

work2future Marketing Outreach Activities

Since January 2009

work2future Initiated over 40 Outreach Activities

Highlights were:

- Summer Jobs For Youth ARRA (90 HS, 130 Non-profits organizations, all City of San Jose Depts., local municipalities w/in service area, and 500 CalWorks clients)
- HP Resource and Job Fair with 30 employers, 30 CBOs, and 4500 attendees
- Celebracion in Morgan Hill
- Gilroy Job Fair
- Three Enrolled Clients Only Job Fairs held at the three One Stops
- Green Cadre & Internship outreach

work2future was invited to participate

- Day in The Park- District 3
- Walk to End Domestic Violence
- District 7 Youth Job Fair
- Foreclosure Help Roosevelt Community Ctr.
- Honor a Hero, Hire a Vet
- Together We Can for Youth
- District 5- Small Business Tax Assistance
- Assemblymen Jim Beall Community meeting
- Crime & Gang Prevention Summit
- Community Health Fair
- Vets Appreciation Day

Over 12 BusinessOwnerSpace.com joint Events

Highlights are:

- Festiv'all
- Women's Economic Summit
- Procurement Fair-MBEC
- Small Business Tax Assistance Days
- Connect 2.0
- Filipino Chamber Seminar

Marketing Calendar 2009

8/29/2009 10-4	Fair	Celebracion	Morgan Hill Pumpkin Patch	Silvia Montoya	Community & Job seekers	5000	All w2f & BOS-website, email, flyers	
9/26/2009 10-3	Conference	Women's Economic Summit	CET	BJ Sims/Kim Walesh	Women & Refugees	150	All w2f & BOS-website, email, flyers	Kim Walesh, Carol Leigh Hutton Dera Fignoe, at CET
10/2/2009 10:30a-1:30p	PRES	City of San Jose 12th Annual Walk to End Domestic Violence	City Hall	Eve C. 408-292-6724	Everyone	700-800	All w2f brochures-website, email, flyers	Table
10/3/2009 10a-4p	Fair	District 3 Day in the Park	Cunningham Park	BizServCoor. 408-794-1231	Everyone and Job Seekers	500+	w2f, BOS-website, email, flyers	w2f Staff requested
10/7/2009 9a-2p	Fair	PHP Adult Transition Faire	Sobrato Ctr. 1400 Parkmoor	Wayne Jasper Facilitator 408-505-9540	16+ High School students and Parents	201-500	w2f, project HOPE- website, email, flyers	2(project HOPE staff)
10/10/2009 10:30a-1:30p	Fair	District 7 Youth Job Fair	Oakridge Mall	Sandra Guerrero 408-794-1131	Youth	700-800	youth w2future-website, email, flyers	
10/16/2009 11am-1p	Open House	CTC Grand Opening	CTC Story Rd	Rose Amadore	Community & Job seekers	500	presence	
10/13/2009	work-shop	Domestic Violence Information & Resources Wkshp	SJSU	Sabby Kaur	Domestic Violence Survivors		w2f(english)-website, email, flyers	from Project Hope
10/09-present	Youth employment	Green Cadre & Internship	East Union High School, SCJCC, Non profits, Roosevelt Community Ctr 901 Santa Clara St.	Fran Vader 408-794-1128	Youth 18-24- ARRA	3000	ARRA w2f funded program materials- website, email, flyers	Assist Green Jobs and college internships
10/21/2009	Serv	Foreclosure Help	Hilton Garden Inn, Gilroy, CA	Mark 408-794-1177	Job Seekers		w2f employment services information-website, email, flyers	
10/21/2009 11-5	Fair	The Gilroy Job Fair	Wyndham Hotel	BJ Sims	Businesses	1200	w2f, BOS-website, email, flyers	
10/30/2009 5-9p	Fair	Festiv'all	Andrew Hill High School	Alex	Community & Job seekers	800+	Youth-website, email, flyers	
11/4/2009 10-2	Fair	Hire a Vet Job Fair	Holiday Inn	Nicole, Mark, Teresa	Veterans and Public	200-400	All w2f brochures	

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11/4/2009	pres	Together We can 2009-YES program for Youth	Overfelt High School-Multipurpose Room	Angela Cipperly	Youth		Youth flyers	
12/2/2009 1-4	Seminar	SJ Business Tax & local Business Opportunity Seminar	CH Rotunda	District 5 Joe Coto John Chiang	Businesses	150	BOS & w2future	Jeff & Bj presenters on agenda resource table
12/2/2009 5-8	workshop	Procurement Event	MBEC, SJOS	Alejandro Serrudo	Small Businesses	45	BOS-website, email, flyers	
12/10/2009 6-9	Outreach	DVIR	Elmwood, Milpitas	Sabby Kaur 408-794-1157	Domestic Violence Offenders (male)	51-100	w2f (eng & Spanish)	
12/12/2009 1-4	Fair	Dist4. Council Event	Alviso Youth Center	Kansen Chu 408-535-4904	Everyone	200+	w2f (eng, span, Viet)	
12/22/2009 10:1:00	Recruitment	Eco Offsite Construction	w2f	Teresa Rodriguez 408 794-1178	Targeted WIA & Enterprise Zone TX Credit	50 plus	Fliers/Applications/Job Descriptions	37 attended and all were interviewed, Employer Excited!
1/8/2010 10-2	Assembly member Jim Beall Community meeting	Surviving the Recession and Beyond	SJCC Student Ctr	Sunshine Borrilli-282-8920	Job seekers and Unemployed	200	Flyers brochures-website, email, flyers	
1/8/2010 6-8pm	CSU Biotech Synosium	Workforce Development/Partnership	SC Marriott	Rupinder Blathal 619-594-3954	CSU and CC faculty	75	Brochures- all Lang-website, email, flyers	
1/14/2010	Vendor Resource Fair	Client / Vendor resource info	San Jose One Stop Board Room	Monique Melchor	Public and Enrolled Clients	200	Vendor flyers and info-website, email, flyers	
1/20/2010	Nummi Job Fair	Nummi/ Alameda County	Ohlone College-Fremont	Karen leDoux	Nummi laid off workers	4000	w2future brochures- all lang	
1/23/2010 8:30-11:30	member Jim Beall Community meeting	Retooling for Tomorrow	Camden Community Center-3369 Union Ave. SJ	Sunshine Borrilli-282-8920	Job seekers & Public	200	Flyers brochures-all lang-website, email, flyers	
1/23/10 8:30-10:30	City of SJ	Crime & Gang Prevention Summit	Roosevelt Community Ctr 901 Santa Clara St.	Ester Mota	Community Non profits	400	All lang flyer and Brochure-website, email, flyers	

Marketing Calendar 2009

1/26/2010	w2fEnrolled client only Job Fair	JOB FAIR	Campbell One-Stop	BJ/Virginia/Carl	Enrolled w2f clients	350	Flyers-website, email, flyers	
1/27/2010 6:30-7:30	Seminar	Credit Myths	Chesbro SJ	Greg Myers/Nakisa	Businesses	30	BOS info	
1/28/2010	Career/Resource Fair	City of SJ Clean Slate Tattoo Removal Program	Hank Lopez . Community Center 1694 Adrian Way SJ 95122	Juan Avila 251-7757	Youth 14-25	50	w2f-all languages-website, email, flyers	Table
1/28/2010	Networking Event	Business Education Seminar	1046 W. Taylor	Edith/Amy	Business	50	BOS- Chamber Outreach	
1/28/10 6:45-8:30	Resource Fair	Goodwill's Stand Down	Goodwill 1080 N 7th St. SJ	Robert Williams/Sabby- 869-9128	Homeless Vets	100	All w2f flyers-website, email, flyers	Shelters/
2/20/2010	Radio spots	Vietnamese Radio-Chamber		HG Nguyen/BJ/Amy	Vietnamese Community	1000+	Interview- w2f and BOS eventss 2/27, 3/6 and Small Business resource	
2/22/2010	Resource Fair	Habitat for Hummanity	Cupertino	David-Youth	Public and Enrolled Clients	100	All Materials	
2/27/10& 3/6	BOS	Small Business Tax Assistance Day	w2f Parkmoor	BJ/Amy/	Small Business	100	all Bus/w2f-website, email, flyers	