§ 1007. Public outreach. 1. The department shall engage in outreach efforts to raise awareness about the New York youth jobs connector program and the services offered thereunder. Such outreach may include, but not be limited to:

(a) brochures and posters to be distributed to school districts, boards of cooperative educational services, public libraries, community colleges, trade schools, agricultural and technical colleges, and other public institutions of higher education;

(b) use of social media, internet, radio, newspapers, and print advertising;

(c) participation in, or organization of program and job fairs;

(d) posting easily accessible hyperlinks to such information on the department's website;

(e) collaboration with employment agencies or unions; and

(f) recruitment of individuals to serve as visible public ambassadors to promote the program.

2. The department, in consultation with the office of information technology services, shall create publicly accessible online surveys to assess the goals, eligibility, and job readiness of individuals served by the program to match such individuals with a subset of relevant programs and services for consideration. Such surveys shall be made available on the department's website. The department shall also publish an informational webpage to provide details on the program and outreach events as well as information on and a hyperlink to the online surveys.