

Practical Strategies for Effective Workplans, Budgets, and Outreach

This document provides practical guidance for developing effective workplans, realistic budgets, and achieving effective outreach. It is intended to support DEED partners in strengthening program implementation, improving participant engagement, and maximizing resources. By incorporating these best practices, grantees can align their efforts with DEED's goals, ensure fiscal accountability, and reach Minnesotans where they are with the services they need.

1. Best practices on developing and modifying program workplans and budget:
 - Revisit historical data on projected outcomes versus actual
 - Track real-time enrollment/outcomes data and compare it to expectations
 - Use Labor Market Information to see the approximate amount of people that may be eligible for DEED programs.
2. Best practices for effective program outreach:
 - a) Leverage partnerships:
 - Use already available public services
 - Outreach via housing facilities
 - Partner with orgs. to give direct access to work-based training and exposure
 - Identify programs or organizations with similar or complementary goals
 - b) Meet People Where They Are:
 - Attend community events, cultural celebrations, county fairs, and grassroots gatherings.
 - Outreach in high-traffic or trusted spaces (libraries, faith centers, community centers).
 - c) Partner Strategically:
 - Collaborate with organizations already embedded in the community.
 - Share resources and co-host events to expand reach and build trust.
 - d) Build Relationships, Not Just Connections:
 - Engage with trusted community leaders and organizations.
 - Show up consistently
 - e) Use Multiple Communication Channels:
 - Combine traditional methods (flyers, local radio, newspapers) with digital outreach (social media, email, websites).
 - f) Diversify Funding Sources
 - Co-enrollment with other programs
 - Minnesota Promise
 - WIOA Title II (ABE)
 - Program financial trainings that are provided by CareerForce and DEED Fiscal
 - Bulk buying or subscriptions to cut on costs. Shared services and subscriptions if appropriate. MOUs to facilitate sharing and joint agreements.

- Look at State and Federal grants to see if there are certain grants for local areas, cities, counties, non-profits can apply for.
- g) Focus on core activities
 - Remember Priority of Service and focus on the customer (unemployed, ill/injured, etc.).
 - What are core activities:
 - Basic career services
 - Helping with resume, Job search, and Individual Employment Plan
 - Labor Market Information data
 - Other basic services:
 - Training services,
 - Supportive services,
 - Needs-based services
 - Connections to other helpful programs/services
 - Have a 'step up' level for training services after core services
 - Streamline application process to see what people need right away at time of enrollment vs. what can be looked at later. Expedite enrollment into the program as soon as possible. Avoid delays in getting enrolled.
 - Make sure "handoffs" between services/programs are successful
- h) Review participant enrollment projections/goals
- i) Have regular check ins with key partners