

GREATER NEW BEDFORD

WIB

WORKFORCE INVESTMENT BOARD, INC.

...Connecting Employers and Job Seekers

employment • education • training

FY '06-07' Marketing Plan

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Overview

The Greater New Bedford Workforce Investment Board (WIB) is a public-private partnership focused primarily on improving the workforce in the towns of Acushnet, Dartmouth, Fairhaven, Freetown, Lakeville, Marion, Mattapoisett, New Bedford, Rochester, and Wareham.

Strategies herein are intended to improve messaging to two distinct groups – businesses and job seekers, and to help bring clarity and understanding to what the WIB and One-Stop Career Centers offer. In addition, with new initiatives, the WIB is challenged to present itself as a professional organization for soliciting funds from non-traditional sources (foundations/individuals).

This plan addresses four areas of focus.

1) Simplifying our message by:

- ? Incorporating a simple, explanatory tagline that can be understood by both businesses and job seekers.
- ? Establishing a single point of contact (SPOC) phone number.
- ? Emphasizing service and program benefits.

2) Raising the WIB's profile by:

- ? Increase business/partner/funding source awareness of the WIB and its services and programs.
- ? Increase business and jobseeker awareness of the New Bedford and Wareham One-Stop Career Centers and their services and programs.
- ? Develop materials for specific Resource Development and Planning program support such as the Work Certified Program and Literacy Works.
- ? Identify and convert messaging and materials to non-English speaking targets.

3) Public relations by:

- ? Developing a high visibility, limited cost, public relations model.

4) Measurement to track effort and impact.

1) Simplifying Our Message

Incorporating a simple, explanatory tagline that can be understood by both businesses and job seekers.

? The logo as it stands, does not clarify what the WIB does, nor does it speak to any particular audience. Without changing the logo, clarity and definition is gained through the addition of a tag.

? To define and clarify what the WIB does:

STATEMENT: THE WIB CONNECTS EMPLOYERS AND JOB SEEKERS

? To identify terms showing benefit to both employers and job seekers:

TERM 1: EMPLOYMENT
TERM 2: EDUCATION
TERM 3: TRAINING

? Incorporating these elements into the logo helps clarify WIB specific activity and service/program benefits. (Appendix A)

Establishing a single point of contact (SPOC) phone number.

? To simplify and streamline who to call, a SPOC will direct customers to either the One-Stop Career Center or the WIB staff office.

? Promotion of this single number must indicate quick and easy access with only two options for either the One-Stop Career Center or the WIB. The terms WIB and EXPRESS will be used to brand this number. (Appendix B)

Emphasizing service and program benefits.

? Business and job seeker needs converge around service and program options regardless of whose service or program it is.

? A two-pronged strategy of identifying key programs/services and establishing credibility/connection through personal testimonies will help create and isolate endorsement for specific programs/services.

? Consideration in any promotion should be tied directly to a key program(s) or service(s).

2) Raising the WIB's profile

Increase business/partner/funding source awareness of the WIB and its services and programs.

- ? New WIB initiatives will demand that non-formula funding come from foundations and other local donors. Resource Development and Planning will help identify key businesses, partners, and funding targets for promotion and support as well as review solicitation materials.
- ? Leveraging existing WIB activity and successes and incorporating them into a variety of professional print and digital media will help support solicitation and promotion strategies.
- ? Singling out, scheduling and promoting individual services or programs with their own story and events will help individual stakeholders more readily connect need and benefit.
- ? Special marketing to businesses for donated services (printers, billboard owners, restaurants, supply companies etc.) will also help offset costs.

Increase business and jobseeker awareness of the New Bedford and Wareham One-Stop Career Centers and their services and programs.

- ? Leveraging existing One-Stop Career Center activity and successes and incorporating them into a variety of professional print and digital media will help support solicitation and promotion strategies.
- ? Singling out, scheduling and promoting individual services or programs with their own story and events will help individual stakeholders more readily connect need and benefit.
- ? Because of the high demand for successful match of businesses and job seeker, substantial effort will focus on identifying and promoting to businesses where we know we can provide jobs, particularly businesses that will hire and train entry-level job seekers.

Resource Development and Planning program support.

- ? Each program will require its own rollout schedule of events with information kits available for each program. Fact sheets with program highlights and supporting materials will be consolidated into kits suitable for solicitation or information sessions.
- ? Current programs include: LITERACY WORKS, WORK CERTIFIED PROGRAM, WORK READINESS TRAINING, YOUTH RELATED PROGRAMS

Non-English speaking targets.

- ? WIB stories and themes will be translated into print media for targeted non-English speaking populations. Designated non-English translators will assist in the conversion of key materials that support each selected service or program.

3) Public Relations

An aggressive, high visibility, limited cost, public relations model to support WIB strategies.

- ? To do this, some groundwork must be laid through meeting directly with the media ahead of time and prepping key media representatives before events. This will not only improve media ties, but should increase the number of stories that get covered and decrease fragmented story lines.
- ? To accelerate distribution, a media/publics database(s) will be developed and maintained to include pertinent stakeholders and media contacts (Appendix D).
- ? Every effort will be made to tailor information that is media-ready, including media kits and a standardized press release template includes branding elements to help simplify and streamline WIB related messaging. (Appendix C)
- ? Press release timelines for individual stories will highlight time commitments. A press conference and public event planning/marketing procedure will be designed to simplify major event promotion.
- ? Program/service promotional events will be expanded to involve and invite schools, chambers and other non-profit organizations.
- ? WIB member attendance at One-Stop Career Center Orientations and other events will help further promote services/programs.
- ? A 30 second ad/elevator speech will be developed to support the simple message.
- ? Material will be translated to selected non-English populations as needed.

4) Measurement

- ? The following variables will be used to track the impact of marketing efforts:
 - Number/Source on inbound calls through SPOC
 - Number of registrations for specific programs/services
 - Number of media placements (note – we do not have a clipping service)
 - Number of promotional events

APPENDIX A

GRAPHIC - WIB LOGO WITH TAG



APPENDIX B

GRAPHIC – *WIBExpress* SINGLE POINT OF CONTACT

Call *WIBExpress*

...Connecting Employers and Jobseekers

800.999.9999

www.gnbwib.org

APPENDIX C

PRESS RELEASE TEMPLATE



... Connecting Employers and Jobseekers

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WIB Secures \$262K For Dislocated Workers

New Bedford – In a recent request to the state for additional funding, the Greater New Bedford Workforce Investment Board secured \$262,000 for its New Bedford and Wareham based One-Stop Career Centers to aid the workers laid off in recent months from _____ and _____.

“These funds will allow us to hire staff to manage this situation and to ensure quality services to those laid off from these companies”, says Brenda Francis, New Bedford’s One-Stop Career Center Director.

The One-Stop Career Centers are state funded facilities that offer free services for employers and jobseekers alike. It’s expected that 260 dislocated workers from these lay offs will visit these career centers in the coming months. Services for jobseekers include resume writing, interviewing, computer classes and job placement assistance.

Francis adds, “When adding these to the number of jobseekers the One-Stop Career Centers currently services, we’ll easily service over 9000 individuals this year.”

Now with One-Stop Career Centers in New Bedford and Wareham!

If you'd like to take advantage of these
free services...

Call ***WIBExpress***

...Connecting Employers and Jobseekers.

800.999.9999

www.gnbwib.org

APPENDIX D

MEDIA/PUBLIC RELATIONS TARGET CATEGORIES

Print

- Newspapers - English and non-English (Portuguese etc.)
- Magazines/Organizational publications (association/trade/chamber/other)
- Letters
- Direct Mail

Radio

- Local English and non-English speaking

Television

- Local English and non-English speaking – Cable and Aired

Phone Calls

Additional Distribution

- Chambers
- Clubs (Lions/Rotary/Moose/Elks etc.)
- Legislators
- Councils (Economic development/Aging/Business etc.)
- Schools/ School departments
- Prospective donors (foundations, individuals, businesses)
- Program/services alumni
- Program administrators
- WIB members
- Career Center/ND Staff
- Local CBO's
- Commissions
- Officials
- Business newspapers
- Specific program/services targets