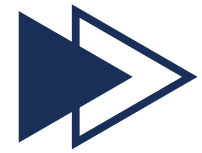


WANB COMMUNICATIONS & OUTREACH SUBCOMMITTEE

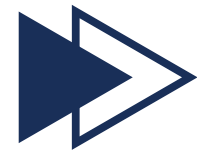
MAY 28, 2026



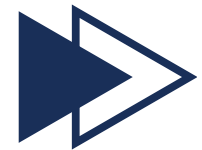
Today's Agenda



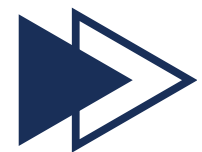
Welcome & Introductions.



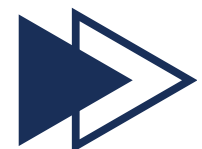
Review One Stop Flow



Where we stand



Where do we go now?



Closing and Next Steps

One Stop Flow



Visits: X

In-Person:

X

Virtual:

X

Community Pop-Ups:

X

AICC Orientations Conducted: X

Basic Career Services: Career Exploration, Labor Market Information, Career Pathways, Job Development Resources, Job Board, Training and Skills Development, Community and Support Services

X

Monthly Career Center Workshops & Events: Resume, Interview Preparation, Job Search, Soft Skills, and Financial Literacy, Hiring Events and Job Fairs.

X

Online Services via Career EDGE: Guided resume builder, Mock interview preparation and Career exploration and goal-setting tools, Workplace readiness and soft-skills.

X

Online Services via CareerPoint Mobile App: Access to local job centers, direct job connections, training programs, career counseling, and job search tools.

X

Program intake and eligibility. Also, identify opportunities to co-enroll customers in more than one partner program when there is value to customers.

WIOA TI

WTW & CEET

CHD

DOR

College & Adult School

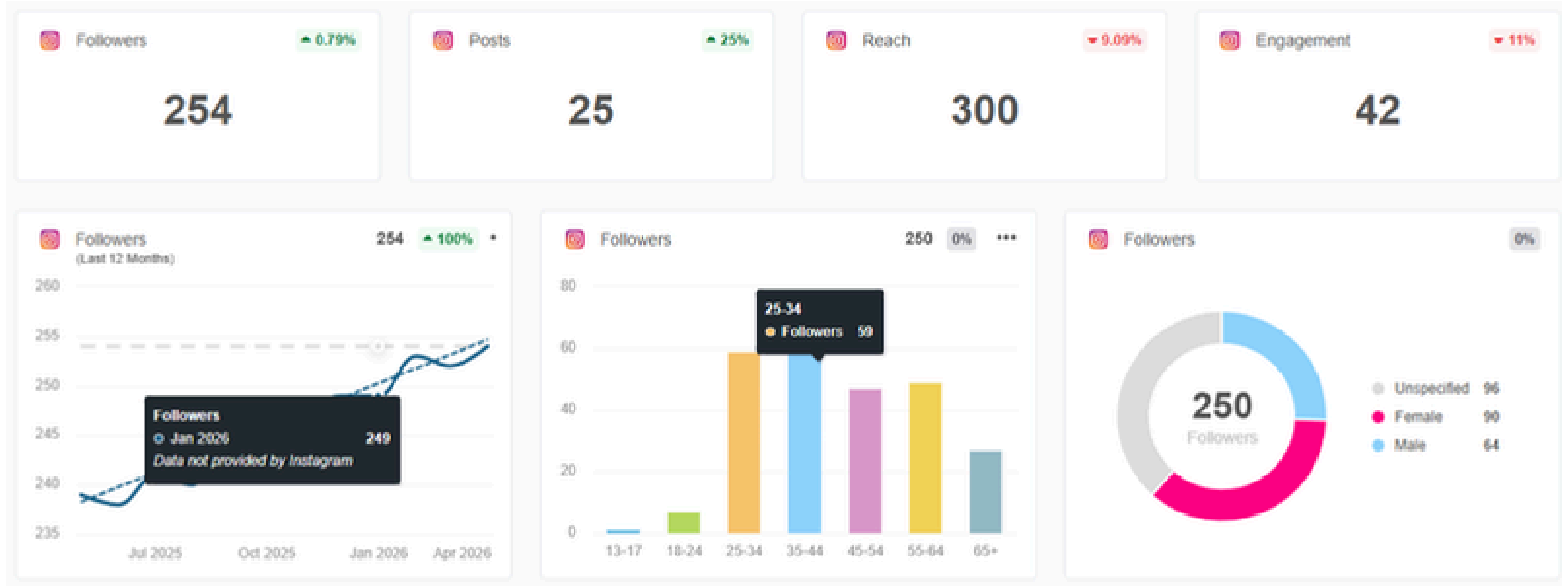
EDD

Job Development Team

Engage local businesses and employers to generate meaningful employment opportunities and job orders for CareerPoint North Bay partners and the resource-rich career center.

Analytics

Social Media Analytics



Social Media Analytics cont.

Top content by views

Boost content

See all content

Post Title	Date	Views	Reactions	Comments
Summer Internship Opportunity—Get Pa...	Fri Apr 24, 2:51pm	9.9K	8	49
Need Help Paying for School? Ar...	Tue Apr 7, 8:53am	5.4K	6	20
SAVE THE DATE! Career & Resource J...	Thu Apr 2, 10:01am	4.7K	5	37
We're Hiring a Career Advisor! Do y...	Mon Apr 20, 8:27am	3.1K	0	10
CareerPoint LAKE, in partnership with...	Wed Apr 22, 12:00pm	1.6K	2	9

Views **33.6K** ↑ 227.4%

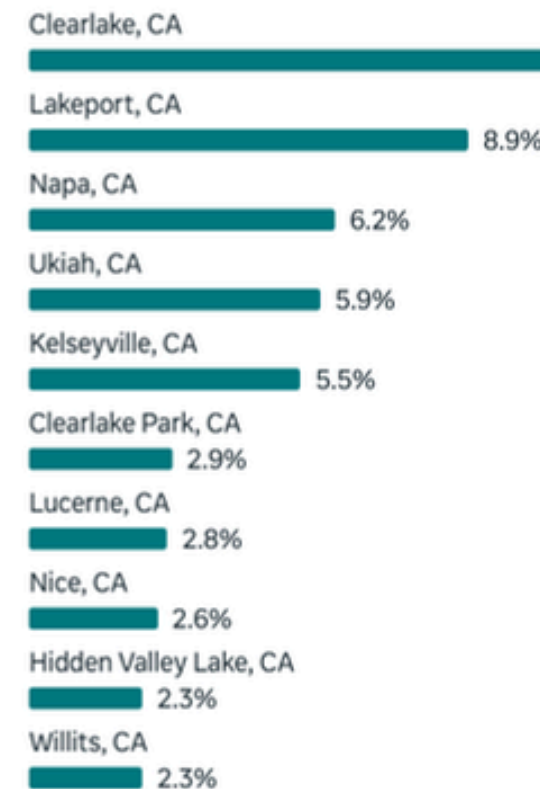
3-second views **1** ↓ 80%

1-minute views **0** 0%

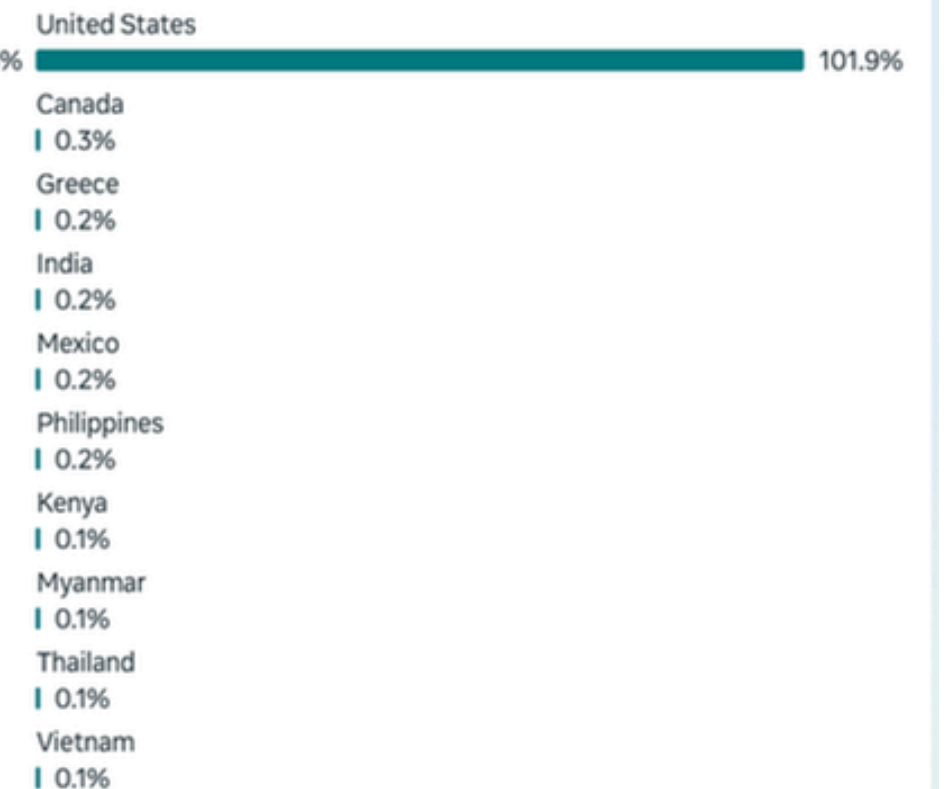
Content interactions **338** ↑ 125.3%

Watch time **37s** ↓ 80%

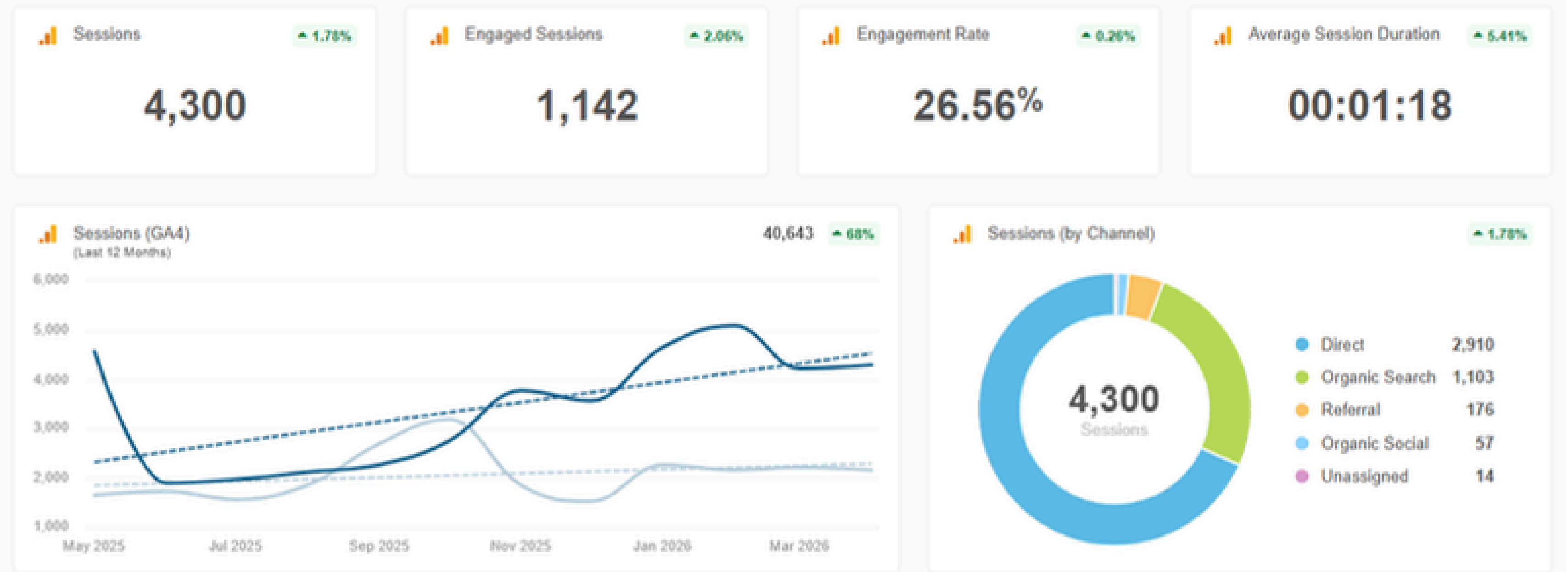
Top cities



Top countries

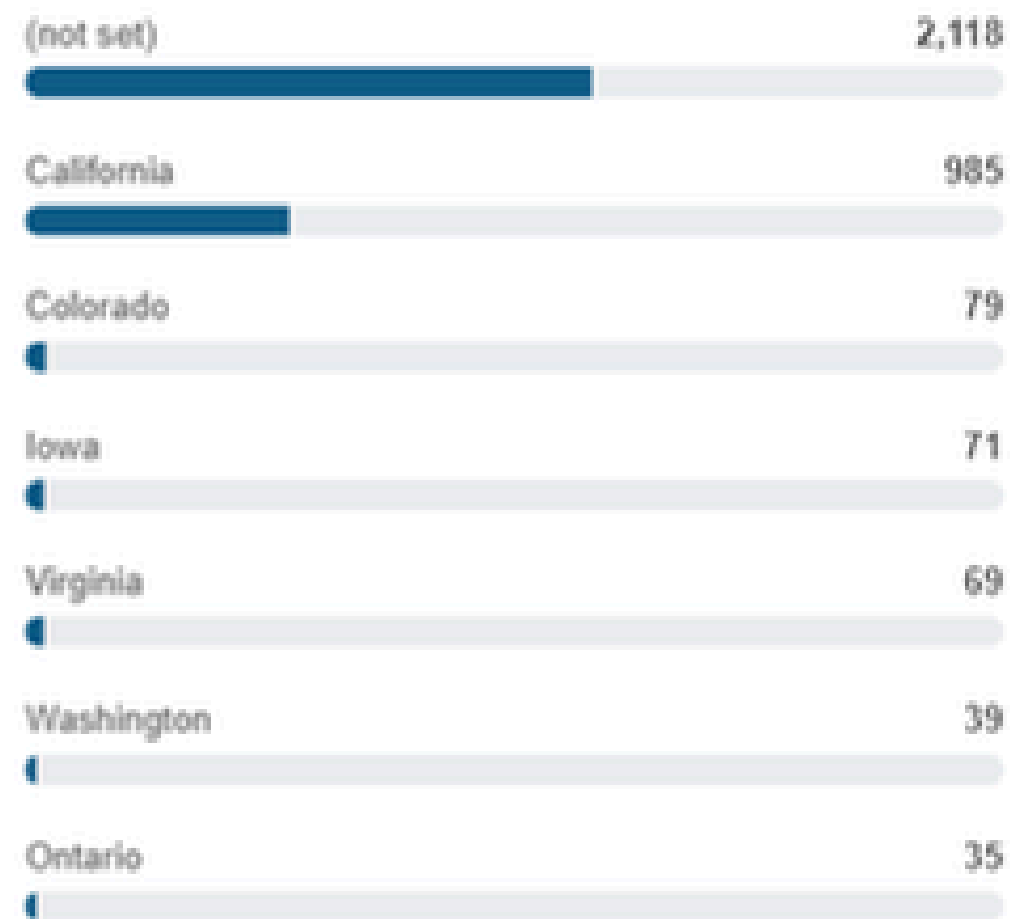


Website Analytics

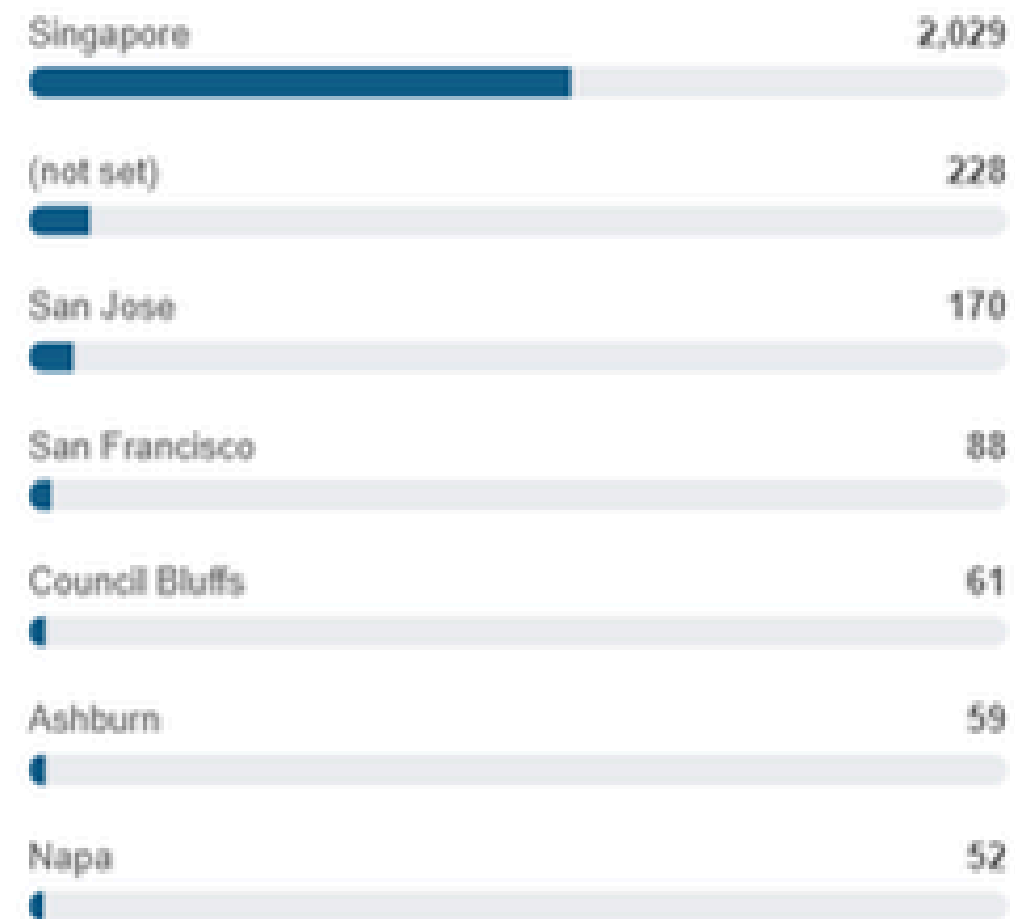


Website Analytics cont.

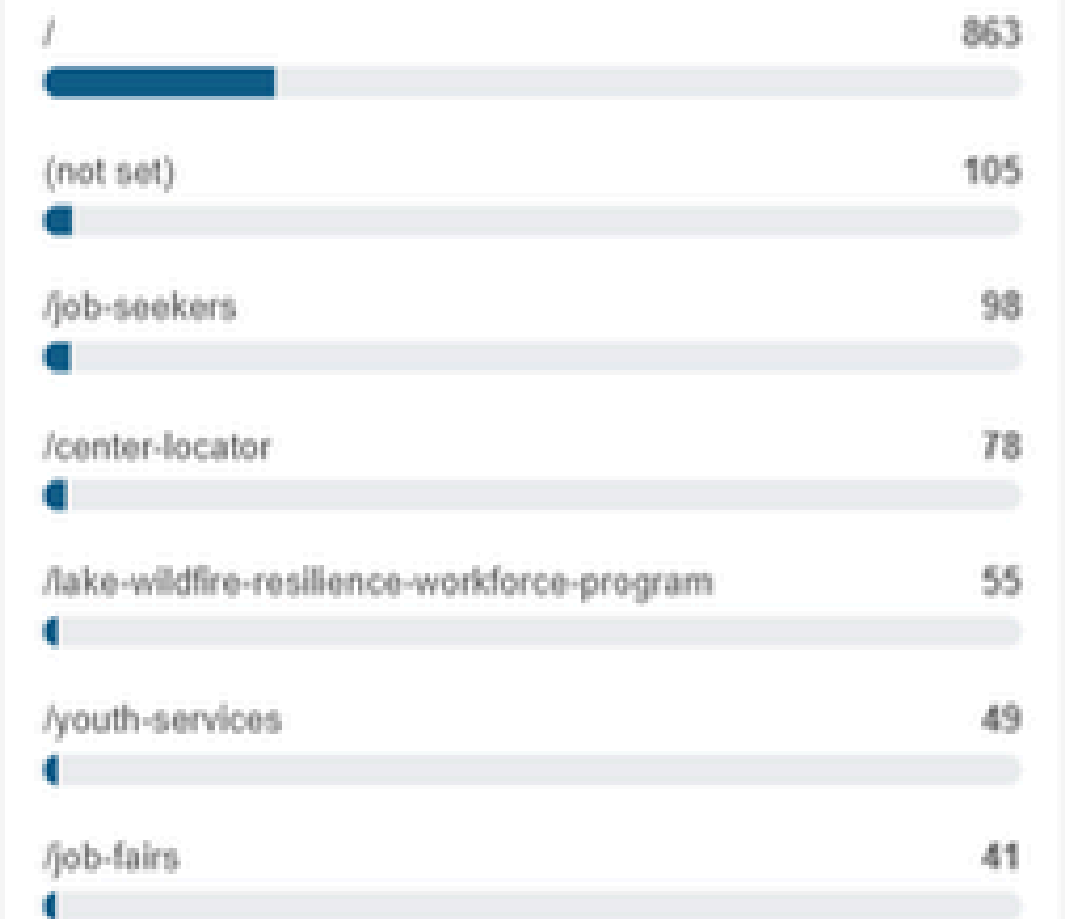
Top Regions



Top Cities



Top Landing Pages



Brick and Mortar Analytics

July 2025-March 2026

2,521 Individuals

6,491 Visits

Where do we go from here?

How can we increase these measures?

- *Visits*
 - *In Person*
 - *Virtual*
 - *Community Pop ups*
- *Basic Career Services, Job development Resources, Job Boards*
- *Workshops and Events*
- *Career EDGE services*
- *Mobile App services*

Closing & Next Steps