

TO: WIB Program Planning & Development

DATE: 9/22/04

FROM: Worknet Leadership Team

For Action

For Information

For Discussion

SUBJECT: Workforce Investment Board (WIB) Marketing Plan

PROPOSED MOTION(S): To approve adding language to the WIB Marketing Plan that describes how the effectiveness of the plan will be evaluated.

DISCUSSION: During the certification of the Merced Employment Resource Center, Merced's full service One-Stop, the evaluation team questioned how the effectiveness of the Marketing Plan was determined. The Worknet Leadership Team developed and adopted the following language for WIB approval, to resolve that issue:

The Worknet Customer Satisfaction Survey is currently the mechanism used to measure customer satisfaction and customer awareness of the Worknet One-Stop system and is also the tool used as the method to evaluate marketing effectiveness. The responses are compiled and entered into the Case Management System and a monthly Participant Data Report is generated and reviewed by staff, the Worknet Leadership Team and WIB committees. As appropriate and viable, decisions regarding marketing strategies are considered and implemented.

**ATTACHMENT(S):
Marketing Plan**

**Merced County Workforce Investment Board
and Worknet One-Stop System
Marketing Plan**

February 2003

Merced, California

1. POSITION STATEMENT

The Merced County Workforce Investment Board (WIB) was established in June of 2000 pursuant to the federal Workforce Investment Act of 1998. The WIB is the successor to the previous Private Industry Council (PIC). The staff “arm” to the WIB is the Department of Workforce Investment (Dept. of WI) established in 1982 with the Federal Job Training Partnership Act. For twenty years, the WIB and the predecessor PIC have overseen Dept. of WI delivery of job-training services in Merced County.

Dept. of WI is also contracted to be the “One Stop” operator for workforce services, coordinating with other workforce agencies through “Worknet” of Merced County.

The Workforce Investment Board is the policy-making body, while Worknet is the service delivery organization. Because the WIB establishes policy and contracts for services, this marketing plan covers both WIB and Worknet.

Mission: The WIB’s mission statement is:

“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared and thoroughly knowledgeable.”

Products and Services: The **Workforce Investment Board** does not directly offer services to outside clients. Rather, the WIB is the policy-setting body, which guides the workforce system in Merced County.

Worknet is the One-Stop service delivery system, coordinated by the Department of Workforce Investment as the One-Stop operator. Worknet (the One Stop system) offers services and information to businesses and individual jobseekers through a system of Worknet one-stop centers:

- Workshops on resume writing, job search, and interviewing techniques
- Career development information for any member of the public
- Assistance to economic development organizations in presenting and marketing resources to prospective employers
- Entrepreneurial development and follow-up services

Services to Employers: These are listed by the services that are used most by employers.

- **Recruitment, pre-screening, and referrals of job applicants.** The employer provides the job requirements and the candidates are pre-screened accordingly. The employer makes the decision on who is hired.
- **On-The-Job Training (subsidized).** The employer contracts with the WIB/One-Stop operator, interviews and selects the eligible client, prepares a training plan with staff for the client, and is reimbursed for a portion of the training expense. A cost savings can be realized by the employer due to reimbursements for the extraordinary costs of training.

- Customized training for businesses. A training plan is developed and implemented to assist an employer in providing skills and training to a group of employees.
- Tax Advantages. For the Merced-Atwater Enterprise Zone, the WIB/Dept. of WI serves employers by certifying ("vouchering") qualified employees for Enterprise Zone tax credits. The State EDD certifies individuals in target populations for the federal Work Opportunity Tax Credit and Welfare-to-Work Tax Credit.
- Consulting on personnel practices. This is provided at the request of employers.
- Labor market information. Vast amounts of local information to assist in making important business decisions are available.
- Testing job applicants. Applicants are tested for skills and qualifications specified by the employer.
- Space for interviewing. An interview room is provided for interviewing applicants. Video conferencing equipment is available for long distance interviewing.
- Rapid Response. Staff comes to the aid of an employer who is downsizing to provide options for the personnel who are being released such as employment retraining information.

Services to Job Seekers: Worknet provides services to eligible persons seeking employment and training.

- Recruitment, assessment, pre-screening and job referrals. Securing employment for clients evolves around these activities.
- Job Search workshops. Provides information on how to look for work, prepare for an interview, and keep a job once obtained.
- Labor Market Information. A valuable aid in determining a career choice.
- Resume assistance. Many employers require resumes along with the employment application and WIB/Dept. of WI provides training and coaching in this skill.
- Phone banks, computers, and resource library. Tools available for those looking for work.
- Career counseling. Assists individuals in determining their career alternatives.
- School based and Work based training, retraining. Necessary when a person needs to learn new job skills, update old ones, or is considering a career change.
- Basic Education and GED. Is available for those deficient in reading and/or math and do not have a high school diploma.
- Supportive Services. Information regarding available supportive services is provided.
- Eligible Training Provider List. A list of training providers who are determined eligible by the state to provide training funded by the Workforce Investment Act.

2. MARKET ANALYSIS

The market has been classified into four categories: Businesses, Job Seekers, Community and Political Leaders, and general awareness. Different methods are needed to reach the four different segments of the market

1. Businesses: The business market addressed by this plan falls into three areas:

- Existing Merced County employers that have been successful for job placement in the past. This is the primary market and is the most fruitful, with its base of repeat customers.
- Other existing businesses in Merced County. These are already here and are easily contacted; they may know WIB/Dept. of WI by word of mouth.
- Businesses outside Merced County, which may expand here. These are the most difficult to reach and it involves working with economic developers. Outside businesses may know or have experience with other WIA providers.

Services offered to businesses can be addressed to new employees or their existing employees.

The WIB needs to address this market in order to secure increased participation in the WIB from employers. Worknet needs to address this market in order to make sure Worknet services are known and used by employers.

2. Job Seekers: Job seekers may include any person who is seeking new or better employment, not only the unemployed or economically disadvantaged. In addition, youth are a specific identifiable segment of the broader market of job-seekers.

Worknet has a critical need to address job seekers in order to inform them of Worknet program services, and to build general awareness of Worknet. The WIB has a lesser need to address job seekers in order to assure that they know WIB/Worknet services are open to all.

3. Political and Community Leaders: These leaders may include: legislators (state, federal, and local), members of various community boards, business leaders, agricultural leaders, educators, and economic developers.

The WIB needs to address these leaders in order to obtain their participation, support and cooperation for the WIB. Worknet needs to address these leaders in order to ensure that community leaders are aware of Worknet program services and results, and are able to address constituents.

4. General Awareness: Although not a critical need, the general public needs to be addressed as part of the marketing program. Creation of a general awareness of the WIB and Worknet will help address job seekers, and will support efforts with political and community leaders.

3. GOALS OF THE MARKETING PLAN

Mission and Goals

In general, the marketing mission is to:

- present the Workforce Investment Board (WIB) as the policy maker, influencer, facilitator, and change agent for workforce development in Merced County, and
- present Worknet as the service provider carrying out workforce development activities.

An active marketing program will make the WIB more politically effective and help develop useful relationships. Active marketing of Worknet allows customers to know about services in order to take advantage of them. In addition, employers can benefit from using services and both can save money.

Specifically, the marketing campaign should:

- Create a positive name recognition for the WIB, one that is well known and respected.
- Clarify/amplify image with employers, to make employers aware of the services offered and how they would benefit from using them.
- Assume a position of preeminence for contact in job training by being the first point of contact by both employers seeking qualified employees and job seekers desiring job training and employment opportunities.
- Increase visibility among the economically disadvantaged/dislocated worker clientele, so that those in need of services will know what the services are and how to access them.

The Message: Desired Image for the WIB and Worknet

WIB attributes which will be stressed as the message in the marketing campaign:

- The WIB is a private-public team
- The WIB represents experienced leadership
- The WIB makes a difference
- The WIB is local business driven, and voluntary
- The WIB is authoritative, yet user-friendly
- The WIB is dedicated, professional, competent
- The WIB establishes community standards for workforce development
- The WIB serves needs of employers and job seekers
- The WIB generates new resources for Merced County
- The WIB directs the services network

Worknet attributes which will be stressed as the marketing message:

- Worknet is helpful, easy, simple and user friendly
- Worknet is 'the place to go', with three convenient locations
- Worknet is one stop for all your needs
- Worknet is for everyone, not just special populations
- Worknet is professional and reliable
- Worknet is low cost
- Worknet offers business services, like on-the-job training
- Worknet has community resources

4. MARKETING STRATEGY

Media Choice

“Media” includes any method by which the message can be delivered, ranging from casual personal contact to broadcast media such as radio and television. All forms of media were considered in developing the choices recommended in this plan. Of particular importance is considering the degree to which a message can be targeted to a particular audience, and the cost of the media.

The following page illustrates the degree of targeting and cost of the various media choices available. Specific media choice is listed below by target markets, which were identified earlier in this Plan. The choices are further identified as to their relevance for the WIB or Worknet.

Effective Choices for Communicating with the Employer Market

About the WIB

Direct mail/e-mail
 Personal contact
 Presentations (PowerPoint)

- Employer Advisory Council
- Enterprise Zone workshops
- ETP orientations
- Business and civic groups

 Radio public service announcements
 Brochures
 Personal contact by business services representatives
 WIB member badges

About Worknet

Personal contact by business services representatives
 Message: personal representatives
 Piggyback on events such as Job Fairs
 Networking

Effective Choices for Communicating with the Market of Job Seekers

About the WIB

No specific activities targeted; will simply benefit from the overflow of activities targeted to other audiences

About Worknet

Mall kiosk
 Billboards
 Building signage
 How can Job Fair be improved?
 Media placement – personal profiles
 Radio
 EDD profiling and target mail
 Maybe cable TV

Effective Choices for Communicating with Political and Community Leaders

About the WIB

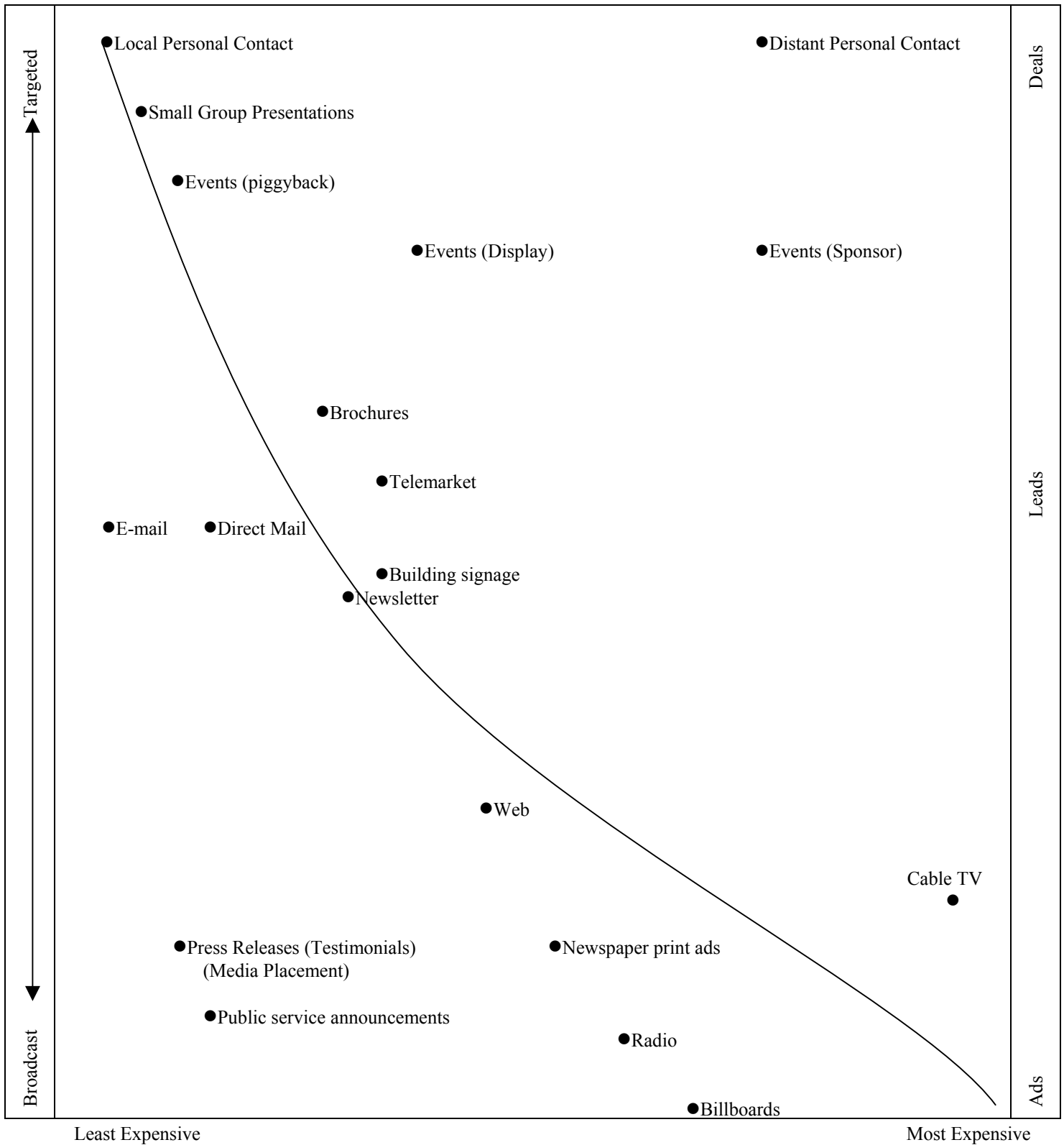
Personal contact
E-mail – Newsletter (Combine Worknet with WIB information)
Direct mail – Consistent, repetitious
Brochure
Website – cross-market and mention in other publications, links from other sites (i.e., Chamber, Merced Net, California Chambers, MCAG, City, etc.)
Piggyback events
Invite legislators to receive awards
Invite legislators to present awards
Invite legislators to visit/tour Worknet

About Worknet

This will primarily be “overflow” from other activities targeted to other markets. However, overview information and testimonials expressed in brochures will be particularly helpful.

As appropriate, all marketing and advertising on behalf of the Workforce Investment Act and Worknet will include the Workforce Investment Board name and logo.

MEDIA EXPOSURE TO COST CURVE



Non-Staff Budget Needs

“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared, and thoroughly knowledgeable.”

5. CARRYING OUT THE PLAN

The Following Implementation Chart shows the plan of action, the cost, and who will be involved.

WORKNET MARKETING CAMPAIGN

NEWSPAPER ADS

Client Outreach	Job Development Unit (JDU) ad every 2 weeks	\$ 2,500
	Minority Newspapers	613
Employer Outreach	1/4 pg quarterly ad (\$500 ea)	2,000
General	Worknet monthly ad 1/8 pg (\$300 ea)	3,600
TV Ads		
Client Outreach	Cable TV Ad (Apr-Jun 2003)	5,000

RADIO ADS

Client Outreach	Worknet Ads HOT105/KUBB (Jul-Sep 2002)	7,000
Employer Outreach	Radio 1480 (Fall 2002)	4,000

BROCHURES

Client Outreach	One-Stop Brochure	3,000
Employer Outreach	Worknet Brochures	6,000

FLYERS / PITD REPORT / PRINTING

Employer Outreach	PITD Report Insert for Chamber Newsletter (Greater Chamber and County Chamber)	1,000
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FOLDERS

Client Outreach	Workshop/Assessment	4,000
Employer Outreach	OJTs and Services	2,000

MARKETING ITEMS (pens, pencils, balloons, etc.)

Client Outreach		1,500
Employer Outreach		1,500
Job Fair/Health Fair		1,500

EMPLOYER OUTREACH

Ad in CVOC Program	1/4 page ad	100
Business Gazette	1/4 page ad (Quarterly)	480
Merced Today	1/4 page ad	450

GENERAL

Materials, Supplies, and Food for Special Events	Employer Outreach Appreciation	4,000
	Worknet Post Cards/Business Cards	3,000
	Worknet Name Badges for ERCs	500
Community Awareness	Bldg Signage	10,000

Billboards	(Oct-Mar 2003)	10,000
Annual Report (Published)	PITD	2,000
Web Advertising		1,500

JOB FAIR

Fairgrounds/Rent Space		<u>1,200</u>
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TOTAL		\$ 78,443
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WIB MARKETING CAMPAIGN

Radio	Piggy back on Worknet, Action Business Center, etc.	\$ 1,000
Media placement	PSA - piggyback on Worknet (including newsletters)	
Direct Mail	PITD staff	1,500
E-Mail	PITD staff	
Newsletter	PITD staff	1,500
Website	PITD staff	
Brochures	PITD staff	1,500
Presentations/events	WIB Board/Members	1,000
Account representatives		
Legislator awards		500
Piggyback events	Host mixers, get introduced	<u>500</u>
TOTAL		\$ 7,500

WIB SPECIAL EVENTS

WIB Special Events	<u>\$ 10,000</u>
TOTAL	\$ 10,000

BUDGET SUMMARY

WIB campaign	\$ 7,500
WIB Special Events	10,000
Worknet campaign	<u>78,443</u>
TOTAL	\$ 95,943