

# WEDNESDAY EMPLOYMENT ASSISTANCE AT ASIAN AMERICAN RESOURCE CENTER (AARC) – MONTHLY REPORT NOVEMBER 2017

## **Outreach at AARC**

- Five individuals were assisted at AARC.
- Employment Services Specialist Indira Nallapati worked 40 hours at AARC.

## **Advertisement/Marketing**

- Posted Facebook and Twitter Posts each week to promote that Employment Specialist is available at the AARC on Wednesdays. Ms. Nallapati posted on her own Facebook page.
- HRD advertised in Epoch Times, Austin South Asian Monthly and the AARC monthly newsletter.

## **Achievements**

- Hired an Asian American Employment Services specialist, Indira Nallapati as a temporary from August – November and then made her a regular employee in December. Her presence is becoming known at AARC.
- Attended the Asian American Employee Network's professional development meeting on November 29. Distributed the flyers and brochures in the various Asian languages at the AAEN meeting.
- Connected with some City employees who have participated in mock interviews to get their assistance in spreading the word to their friends and colleagues about our services.
- Worked with a vendor to translate an employment brochure into five languages: Traditional and Simplified Chinese, Korean, Vietnamese, Burmese and Arabic. Currently doing quality assurance to ensure the correctness of these translations by having them reviewed and edited by volunteers who are native speakers of these languages.
- Posted flyers in the foyer of the AARC to increase visibility.
- Attended a District 1 town hall meeting and distributed flyers and employment brochures detailing our employment services.

## **Challenges**

- Few job seekers are showing up for employment assistance.
- The layout of office does not provide privacy to speak with applicants. AARC has identified that the Employment Services Specialist could use one of the classroom spaces when they are not in use should someone request privacy. The problem is that classrooms do not have computer access. The Employment Services Specialist needs access to the internet and computer to discuss jobs and resources for job seekers.

- The Employment Services Specialist needs help from the Asian American Quality of Life Commission and other Asian American associations in getting the word out about employment services at AARC.
- There is a lack of visibility at AARC. Upon arriving at the AARC, patrons are unaware of the availability of employment assistance. We need better signage on Wednesday – the day the Employment services specialist is stationed at AARC.

### **Future activities**

- Have a booth at the major events hosted by the AARC and some other major Asian American events coming up in the fall and winter.
- Coordinate with local Asian American organizations including the Asian American Resource Center and the Asian American Quality of Life Facebook page to post information about our Employment Services at AARC each week and request Facebook friends to share on their Facebook pages/like our Facebook page as well.
- Work with Public Information to advertise Employment Services at AARC on ATXN.
- Mail the five language flyers to all the board members of the Asian American Employee Network board members and Leanor Vargas, the Parent Support Coordinator for AISD.
- Develop a strategy to distribute flyers to organizations and businesses weekly to market employment services at AARC.
- Attend the meeting of Greater Austin Asian American Chamber of Commerce meeting on Dec 6<sup>th</sup>.
- Attend the HR work group meetings of the Asian American Quality of life Initiative as requested by Commissioner Janki DePalma.
- Host an evening workshop on job search and interviewing at the City of Austin at AARC in January.