



Category/Subject: Virtual Job Fairs
Colorado Policy Guidance Letter#: WP-2013-02 (prior #13-09-WP)
Revise/Replace: N/A
Distribution: Managers, Workforce Development Staff, Workforce Region Directors, Fiscal
Date: November 25, 2013

I. REFERENCES:

a. Virtual Job Fair (VJF) Forms & Websites:

- VJF Resources Website- <http://www.colorado.gov/cdle/vjf>
- VJF Registration Form - <http://www.colorado.gov/cdle/vjfreq>
- VJF (WFC) Employer Registration Form - <http://www.colorado.gov/cdle/vjfeemployer>
- Connecting Colorado VJF Advertisement Form - <http://www.colorado.gov/cdle/vjfad>
- VJF Adobe Connect Access Form – <http://www.colorado.gov/cdle/aconnect>
- VJF Training Request Form – <http://www.colorado.gov/cdle/vjftrain>

b. Americans with Disabilities Act (ADA) Websites & PGLS:

- ADA (Americans with Disabilities Act) Website - <http://www.ada.gov/>
- ADA Website Accessibility - <http://www.ada.gov/pcatoolkit/chap5toolkit.htm>
- Web Content Accessibility Guidelines Overview - <http://www.w3.org/WAI/intro/wcag.php>
- PGL #ADM-2002-06: Compliance with Section 504 of the Rehabilitation Act of 1973 at <http://www.colorado.gov/cdle/pgl>
- PGL ADM-2002-06: Attachment 7, Web Page Checklist

c. Veterans’ Priority of Service PGL:

- PGL #VET-2014-02, Implementing Priority of Service for Veterans and Eligible Spouses, Sections IX & XI at <http://www.colorado.gov/cdle/pgl>

d. E-mail Contact:

- VJF Staff E-mail Address - cdle_vjf@state.co.us

II. PURPOSE:

To provide guidance and technical assistance to Workforce Center Regions conducting a Virtual Job Fair (VJF) or Virtual Event through the Colorado Department of Labor and Employment (CDLE) hosted VJF/Event website.

III. BACKGROUND:

A Virtual Job Fair (VJF) is an online event in which Employers and Job Seekers meet in a virtual environment and use various tools such as: chat rooms, teleconferencing, webcasts, training/workshop videos, webinars and employer online hiring sites. A VJF can also be used as a virtual interactive "event" for information and resources oriented toward special groups, such as youth or veterans. Providing a VJF or virtual event eliminates geographical barriers and enables more accessibility to the event for the job seekers and employers (customers can connect at any location with internet, without transportation and distance issues). A virtual job fair also reduces the cost & number of staff needed as opposed to a job fair at a physical location. CDLE provides a hosted VJF web site that allows the Workforce Center offices & staff to present Virtual Job Fairs and Virtual Events for their customers.

IV: POLICY/ACTION:

Colorado Department of Labor and Employment (CDLE) has designed and established a VJF/Event website, which offers Workforce Center (WFC) staff two options for presenting a Virtual Job Fair/event through the CDLE hosted website. The **first option** is based on technical setup and support of the site provided by the CDLE staff. This option requires Workforce Center Staff to contact the CDLE staff to request assistance in the site setup of the virtual event. The details of such are provided in the items listed under Option 1. The **second option** allows Workforce Center Staff to designate & identify a technical staff member from their office to setup and maintain the technical portions of the VJF/Event. The WFC office will receive access to the VJF website server and will setup, customize and deliver all aspects of the VJF/events through their access and management of the site. The second option requires specific capabilities of the technical staff and WFC office, which are detailed in the items listed under Option 2 below. Access to the forms mentioned in either option is located on the VJF Resources website or through their direct URL address (listed in the Resources section of this PGL).

Option 1:

For Workforce Center Staff who will be using the Virtual Job Fair site provided by CDLE and who will need technical assistance provided by CDLE.

1. **VJF/Event Registration:** Workforce Center Staff will complete and submit the "[Virtual Job Fair/Event Registration](#)" form to CDLE staff at minimum **1 month** prior to the proposed date of the Virtual Job Fair (VJF).
2. **Site Customization:** Workforce Center staff may request modifications to some of the features of the VJF website templates such as: color, tab room names, room content, videos and links. Requests for VJF/Event customization can be made through the [VJF/Event Registration](#) form or by contacting the CDLE (VJF) staff, cdle_vjf@state.co.us. Requests for customized changes to the template need to be made at least **2 weeks** in advance of the virtual event.
 - a. **ADA Compliance:** CDLE must comply with ADA (Americans with Disabilities Act) regulations and if any requested website changes are determined to be an accessibility issue then requested changes may not be provided or may be taken down or replaced at the discretion of the CDLE staff. Refer to PGL 02-08-L, Compliance with Section 504 of the Rehabilitation Act of 1973 & the PGL 02-08-L attachment 7, Web Page

Checklist, for information on ADA requirements & compliance at <http://www.colorado.gov/cdle/pgl>.

- b. **Veterans' Priority of Service Statement:** Veterans Hall will be provided with every VJF/Event to demonstrate and clarify veterans' priority of service for the public. On the Veterans Hall page the following statement will **always** be provided "Priority of Service is given to Veterans and eligible spouses. Our mission is to provide Veterans and transitioning service members with the resources and services to succeed in the 21st Century workforce." Additional statements and information may be provided along with the required statement at the Workforce Center Offices' discretion. Reference PGL 10-05-V, Implementing Priority of Service for Veterans and Eligible Spouses, Sections IX & XI, for information on veterans' priority of service at <http://www.colorado.gov/cdle/pgl>.
3. **VJF/Event Training:** CDLE staff is available to provide training for Workforce Center Staff on how to use the VJF website in order to host a VJF and how to use Adobe Connect. To request training of either service Workforce Center Staff will notify CDLE staff **1 month** prior to the proposed date of the Virtual Job Fair (VJF) through submittal of one of these forms: the "[Virtual Job Fair Registration](#)" form **or** the "[VJF Training Request](#)" form.
4. **Employer Training:** Workforce Center Staff will be responsible for all contact and training provided to the employers/vendors involved in the Virtual Events/Job Fairs.
5. **Preliminary List of Information for Employer/Vendor Registration:** After the "[VJF/Event Registration](#)" form has been submitted a list of information about the employers and/or vendors involved in the VJF/event will be provided (e-mailed) to the individual (Workforce Center Staff) that submitted the "[VJF Registration](#)" form. The completed list of items (for all participating employers/vendors) will be required in order to register employers/vendors for the Virtual Job Fair/Event and to attain access to the Virtual Job Fair website address.
6. **Employer/Vendor Registration:** Workforce Center (WFC) staff will register employers for the Virtual Job Fair/event through the "[Employer/Vendor Registration](#)" form a minimum of **2 weeks** prior to the proposed date of the VJF.

 - a. **Multiple Employer Registration:** If 10 or more employers/vendors will be involved in the virtual event then the [Multiple Employer Registration Spreadsheet](#) will need to be completed, saved and uploaded into the [Employer/Vendor Registration form](#).

 - i. The Employer/Vendor Registration will not be accepted and/or processed without the uploaded Multiple Employer Registration Spreadsheet for events with 10 or more employers/vendors.
 - ii. The Multiple Employer Registration Spreadsheet can be found on the [VJF Resources Website](#), under forms.

- b. **Event Confirmation:** In return CDLE staff will provide an e-mail confirmation of the date of the virtual event and the URL (VJF website) address to the Workforce Center Staff a minimum of **7 business days** prior to the virtual event.
 - i. Once confirmation of the date has been provided additional employers cannot be added to the event due to pre-event workload requirements
 - c. **Adobe Connect:** CDLE staff will setup Adobe Connect access for the live presentations based on the information provided on the [Employer/Vendor Registration](#) form.
 - i. **Adobe Connect Employer/Vendor Access:** CDLE staff will directly notify employers/vendors participating in the Adobe Connect live presentations of their Adobe Connect account information (for logging in).
 - 1. **Employer/Vendor Adobe Connect Training:** Workforce Center Staff will be responsible for training employers/vendors on using Adobe Connect.
 - ii. **Adobe Connect WFC Access:** CDLE staff will notify WFC staff of the Adobe Account Room (link), the phone bridge line (if applicable), the WFC staffs' Adobe Connect account information (for logging in, if applicable) and provide Adobe Connect account instructions.
 - 1. **WFC Adobe Connect Training:** refer to item # 3 of this PGL, labeled "VJF/Event Training."
7. **Testing & Technical Assistance:** WFC staff should test the VJF web site prior to the scheduled event. If technical issues (ex. broken URL link/address, avatar isn't working, video isn't functioning, etc...) are found within the site WFC staff should notify WDP staff as soon as possible to allow enough time for the issues to be resolved before the event.
- a. **Notification of Site Issues:** Notification of technical changes needed for the site must be made no later than **3 business days** prior to the virtual event. CDLE staff will respond within (at minimum) 1 business day prior to the virtual event.
8. **Connecting Colorado VJF/Event Ad:** CDLE staff will create the Connecting Colorado advertisement notifying the public (specifically job seekers) of an upcoming Virtual Job Fair/Event. CDLE staff will also setup advertisement in Connecting Colorado for the day of the VJF/Event, which will include a link to the VJF/Event website. WFC staff does **not** need to submit any forms to request advertisement. Information used to generate the ad will be based on information provided by WFC staff on the "Event Information" section of the [Virtual Job Fair/Event Registration](#). CDLE staff will setup the advertisement no later than 2 business days prior to the virtual event.
- a. **Region to View Ad:** The region(s) of customers to view the Connecting Colorado VJF ad will be based on the information entered onto the "[Virtual Job Fair/Event Registration](#)" form. Currently a "statewide" region is not available for selection. If the job locations or events will impact 4 or more regions & the WFC staff would like the ad to be posted statewide then the WFC staff should request this & provide justification of why it

2. **Site Setup/Customization:** Workforce Centers who wish to regulate their own VJF/event must have a staff member who has the software, knowledge and capability to update and maintain the site. The following are requirements of the site:
 - a. **HTML:** Throughout the entire site technical/web author staff must be able to edit HTML5. It is recommended that staff has an HTML editing software program (ex. Dreamweaver).
 - b. **Avatar:** Rooms (Training & Workshop) or sections of the site that have an avatar require Java based software to make changes to the avatar. Software that is currently used by CDLE is Media Semantics. Workforce Center staff may select their own software for managing the avatars or choose not use an avatar in the rooms and/or replace with videos.
 - c. **Carousel:** The Job Opening room uses a Java & Flash based software. Software that is currently used by CDLE is Photo Flash Maker Professional. You may choose to replace the carousel with a static page or use any software of your choosing.
 - d. **Videos:** Videos may be used in multiple areas of the site and if you choose to use videos it will require an ability to embed them onto the site. If you choose to create or edit videos then Video Editing software (ex. CDLE uses ImToo) is needed, which can create and edit a Flash and/or QuickTime video file and the ability to insert videos onto the pages of the site are required for some of the sections/rooms (Home Page, Jobs Opening & Workshop).
 - e. **Web Conferencing:** Technical/web author staff must be able to link to web conferencing (ex. Adobe Connect or Go-To-Meeting) software which will provide the virtual communication in the “Live Chat” & “Reception Desk” rooms/sections of the site.
 - i. **CDLE Adobe Connect Access:** CDLE can provide access and setup of an Adobe Connect room upon request from the WFC staff. The [VJF Adobe Connect Access form](#) must be completed in order to request Adobe Connect access. Requests for Adobe Connect access must be made at minimum **2 weeks prior** to the event. Each Adobe Connect event or training will require a new and different link/web address.
 - ii. **Adobe Connect Training:** Training (for Workforce Center staff only) on the use of Adobe Connect will be provided by CDLE upon request through the VJF Adobe Connect Request form or through the [VJF Training Form](#).
 - f. **Images:** Photo/image editing software (ex. Adobe Photoshop) will be needed for resizing and making changes to images and/or logos used on the site.
3. **Site Technical Training:** Initial assistance and/or training will be provided to the Workforce Center technical staff in accessing the website server and learning about the components of the site.
 - a. WFC regions will be provided with their own server credentials (id & password) and must ensure that the server credentials remain secure. If there is concern of a security issue or the credentials have been

compromised WFC staff will notify CDLE staff immediately through the VJF e-mail address: cdle_vjf@state.co.us.

- b. If there is a change in the designated Workforce Center technical staff then CDLE staff will provide assistance and training on the VJF website for the new staff member if requested.
 - c. If Workforce Center technical staff are unable to meet the standards for supporting the Virtual Job Fair/Event website the Workforce Center Office will be referred to Option 1 (CDLE technical support) for Virtual Job Fair/Event technical setup and assistance.
4. **Connecting Colorado VJF/Event Ad:** Access to the VJF website is controlled through ads placed on the Connecting Colorado website; this ensures clients are registered in Connecting Colorado prior to accessing the VJF site and allows control and tracking (reporting information) of who is accessing the site.
- a. **VJF/Event Connecting Colorado Ad Form:** WFC staff will request advertisement through Connecting Colorado by completing the [VJF/Event Connecting Colorado Ad Form](#) a minimum of **1 week prior** to the scheduled event. CDLE staff will setup the advertisement no later than 2 business days prior to the virtual event.
 - i. **Sub-Activity Code:** CDLE staff will provide WFC staff with the sub-activity/service code for tracking the number of customers that access the VJF/Event website through Connecting Colorado. Each event will have a new and separate sub-activity code.
 - ii. **Report:** Reference **Attachment #1: *Instructions on Tracking VJF Participants through Connecting Colorado***, for instructions on how to retrieve report information on clients that participated in the VJF/Event.
 - b. **Region to View Ad:** The region(s) of customers to view the Connecting Colorado VJF ad will be based on the information entered onto the [VJF/Event Connecting Colorado Ad Form](#). Currently a “statewide” region is not available for selection. If the job locations or events will impact 4 or more regions & the WFC staff would like the ad to be posted statewide then the WFC staff should request this & provide justification of why it should be advertised statewide in the comments section of the form. CDLE staff will determine if it is appropriate and allowable to advertise statewide based on the situation and information provided to them on the form.
 - i. **Region Selection:** There is a limit of 3 regions that may be selected on the form. Some regions may encompass multiple areas; for example Metro Denver includes 5 regions and Front Range includes 10 regions.
 - c. **Veterans’ Priority of Service:** In order to demonstrate and provide veterans’ priority of service for the public accessing the VJF/Event website, veterans will always be given access to the VJF website (linked through Connecting Colorado) 1 hour prior to the non-veterans access to the site. Reference PGL 10-05-V, Implementing Priority of Service for Veterans and Eligible Spouses, Sections IX & XI, for information on veterans’ priority of service.
 - d. **Additional Advertising:** WFC staff is responsible for any additional advertisements and outreach the WFC staff/office wants to make outside of what is setup in Connecting Colorado.

5. Requirements of the Templates:

- a. **Veterans' Priority of Service Statement:** Veterans Hall will be provided with every VJF/Event to demonstrate and clarify veterans' priority of service for the public. On the Veterans Hall page the following statement will always be provided "Priority of Service is given to Veterans and eligible spouses. Our mission is to provide Veterans and transitioning service members with the resources and services to succeed in the 21st Century workforce. "Additional statements and information may be provided along with the required statement at the Workforce Center Offices' discretion. Reference PGL 10-05-V, Sections IX & XI for information on veterans' priority of service at <http://www.colorado.gov/cdle/pgl>.
- b. **ADA Compliance:** Changes made to the site and templates must comply with the Americans with Disabilities Act (ADA) regulations for website accessibility. Refer to PGL 02-08-L & the Web Page Checklist, which is attachment 7 to PGL 02-08-L, for information on ADA requirements & compliance at <http://www.colorado.gov/cdle/pgl>.
- c. **CDLE Logo:** The CDLE logo must remain on the home page of the VJF/Event website.

6. Other Requirements:

- a. **Copyright Laws:** WFC staff will adhere to all copyright laws when using images, logos, graphics and/or verbiage that come from another (outside the WFC) source. WFC staff should get authorization or permission from employers/vendors prior to using their logos or graphics on the VJF/Event website.

7. Monitoring Responsibilities:

- a. Monitoring of the VJF/Event website will be conducted by the Workforce Development Programs/CDLE monitoring staff as part of the regional annual compliance monitoring and program reviews. CDLE staff will monitor the website at the state level to ensure that the templates & content are in ADA compliance and contain the Veterans Hall statement (for veterans' priority of service compliance).
- b. WFC regional staff will provide WDP monitoring staff with a list of the VJF/Events provided for the year and access to the site, so monitors may review items.

V. **IMPLEMENTATION DATE:** Effective immediately.

VI. INQUIRIES:

Please direct all inquiries to Michelle Medina at michelle.medina-et@state.co.us or (303) 318-8962.

Elise Lowe-Vaughn, Director
Workforce Programs, Policy, and Strategic Initiatives

ATTACHMENTS:

1. Instructions on Tracking VJF Participants through Connecting Colorado