

**TO: Workforce Investment Board**

**DATE: September 26, 2002**

**FROM: Marketing & Economic  
Development Committee**

- For Action**
- For Information**
- Meeting Notes**

**SUBJECT: Merced County Workforce Investment Board and Worknet One-Stop  
System Marketing Plan for Fiscal Year 2002/03**

**PROPOSED MOTION(S): To ratify the action taken on August 12, 2002 by the WIB Executive committee to Approve the Merced County Workforce Investment Board and Worknet One-Stop System Marketing Plan for July 1, 2002 to June 30, 2003.**

**DISCUSSION: After several months of planning and development the Marketing & Economic Development Committee is recommending the approval of the attached marketing plan.**

**ATTACHMENT(S): Merced County Workforce Investment Board and Worknet One-Stop System Marketing Plan**

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

Draft 1.0

*June 2002*

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 Private Industry Training Department (PITD) established in 1982 with the Federal Job Training Partnership Act. For twenty years, the WIB and the predecessor PIC have overseen PITD’s delivery of job-training services in Merced County.

PITD 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 Private Industry Training Department 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 prospected 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/PITD 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/PITD 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/PITD 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 customer service/account representatives  
WIB Board member badges

#### **About Worknet**

Personal contact by customer service/account 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

### **About Worknet**

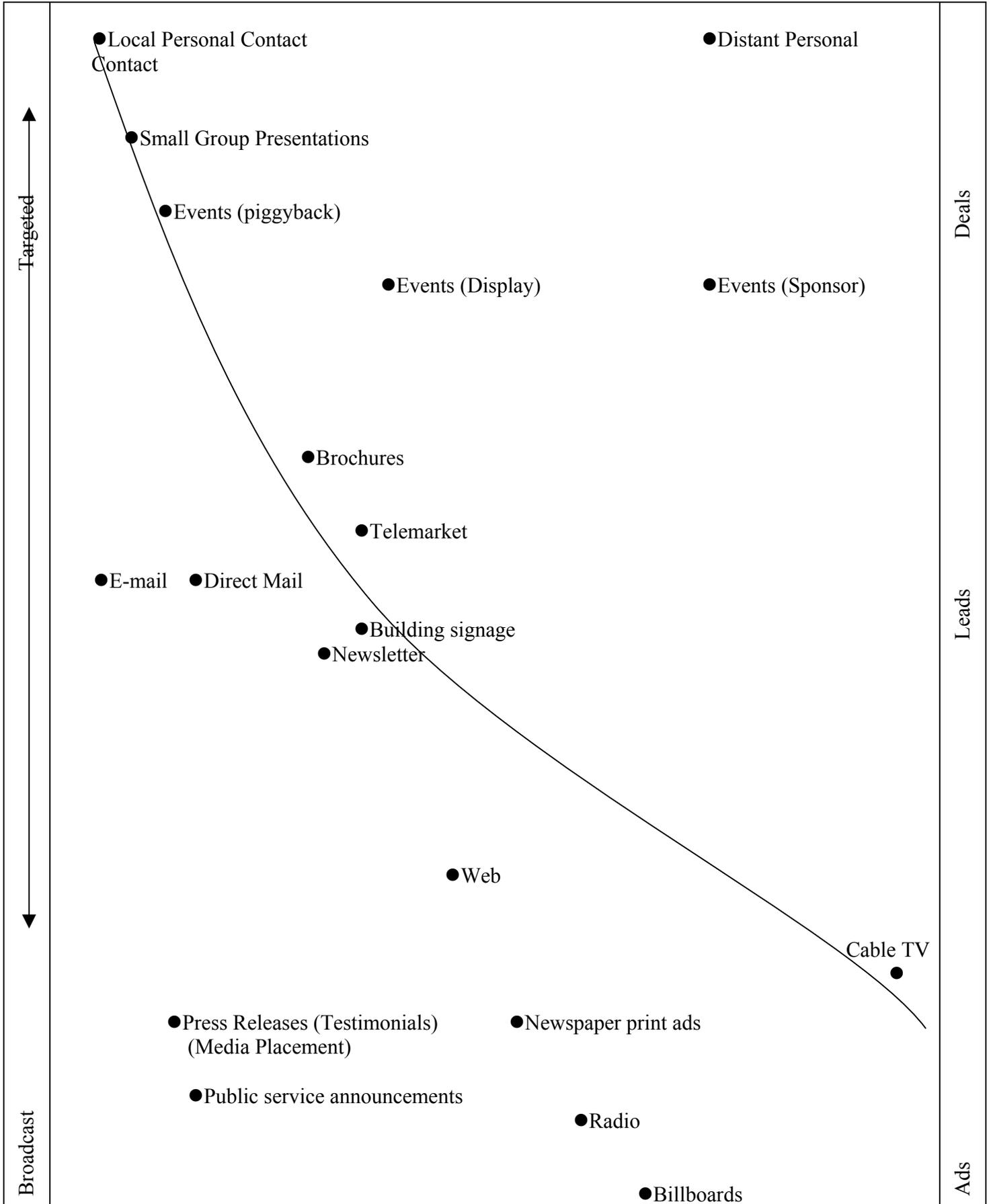
This will primarily be “overflow” from other  
activities targeted to other markets. However,  
overview information and testimonials  
expressed in brochures will be particularly  
helpful.

# MEDIA EXPOSURE TO COST CURVE

Least Expensive

Most Expensive

Non-Staff Budget Needs



## 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
-------------------	--	-------

#### 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		1,200
------------------------	--	-------

<b>TOTAL</b>		<b>\$ 78,443</b>
--------------	--	------------------

### **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	500
<b>TOTAL</b>		<u>\$ 7,500</u>

### **WIB SPECIAL EVENTS**

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

### **BUDGET SUMMARY**

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