited storage capacity remains available.

Motion: A motion was made by **Jason Jackson** and seconded by **Alma Silva** to approve marketing expenditures for digital billboards at a cost not to exceed \$24,990. There were no opposed and none abstained. The motion carried unanimously.

5. Discussion/Action to approve submitting an On-the-Job Training Waiver per WSD 24-14

Chair, Mark Gran introduced the agenda item. Analyst Jeff Burquist, Program and Compliance Coordinator Camilo Garcia, and Business Services Supervisor Carlos Lopez provided a presentation and overview of the proposed waiver.

Staff noted that a draft waiver was included in the agenda packet for the Committee's review. It was explained that the Employment Development Department (EDD) has issued a waiver opportunity allowing local areas increased flexibility in supporting businesses by raising the On-the-Job Training (OJT) wage reimbursement rate from 75% to 90% for employers with 50 or fewer employees—a category that represents the majority of employers in Imperial County.

Staff further noted that, in accordance with Workforce Services Directive 24-14, the deadline to submit the waiver is May 16, 2025.

Committee Member Jason Jackson expressed support for the waiver, noting that the OJT program is highly beneficial for employers. He also shared that his own business utilized the program successfully in past years.

Motion: A motion was made by **Jason Jackson** and seconded by **Shelby Trimm** to approve the submission of an OJT Waiver per WSD 24-14. There were no opposed and none abstained. The motion carried unanimously.

6. Discussion/Action to approve the submission of WIOA Waiver Application – Transitional Jobs

Chair, Mark Gran introduced the agenda item. Staff provided an overview of the proposed waiver that was included in the agenda packet.

Staff explained that the Transitional Jobs training program has provided significant benefits to both job seekers and employers, while also enabling the associated expenditures to count toward the minimum 30% training expenditure requirement under WIOA.

Staff noted that, under current federal regulations, local areas are permitted to allocate no more than 10% of their combined WIOA Title I Adult and Dislocated Worker formula funds toward Transitional Jobs. However, the proposed waiver would increase this allowable percentage to up to 30%.

For Program Year 2023–2024, a total of 48 participants were enrolled in the Transitional Jobs program in Imperial County.

Motion: A motion was made by **Alma Silva** and seconded by **Jason Jackson** to approve the submission of a Transitional Jobs Waiver. There were no opposed and there were no abstentions. The motion carried unanimously.

Informational Agenda

7. Public Comment

There were no public comments.

8. Business Services Report

Business Services Supervisor, Carlos provided a report on WIOA Business Services in Imperial County currently being delivered.

11. Meeting Adjourned at 12:42 p.m.

Next Meeting: May 8, 2025 at 12:00 p.m.

**Imperial County Workforce Development Board
Business and Planning Committee
Action Agenda Item 4**

MEETING DATE: May 8, 2025

ITEM: 4

SUBJECT: Discussion/Action to approve Program Year 2025-2026 Marketing Plan and Budget

FROM: Priscilla A. Lopez, ICWEDO Director

RECOMMENDATION:
ICWEDO Director recommends to approve the proposed Program Year (PY)2025-2026 Marketing Plan and Budget at a cost not to exceed \$60,000 (contingent upon PY25-26 funding allocations)

BACKGROUND:
Staff will provide a presentation on the PY25-26 Marketing Plan of WIOA Services and a forecasted budget.

FISCAL IMPACT:
Not to exceed \$60,000



ICWDB Marketing Plan

Program Year 2025-2026

PLAN OVERVIEW

A Marketing Plan has been created to promote the services available to both businesses and job seekers through the network of America’s Job Centers. This plan outlines the different ways we will share information with the community to raise awareness about these services.

The main goal is to better connect with local employers, job seekers, and students so they clearly understand how we can support them—whether it’s helping a business grow by finding the right talent or helping someone prepare for and get a good job.

These marketing efforts will focus on making sure more people in Imperial County know that help is available and that it’s free, local, and built to support their success.

OBJECTIVE

To increase awareness and engagement with the Imperial County Workforce Development Board’s free services among local job seekers, students, and employers through targeted, community-focused marketing efforts.

TARGET AUDIENCE

1. Job Seekers
 - Unemployed or underemployed individuals
 - Youth and young adults (including those not in school or work)
 - Veterans
 - Individuals with Disabilities
2. Local Employers
 - Small businesses in need of hiring support or training funds
 - Large employers looking to develop talent

Targeting these groups can help the WDB connect people to the right opportunities and help businesses grow, ultimately supporting the local economy.

MARKETING METHODS

#1 – Billboards/Posters (\$24,000)

Digital billboards in high-traffic areas across Imperial County present an effective method for marketing services to a broad local audience. Strategically placed along major roads, these digital displays offer strong visibility and engagement, especially in a rural setting where media options are more limited. The four locations selected—El Dorado in Imperial (North and South), Cole Road in Calexico (facing North), Dogwood Road near Imperial Valley Mall in El Centro (facing North and South), and LaBrucherie (facing North)—are among the county’s most heavily trafficked corridors, ensuring maximum exposure.

These digital billboards are owned and operated by different companies, and advertising rates vary based on the vendor, panel location, and duration of placement. Rates are generally quoted in 4-week periods, allowing for flexible planning and seasonal campaign alignment. Due to growing demand, availability is often limited, making early booking essential.

The dynamic nature of digital billboards with rotating messages and visually engaging content, makes them a powerful tool to raise awareness, promote events, and drive interest in services offered. When used as part of a broader outreach strategy, these billboards can significantly amplify reach and impact within the community.



Half of these costs will be split between ads aimed to reach job seekers and the other half aimed at employers.

Timeline:

September–October: Billboards will promote business services, as these months typically align with increased hiring activity. Employers often begin recruiting during this period in preparation for the higher workforce demand associated with the holiday season.

January: Billboards will focus on job seeker services to align with the momentum of the new year, when individuals are often motivated to make a fresh start and explore new employment opportunities.

June: Job seeker-focused billboards will run again, targeting individuals entering the job market during the summer months, including recent graduates and seasonal job seekers.

#2 - Collateral/Handouts (\$10,000)

Collateral and handouts are an effective marketing method for promoting WIOA services in the community because they provide clear, tangible information that can be easily distributed and referenced. Professionally designed flyers, brochures, and other materials help raise awareness of available programs,

eligibility, and how to access services. These materials are essential for reaching a wide audience, especially at community events where residents gather and engage with local resources. Additionally, providing collateral to partner organizations such as chambers of commerce, community centers, and nonprofits extends the reach of WIOA messaging through trusted networks.

The costs associated with collateral development include both graphic design and printing. Design ensures materials are visually appealing, accessible, and aligned with branding and compliance standards. Printing costs vary depending on quantity, quality, and format but are necessary to ensure adequate distribution throughout the year. By investing in well-crafted handouts, WIOA programs can effectively inform, engage, and attract job seekers and employers, supporting outreach and enrollment goals across diverse populations.

Half of these costs will be split as evenly as possible, unless a more targeted outreach is needed.

Timeline:

Ongoing/as needed basis

America's Job Center of California

ADVANCE YOUR CAREER WITH THE NO-COST SERVICES PROVIDED BY YOUR WORKFORCE DEVELOPMENT BOARD!

- JOB SEARCH ASSISTANCE
- TRAINING & EDUCATION OPPORTUNITIES
- WORKSHOPS & HIRING EVENTS
- EMPLOYER SERVICES

America's Job Center of California (AJCC) is a statewide network of employment and training services designed to assist job seekers, workers, and employers. Funded by the Workforce Innovation and Opportunity Act (WIOA), AJCC locations provide no-cost resources to help individuals find jobs, develop skills, and connect with employers.

Where do I get started?

Brawley AJCC 3660 120th St. Brawley, CA 92227 (442) 265-5376	Calixto AJCC 301 Heber Turn Calixto, CA 92231 (442) 265-6192	El Centro AJCC 2799 S. 4th St. El Centro, CA 92243 (442) 265-4950
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www.iworkforce.com

This WIOA Title I and Title II activity is an equal opportunity program or activity. All services are available upon request to individuals with disabilities.

IMPERIAL COUNTY WORKFORCE DEVELOPMENT BOARD

PROPORCIONANDO LA ASISTENCIA DE LA FUERZA LABORAL QUE NECESITA

Transformando Vidas y Fortaleciendo los Negocios

La Junta de Desarrollo de la fuerza laboral del condado de Imperial ofrece a los empleadores locales los recursos y el apoyo necesario para alcanzar sus metas empresariales. Nuestro equipo de Servicios Empresariales trabajará con usted para crear un plan personalizado que atienda las necesidades de su empresa. Ya sea que necesite ayuda con la contratación, capacitación de empleados nuevos o actuales, servicios de prevención de despidos o espacios para conferencias, estamos aquí para ayudarle. Todos los servicios son sin costo alguno. ¡Llame hoy mismo y descubra cómo podemos apoyarle en el logro de sus objetivos.

CONTACTE AL EQUIPO DE SERVICIOS EMPRESARIALES

(442) 265-7180
www.iworkforce.com

Este programa o actividad financiado por el Título I del WIOA es un programa/programa de igualdad de oportunidades. Los servicios son disponibles, pueden solicitarse y ser recibidos.

- Servicios de Reclutamiento de Empleados
- Ferias de Empleo y Reclutamiento
- Fondos para el Entrenamiento en el Trabajo
- Servicios de Prevención de Despidos
- Talleres de Negocios y Recursos Humanos
- Información Del Mercado Laboral
- Línea Directa de HR 1-877-282-3763
- Entrenamiento de Trabajadores Titulares
- Entrenamiento Personalizado

#3 – Radio (\$5,000)

Radio is a highly effective way to advertise WIOA services in a rural county. Many Imperial County residents rely on local radio for news and community updates. It offers broad reach across geographically dispersed areas, including those with limited internet access. With consistent messaging and trusted local stations, radio helps build recognition, encouraging more residents to engage with available resources and support.

Separate radio ads have been produced for aimed for job seekers and employers. Marketing costs will be split event between the two.

Timeline:

Ads will follow a similar schedule and strategy as Marketing Method #1 (Digital Billboards), for the same reasons—targeting key times of the year when employer hiring and job seeker engagement are typically highest.

#4 – Public Notices/Print Advertising (\$5,000)

A Workforce Development Board should budget for marketing expenses to meet public transparency requirements, such as posting Public Notices for Local Plans and other key documents for public comment. These notices ensure the community is informed and has a chance to provide input, as required by WIOA. In addition, budgeting for print marketing—like newspaper ads—is an effective way to reach a broader audience, including individuals without internet access.

Timeline:

Ongoing/as needed basis.

#5 – Website (\$4,000)

The website www.iworkforce.com is a key marketing tool for promoting WIOA services to both local residents and employers. It serves as a central hub for up-to-date information on job training programs, employment opportunities, youth services, and business support. Accessible 24/7, the site allows users to explore services, download resources, and connect with staff at their convenience.

Most marketing effort, such as flyers, radio ads, and social media posts, are designed to drive traffic to the website for more detailed information and engagement. This makes the website an essential component of the overall outreach strategy.

Costs associated with updating and maintaining the website, including content creation, design enhancements, and domain renewals, technical support, are considered part of marketing because they ensure the site remains current, user-friendly, and aligned with branding.

Timeline:

Ongoing/as needed basis.

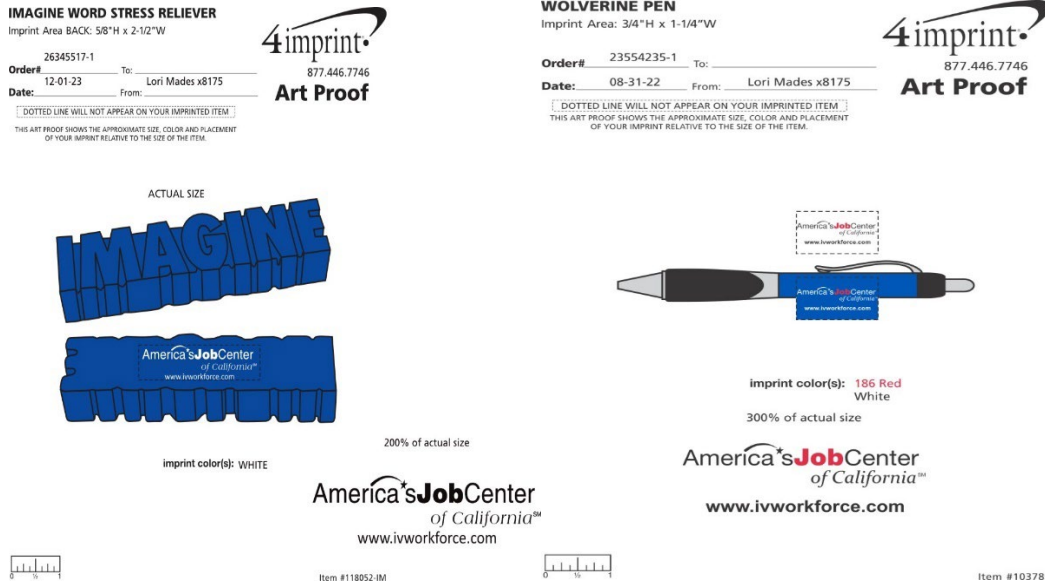
#6 – Promotional Items (\$3,000)

Marketing promo items like pens, post-it notes, notepads, and other fun giveaways are effective tools for promoting WIOA services to job seekers and employers. These items create a lasting impression by keeping the program's name and website in front of users during their daily routines. At community and business events, they attract attention, spark conversation, and provide an opportunity to engage attendees in a friendly, approachable way. Promotional items also help reinforce brand recognition and make the interaction with WIOA services more memorable. For employers, these small tokens serve as

reminders of available business services, while job seekers may be encouraged to follow up or visit the website. Overall, promo items are a low-cost, high-impact strategy to increase visibility and awareness.

Timeline:

Ongoing/as needed basis.



#7 – Exhibit Space/Registration (\$2,000)

Costs for WIOA staff to attend local professional and economic development events, including registration fees, are essential for promoting services and building strategic partnerships. These events provide valuable opportunities to network with employers, community leaders, and potential collaborators, raising awareness of WIOA programs and resources. Staff presence ensures WIOA remains visible and engaged in local initiatives, helping align workforce services with regional needs. The investment supports outreach, relationship-building, and the exchange of ideas that can lead to stronger service delivery and expanded opportunities for job seekers and businesses. These costs are fully justified as part of a broader marketing and engagement strategy.

Timeline:

Ongoing/as needed basis.

#8 – Translation Services (\$1,000)

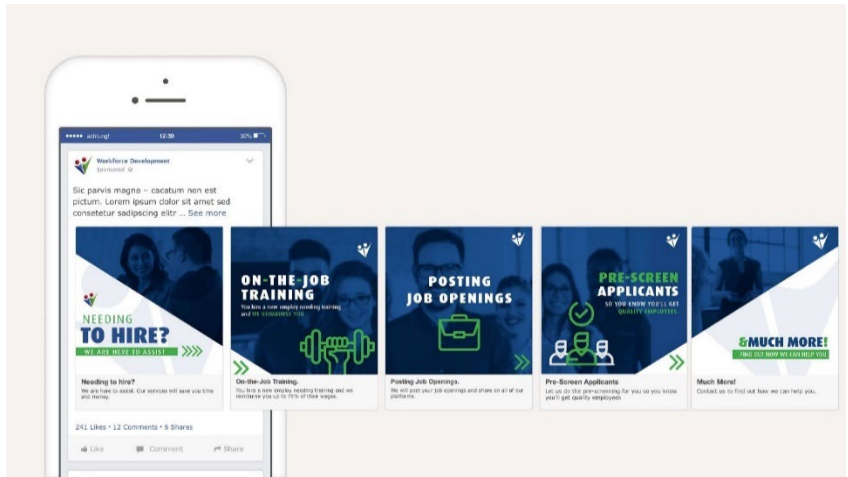
Translation services are essential for WIOA marketing materials in Imperial County due to its location near the Mexico border and the large population of monolingual Spanish speakers. Providing materials in both English and Spanish ensures accessibility, equity, and effective communication with the community. It helps residents understand available services, eligibility, and how to participate, increasing engagement and outreach success across diverse populations.

Timeline:

Ongoing/as needed basis.

#9 – Internet/Facebook Advertising (\$5,000)

Internet and Facebook advertising are effective marketing strategies where many residents use social media to stay informed and connected. Online ads allow for targeted outreach based on location, interests, and demographics, helping promote WIOA services to both job seekers and employers. A new Facebook page has recently been created to support these efforts, and growing its follower base is essential for increasing visibility and engagement. Promoting posts, running ads, and sharing valuable content can help expand reach, drive traffic to the website, and keep the community informed about available programs, events, and opportunities.



Timeline:

Ongoing/as needed basis.

#10 – Other (\$1,000)

For Program Year 2025–2026, \$1,000 has been set aside specifically for special or alternative marketing efforts to promote WIOA services. This reserved funding allows flexibility to explore and implement new or emerging marketing strategies that may arise during the program year. Whether it’s a new platform, technology, or community outreach method, this allocation ensures the program can respond quickly and effectively to opportunities that enhance visibility and engagement with job seekers and employers in Imperial County.

Timeline:

Ongoing/as needed basis.

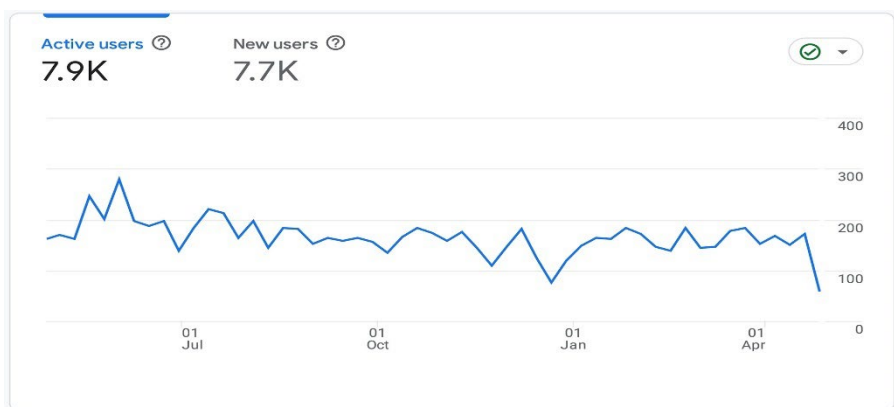
MARKETING METHOD SUMMARY

	Method	Cost	Audience Focus
1	Digital Billboards	\$24,000	Job Seekers/Employers (All)
2	Collateral Handouts	\$10,000	All
3	Radio	\$5,000	All
4	Public Notice/Print Advertising	\$5,000	All
5	Website	\$4,000	All

6	Promotional Items	\$3,000	All
7	Exhibit Space	\$2,000	Employers/Partners
8	Translation	\$1,000	Spanish-speaking Residents
9	Social Media Ads	\$5,000	All
10	Other	\$1,000	All
	Total	\$60,000	

MEASURABLE GOALS

- Website traffic increase- Over the last year (April 29, 2024 – April 28, 2025), www.ivworkforce.com had a total of 7,900 visits. A 15% YOY visit increase is expected, making the total of site visits of **9,085** the goal for July 1, 2025 through June 30, 2026.



- Increase the number of new employers using business services. The goal is to engage **15** employers who have never previously utilized WIOA services.
- Increase in OJT Participants- In Program Year 2023-2024, 64 participants were enrolled in the OJT Program. For the period from July 1, 2025, to June 30, 2026, we expect a 10% year-over-year increase, bringing the total number of OJT participants to **70**.
- Increase in Job Seekers visiting AJCCs: (This data is in the process of being compiled). The goal will be to see a **10%** increase of site visits compared to the previous year.
- Social Media Engagement Increase-As of the development of this Plan, the AJCC Facebook page, which was created in March 2025, had a total of 51 Followers. A 300% YOY Follower increase is expected, making the total of Followers **208** by June 30, 2026.

CONCLUSION

The ICWDB's Marketing Plan for Program Year 2025–2026 represents a strategic, community-centered approach to outreach. By leveraging a diverse mix of marketing methods, including digital billboards, radio, print, social media, and direct engagement, this plan is designed to significantly increase awareness, visibility, and utilization of free workforce services offered through the America's Job Center of California (AJCC) network.

This plan is not static; it is a flexible framework that allows for adjustments based on community feedback, performance data, and emerging opportunities. Our continued goal is to connect more residents and businesses with the resources they need to thrive—building a stronger, more resilient local economy in the process.

With clear timelines, defined audiences, and measurable goals, this plan positions the ICWDB to expand its reach, deepen its impact, and ensure that workforce development services remain accessible, inclusive, and responsive to the needs of Imperial County.

**Imperial County Workforce Development Board
Marketing Budget and Forecast
PY2025 - 2026**

Category	2025-2026	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total Budget
Billboards/Posters	\$24,000			\$6,400	\$2,800			\$8,400					\$6,400	\$24,000
Collateral/Handouts	\$10,000		\$2,440					\$2,500		\$3,500			\$1,500	\$9,940
Promotional Items	\$3,000	\$3,000												\$3,000
Public Notices/Print Advertsing	\$5,000			\$500	\$500				\$1,500	\$2,500				\$5,000
Radio	\$5,000			\$1,152	\$1,100			\$720	\$576			\$768	\$672	\$4,988
Exhibit Space/Registration	\$2,000												\$1,500	\$1,500
Website	\$4,000	\$1,000					\$2,660							\$3,660
Translation Services	\$1,000			\$1,000										\$1,000
Social Media Advertising	\$5,000			\$1,000	\$1,000			\$1,000	\$1,000		\$1,000			\$5,000
Marketing Other	\$1,000									\$1,000				\$1,000
Marketing Subtotal	\$60,000	\$4,000	\$2,440	\$10,052	\$5,400	\$0	\$2,660	\$12,620	\$3,076	\$7,000	\$1,000	\$768	\$10,072	\$59,088