

WEDNESDAY EMPLOYMENT ASSISTANCE AT ASIAN AMERICAN RESOURCE CENTER (AARC) – MONTHLY REPORT JANUARY 2018

Outreach at AARC

- 8 individuals were assisted at AARC.
- Employment Services Specialist Indira Nallapati worked 45 hours at AARC.

Advertisement/Marketing

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

Achievements

- Posted flyers in the foyer of the AARC to increase visibility.
- Set up a table at the “Where I belong: Photography Exhibit at AARC on January 13th. Distributed flyers in all the five major languages and highlighted employment services and their availability at AARC.
- Indira attended the January 27th Indian American Coalition of Texas Annual Gala (to celebrate the Republic Day of India), and placed flyers at the registration desk as well as at the banquet tables (during dinner). Also, spoke to several attendees about the provision of free employment services by the City of Austin. Distributed flyers highlighting employment services available at AARC on Wednesdays as well as other locations on other days.

Challenges

- The layout of office does not provide privacy to speak with applicants and the environment can be chaotic at times when there are others using the library. AARC has identified that the Employment Services Specialist could use one of the class room 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 a computer to discuss jobs and resources for job seekers.
- More employees have been assigned the same work space as Indira and when clients show up unexpectedly, it is sometimes hard to coordinate and fulfill duties.
- 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. Will be useful to have permanent signage on the AARC wall so that any visitors

to AARC would become aware of the employment services being available on Wednesdays.

Future activities

- Attend and have a booth at the major events hosted by the AARC and some other major Asian American events coming up in the winter and spring:
 - February 18th – TET festival
 - March 24th – Holi (festival of colors) festival
 - May 12th – CelebrAsia
- 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 organizations such as Indian American Coalition of Texas, Vietnamese American Community of Austin, Texas (VACAT), and others 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/Distribute the Employment flyers once flyers are updated with new DeWitty phone numbers to 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 on a regular basis to market employment services at AARC.
- Coordinate and host a community job fair at the AARC in May or June.
- Explore better signage options near the AARC entrance on Wednesdays to increase visibility of Employment Services near the entrance.