

WIB / Worknet Marketing Survey

February 18, 2003



Survey Responses				Total
WIB Only	WLT Only	WIB/WLT		
15	11	9	35	

1. Do you provide services to (check all that apply):

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Jobseekers	8	11	6	25
Employers	6	9	6	21
Younger Youth	3	7	5	15
Older Youth	4	8	5	17
N/A	5	0	1	6

2. Do you market your agency services on behalf of Worknet?

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Yes	1	9	7	17
No	12	2	2	16

3. If you answered yes to question number 2, please tell how you market your agency services on behalf of Worknet.

WIB Only

- I haven't. What can I do? I'm happy to discuss.
- We try to encourage economic development in Merced County by providing a better trained workforce.
- Just recently asked 4 help via Emp. Services

WLT Only

- staffing
- Speaking to the business community about resources available to them through Worknet. Also talking to employers about the WIB and what their role is in policy development on workforce issues.
- Encourage clients to utilize both services jointly.
- Use worknet brochures, and worknet business cards; talk w/community about employment resource center(s); wear worknet badge to all community events.
- Provide Job Seeker and Employer services. All literature at the One Stop markets the system, as opposed to an individual organization.
- Referrals. Require their workshops, Caljob access, computer skills, depending upon the needs of clients. Job search for required reports and employment.
- We are a worknet partner and are stationed at the Worknet M-Th from 8:00am to 12:00noon.

WIB/WLT

- We do not have a marketing budget, per se, but in communications offering employer services, we mention the services available through the Worknet partnership.
- Not sure how to answer. Evelyn Eagleton could probably provide info.
- Through the One-Stops and the Micro Entrepreneurs Support Association (MESA)
- 1. At our twice weekly orientations for students interested in the Merced Adult School.
- 2. In our twice yearly catalog which gets sent to 60,000 homes.
- Agency is the One Stop Operator
- Weekly sessions at One Stop Center.
- provide service at onestops. also inshop referrals.

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4. What marketing literature are you aware of? Check all that apply.

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Worknet Brochure	12	10	9	31
Tracks Brochure	0	6	0	6
WIB Brochure	12	5	7	24
Youth Employability Card	14	10	8	32
Brochure				
Turn Taxes Into Profits	2	6	4	12
Brochure				
Cut Costs, Increase Profits	2	4	3	9
Brochure				
Community Resource	8	8	7	23
Brochure				
Worknet Pocket Resume	4	7	2	13
Worknet Business Card	3	5	4	12
Worknet One Stop Video	3	7	4	14
(VHS or CD)				
Worknet Labels for Folders	1	4	1	6
Worknet Table Signs	2	4	0	6
Youth Employability Card	11	6	6	23
Posters for Employers				
Youth Employability Card	8	5	5	18
Decals for Employers				
WIB Speakers Bureau Power	7	4	5	16
Point Presentation				

5. What marketing literature do you use? Check all that apply.

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Worknet Brochure	2	9	8	19
Tracks Brochure	0	4	0	4
WIB Brochure	1	5	3	9
Youth Employability Card	3	3	1	7
Brochure				
Turn Taxes Into Profits	0	5	2	7
Brochure				
Cut Costs, Increase Profits	0	4	2	6
Brochure				
Community Resource	0	7	4	11
Brochure				
Worknet Pocket Resume	0	5	0	5
Worknet Business Card	0	5	0	5
Worknet One Stop Video	0	3	0	3
(VHS or CD)				
Worknet Labels for Folders	0	4	0	4
Worknet Table Signs	0	4	0	4
Youth Employability Card	2	3	2	7
Posters for Employers				
Youth Employability Card	2	2	0	4
Decals for Employers				
WIB Speakers Bureau Power	0	1	1	2
Point Presentation				

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6. What are you aware of as it relates to forms of advertising being done by the department?

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Radio	10	9	7	26
Newspaper	7	9	8	24
Billboards	12	11	7	30
Specialized/Custom Flyers for Special Events	6	7	5	18
Publications - Merced Today, Chamber Journals, Newsletters, etc.	10	8	7	25
Presentations/Events	8	6	7	21
Other, please specify:				

WIB Only I am aware of these efforts through WIB meetings
Youth Employability Card Advertisements
TV Commercials

WLT Only goodies like pencils, pens, rulers, etc
signage on buildings

WIB/WLT WIB meetings and WIB committee meetings

7. Do you provide a supply of Worknet/WIB literature at your place of business?

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Yes	2	10	5	17
No	13	1	3	17

8. Please list any service organizations / community events that you attend and/or speak at representing the Workforce Investment Board / Worknet?

WIB Only

- None at this time, but I need to. However, I did casually discuss WIB and Worknet's mission to attorney friends at a recent MCEDCO luncheon
- Various college groups, provide information as needed to City of Los Banos, local Rotary Club
- Chamber events
- NORTH MERCED ROTARY/THE KUBB COUNTRY/HOT 105 JOB FAIR
- MCEDCO and Chamber
- Merced Greater Chamber □ MCEDCO
- Kiwanis, United Way, BPW, Chambers

WLT Only

- When requested, I have spoken at service organizations and at Chamber meetings.
- Family Resource Council, Merced College EOPS, LB Adult School.
- Rescue Mission, Sunrise Rotary
- Monthly Worknet Meetings.

WIB/WLT

- None yet, but would be willing to do so.
- None in the last few months.
- Affordable Housing Roundtables
- Atwater Rotary, Merced Association of Financial Advisors.

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9. Do the Worknet partner's staff have a working knowledge of the Worknet System?

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Yes	9	9	9	27
No	0	0	0	0
N/A	6	0	0	6

10. How may we better heighten community awareness about the Workforce Investment Board and Worknet?

WIB Only

- More needs to be done to market to and educate Worknet's services to area employers. I might suggest presentations to area civic groups and other strategic agencies.
- I think the WIB board and agency staff have worked hard to develop a marketing plan. This is the type of organization that is hard to market, since people are likely to pay attention only when they are in need of services.
- Direct communication with business
- More advertising on mass media (radio & TV), more community events.
- JUST CONTINUE TO PUBLICIZE WORKNET SERVICES AVAILABLE AND THE PURPOSE OF WIB
- Employer information meetings - breakfast, etc. Mailings of information for employer bulletin boards.
- Possibly develop a monthly column for the newspaper that would report on the activities of WIB and/or Worknet.
- More info available at community events
- Publicize more positive stories, (success) tell how the WIB/Net are helping to put people to work, talk about legislation & how it can/will effect Merced

WLT Only

- Worknet representatives need to be back at the Mall again, providing information about services to county residents.
- Continue with outreach and community awareness. Continue to strengthen partnerships so everyone is working to achieve the same goals
- Would like to see us advertise in Church bulletins, have a rep(or a friend) on the Ministerial Association; have Youth Council have a rep (or a friend) on the Youth Groups Council (an arm of the same association); Partner with Boys & Girls enough to have a staff rep at parents' meetings; have speakers (could be WIB or staff or partners) address classes at Adult School. Could our centers be sites for Adult Schools classes in citizenship?
- Participate in as many non-profit and diverse activities as possible.
- By becoming a certified One Stop.
- Maybe by having more presentations of the services offered by the WIB Board and Worknet. To individual agency's.

WIB/WLT

- Seem to be doing about right.
- Continue to promote at every opportunity.
- Not sure.
- 1. Invite community members to Board Meetings. 2. Make surte all partners are aware of all the publicity tools that are currently available. 3. Do interviews on local radio. 4. Invite clients to Board Meetings -- highlight success stories. 5. Have focus meetings with customers and ask them. 6. Make presentations at televised City Coiuncil Meetings. 7. Invite employers to the One-Stop -- have them make presentations on what they are looking for.
- More speaking engagements. Continue the stories in the press.
- More agressive marketing
- continue to tell the story in the county. Use the speaker feature more.