



LOS ANGELES COUNTY  
WIA Adult and Dislocated Worker  
DIRECTIVE

**"REVISED"**

NUMBER: D-DWA-00-046      SUBJECT: MEDIA TRACKING  
DATE: March 10, 2003      EFFECTIVE DATE: April 1, 2003      PAGE 1 of 1

**THIS DIRECTIVE REPLACES WIA DIRECTIVE D-DWA-00-046 ISSUED APRIL 1, 2002.**

TO: ALL LOS ANGELES COUNTY WORKSOURCE CENTERS

The purpose of this Directive is to set policy with regards to media tracking. Now that the County's marketing campaign is under way we need to analyze and measure its effectiveness.

Our objective in collecting this information is to analyze how the marketing campaign impacts customer flow throughout the WorkSource System. All staff having **initial contact** with customers, primarily your receptionist or greeter needs to be aware of this process in order to record the data.

If you have an automated phone system, please change the recorded greeting to acknowledge the WorkSource California identity. If you have a receptionist answering the phone, they also should acknowledge the WorkSource California identity. Prior to directing a call to Center staff, the receptionist needs to determine if this call is the customer's *initial contact* with your Center. At that point the customer can identify what directed them to your location.

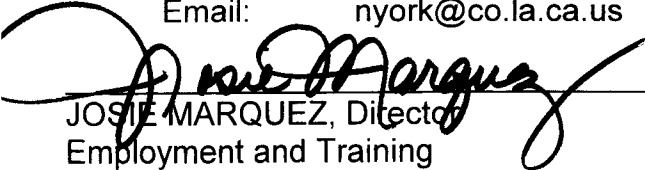
We will be using the information from the attached Media/Outreach Tracking Report to determine what method of advertising is most effective in drawing new job seekers to our Centers, and what method of advertising is most effective in drawing the business community to our Centers, so we will know where to concentrate our efforts with the marketing campaign in the future. If you have initiated your own marketing campaign, this information will also help you determine how effective it is and what works best for your area. We would appreciate receiving any information you provide on your marketing efforts that would assist us in meeting your needs.

Attached to this Directive, for your convenience, is the Media/Outreach Tracking Report form created for reporting the marketing campaign data. **The completed form is due every month on the 5<sup>th</sup> working day for the preceding month until further notice.** Use one of the following three options for submitting this report:

Mail: Nicky Ward  
County of Los Angeles  
3175 West Sixth Street, Room 310  
Los Angeles, CA 90020

Fax: (213) 381-8120

Email: nyork@co.la.ca.us

  
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JOSIE MARQUEZ, Director  
Employment and Training

Attachment (1)

