

Workforce Investment Board
Marketing and Economic Development Ad-Hoc Subcommittee
Ongoing Marketing Strategy

- 1. Mission and Goals – develop by creating an analysis of:**
- 2. Who is the market?**
 - a. Why are we trying to reach the market?**
 - b. What is the expected result?**
- 3. What is the message?**
 - a. What are our attributes?**
 - b. What are our characteristics?**
 - c. How does that match with what the market wants and needs?**
 - d. What is our desired image?**
- 4. How do we reach them?**
 - a. By what effective means?**
 - i. Media choice**
 - ii. Specific tactics**
- 5. Partnerships and Assets –**
 - a. What partnerships and assets do we have at our disposal?**
- 6. Budget –**
 - a. Do we have one? What is it?**
- 7. Action Plan –**
 - b. Create an action plan**

1. Mission and Goals –

Mission: To present the Workforce Investment Board (WIB) as the policy maker, influencer, facilitator, and change agent

and

Worknet as the service provider,

Goal: TO BUILD A BETTER WORKFORCE

- Make WIB more politically effective
- Justify our existence
- Help develop useful relationships
- “Customers” need to know about services in order to take advantage of them
- Employers can benefit from using services
- Both can save money

2. Who is the market?

a. Prospective employees -

- i. Job seekers
- ii. Anyone (for core services – not necessarily low income or unemployed)
- iii. Youth (employable)

b. Employers -

- i. Those who want better employees (some are not interested – not in their interest; past negative experience, they do not need high skills)
- ii. Existing vs. new employees

c. Political and Community Leaders -

- i. Economic developers
- ii. Legislators (state, federal, and local)
- iii. Members of boards
- iv. Business leaders
- v. Ag leaders
- vi. Education

d. General Awareness -

- i. All of those listed above

2a. Why are we trying to reach the market?

Job seekers:

- WIB - 1) message: open to anyone (not a strong need)
- Worknet – 1) general awareness builds political heft
2) need to get services

Employers:

- WIB - 1) get more participation in WIB
- Worknet – 1) need to get services

Elected/Community Leaders:

- WIB - 1) participate in WIB
2) support WIB
3) cooperate with WIB
- Worknet – 1) awareness of results and scope
2) take credit

General:

- WIB - 1) general awareness builds political heft
- Worknet – 1) services available

3b. What are our characteristics?

Worknet characteristics:

- Provide training – access and direct service (based on eligibility)
- Screen, assess, test (sensitive words)
- Workshops and computer self-test
- Help with job search
- Job leads
- Coordination – one stop
- Basic skills training
- Support services to job seekers
- Info for everyone
- Assist economic development
- Tax credit vouchers
- Entrepreneurial services
- Internet access
- Computer lab
- Job match services

3d. What is our desired image?

WIB attributes:

- Team of private-public
- Establish standards
- Serve needs of employers and job seekers
- Generate new resources
- Direct the services network
- Experienced leadership
- Makes a difference
- Local business driven
- Authoritative
- Neighborly
- Dedicated, professional, competent
- Voluntary

Worknet attributes:

- OJT for businesses
- Is helpful and friendly
- Is simple and user friendly
- Is easy
- Is ‘the place to go’
- Has community resources
- Is low cost (may de-emphasis)
- A one-stop for all your needs
- Is for everybody
- Has 3 convenient locations
- Is professional and reliable

4. How do we reach them?

4.i. Media choice:

Job seekers – WIB

- a. Build general awareness for political awareness
- b. Media placement
- c. Radio

Worknet –

- a. Mall kiosk
- b. Billboards
- c. Building signage
- d. How can Job Fair be improved?
- e. Media placement – personal profiles
- f. Radio
- g. EDD profiling and target mail
- h. Maybe cable TV

How?

- Newsletters
- Personal contact
- Brochures
- Inserts
- Print ads
- Referrals
- TV
- Radio
- Billboards
- Job Fairs
- Events
- Speeches and presentations
- Kiosks/displays
- Media placement
- Mail inserts
- Direct mail
- Telemarketing

5. Partnerships and Assets:

6. Budget –

7. Action Plan –