



**MARKETING & COMMUNICATIONS COMMITTEE**  
**Friday, January 13, 2011**

**PROJECT UPDATE**

*Mission Statement:*

*The mission is to enhance and sustain an educated, skilled and employable workforce through the efforts of a dedicated staff, providing seamless and diverse employment and training services, utilizing strategic alliances that will support the economic development activities in Eastern Indiana.*

**PROJECT UPDATE REPORT**

- I. ASG Branding and Marketing Plan
  - Scheduled to begin work in February
- II. Employer Marketing Campaign
  - Please review the approved report at the bottom of this report that contains the Employer Marketing Campaign Plan and Production Schedule
- III. Marketing & Communications RFP
  - Proposals are due on Monday, January 23, 2012.
  - **Reminder:** we will have our next Marketing & Communications Committee Meeting on Wednesday, February 1, 2012 at 1:30pm at the New Castle WorkOne Center to hear presentations from the respondents to the RFP.
- IV. Marketing & Communications Committee Work Plan
  - All of the above lead into timelines and projects for our overall work plan.
- V. ASG Marketing Budget
  - We will begin review of our marketing budget at the February 1 meeting.
- VI. Next Meeting Date and Agenda
  - Our next meeting will take place at 1:30 at the WorkOne Center in New Castle. Plan on being an active participant in up to three proposal presentations for the Marketing & Communications RFP, each lasting approximately thirty minutes.
  - After the presentations, we will have a discussion to prepare our committee for next steps in this project, we will need to briefly review the marketing budget and the committee work plan.
  - We may or may not hold a conference call on our regular committee meeting date of February 15 in order to prepare items for Executive Committee.

11/30/2011

**Economic Growth Region 6 Workforce Investment Board  
Workforce & Business Services/Accountability Committee**

**Staff Recommendation for Employer Marketing Campaign Phase 1**

Through Committee and staff input, an array of ideas were considered as ways to get the Employer Campaign off the ground. These were narrowed down to a small group which were discussed during a session we hosted yesterday with our Local Economic Developers.

As we evaluated the ideas, we were mindful of the upcoming work that the WIB's Marketing Committee will be doing related to longer-term, organization-wide marketing and communication planning which will include our employer relationships. Thus, our intent is to choose items that do not consume large amounts of time/resources or create any major changes, but instead are relatively easy to launch quickly and will remain flexible to align with the deeper strategy that develops in the near future.

We have adopted the "ladder" to the right as our model for generating results through our Employer Services. We have many employers that currently sit atop this ladder. However, we recognize that with many employers throughout our region we are starting at ground level. With this in mind, much of our recommendation for this first phase is focused at the Awareness level.

After you review this information, please be sure to reply via email as to whether you support our recommendation as written or desire more discussion amongst the committee.



Scale used below: 1=little to none, 2=moderate amount, 3=large time investment

### **BusinessWorks BRAND**

*Budget Neutral:* **Yes**

*Extra Staff Time Needed To Launch:* **1**

*Extra Staff Time Needed Ongoing:* **1**

*Purpose:* **A new logo and brand specifically for our services for Employer customers.**

*Description:* Much like YouthWorks, create a brand to serve as the umbrella for all of our employer services to fall under. This gives us a fresh and new feel as we launch increased business marketing efforts. The brand will be used consistently in order to create a solid identity and as we deliver quality services under this name our employers will begin to associate value with the brand itself.

DRAFT logo: 

**RECOMMENDATION:** ✓ **Finalize logo and begin use immediately.**

### **PRINTED PUBLICATION**

*Budget Neutral:* **Yes**

*Extra Staff Time Needed To Launch:* **3**

*Extra Staff Time Needed Ongoing:* **1**

*Purpose:* **Tangible Leave Behind. Tool for use in the field, by LEDOs, and at events.**

*Description:* The Business Services Team will develop and prioritize content for this piece. Content will be driven by this team to ensure that they have a tool to meet their needs in performing their daily activities with existing employers and in recruiting new business customers. We anticipate that Local Economic Developers may use this piece during discussions with prospects and it will be useful at events such as Chamber and Rotary meetings. The piece will be the same size and quality as the current WorkOne magazine, but will have its own branding, look, and feel. This publication is to have a shelf life of 6 months; meaning we plan to print a quantity that will last for 6 months and then we will update the content with new programs, etc. and do a new printing for the next 6 months. A PowerPoint template will also be developed to accompany this piece and aid the Business Services Team with presentations.

**RECOMMENDATION:** ✓ **Publish and begin using no later than January 31, 2012. Refresh and publish updated version for use starting July 1, 2012. Establish method for measuring readership/usage and evaluate effectiveness of this item during Q4 2012.**

## **eBLAST**

*Budget Neutral: Yes*

*Extra Staff Time Needed To Launch: 3*

*Extra Staff Time Needed Ongoing: 2*

*Purpose: **Connecting valuable information with our brand. Partnership with LEDOs.***

*Description:* Internally we are calling this an eBlast instead of an eNewsletter because based on lots of input the employers want to receive short “blasts” of information rather than a lengthy, text heavy newsletter. This will be delivered via email at least once per month. It will contain a few headlines with brief write ups and then the opportunity to click a link to read more. Topics may include specific information about workforce or economic development programs, relevant news articles, industry information, timely data points, and events. In addition to providing relevant articles, while we have the employers’ attention we want to make it easy for them to contact us or their LEDO. All relevant contact info will be prominently displayed along with an opportunity for them to join the BusinessWorks group on LinkedIn.

During yesterday’s session with the LEDOs, the concept of making this a joint effort between BusinessWorks and the local ED organization was presented. The “newsletter” would be presented by BusinessWorks and Rush County Economic Development, for example. Not only would both brands be represented visually but the LEDO from Rush Co would also contribute content which will reduce some of the workload for us. Some LEDOs are interested in trying this collaborative idea and others are not.

Mock-up: next page

***RECOMMENDATION:*** ✓ **Send first eBlast no later than January 31, 2012. In counties where the LEDO would like to try a joint piece, do so. In counties that are not interested, distribute the piece solely under the BusinessWorks brand. Establish calendar and format for internal staff and LEDO partners to contribute content throughout the year. Track readership and click thru’s and evaluate effectiveness of this item during Q4 2012.**

eBlast Mock-up

RE: REMINDER: LEDO & Workforce Planning Session On Tuesday

Message    Developer    Adobe PDF

Reply   Reply to All   Forward

Respond

Delete

Actions

Move to Folder

Create Rule

Other Actions

Junk E-mail

View in CRM

Track in CRM

Set Regarding

View Regarding

CRM

Categorize

Follow Up

Mark as Unread

Options

Find

# Momentum

A portal for the businesses of East Central Indiana

Brought to you by the partnership between

BusinessWorks

powered by WorkOne

+

Blackford County

Economic Development

January 5, 2011

Our goal is your success. Contact us today!

**BLACKFORD COUNTY**

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Join the **BusinessWorks** group

## Welcome To The First Edition of Momentum

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## Become A Federal Contractor

Did you know that over **\$1 billion** in federal contracts are put out for bid every year? Learn how to find and win contracts with the federal government at a FREE luncheon on December 14th. The Indianapolis event is hosted by Bingham McHale LLP and Conexus Indiana. Click [here](#) for more event details and to register.

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## Save Money While Training New Hires

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Editor: Jacob Everett, jeverett@work-one.org

Content Contributors: Workforce & Economic Development Staff

Disclaimer

Opt out

## **SOCIAL MEDIA (LinkedIn)**

*Budget Neutral:* **Yes**

*Extra Staff Time Needed To Launch:* **1**

*Extra Staff Time Needed Ongoing:* **1**

*Purpose:* **Become a part of the employers' online professional networks which already exist.**

*Description:* Develop a LinkedIn group for BusinessWorks. This not only connects us to them through their LinkedIn interface, but also potentially in their Inbox and on their phone. Content for this will run the gamut. WorkOne offerings, online articles, events, etc.

**RECOMMENDATION:** ✓ **Establish BusinessWorks LinkedIn group no later than January 31, 2012. Send updates through LinkedIn at least twice per month. Provide link to join the group through eBlasts and other electronic media as much as possible in order to increase the number of group members.**

## **EMPLOYER FORUMS**

*Budget Neutral:* **No**

*Extra Staff Time Needed To Launch:* **3**

*Extra Staff Time Needed Ongoing:* **3**

*Purpose:* **Face-to-face engagement. Provide industry and/or WorkOne info.**

*Description:* In the past, this region hosted employer forums which provided speakers on a wide range of topics. At the time, these forums were well attended. There has been much discussion about reviving these forums. Initially, our recommendation included attempting this. However, much feedback has changed our position. Many feel that we will struggle with attendance. Further, these forums require costs and a significant investment of staff time.

**RECOMMENDATION:** ⊘ **Do not pursue this. If events like this are already happening at the county level (Economic Development, Chamber, Rotary, etc.), the Business Services Team should be engaged and participating to promote our brand. Further, in place of these forums there is interest in exploring webinars and/or live webcasts. This Committee and/or the Marketing Committee should evaluate this alternative in the near future.**

**NOTE:** These recommendations are made with the understanding that no marketing activities can replace the need for our field team to deliver value added services and maintain quality relationships with our customers. Equally imperative with the launch of these items is the completion of our Customer Relationship Management system implementation. This system will allow our field staff to become more effective and efficient and will provide visibility to others in the organization to better understand what is working and what is not. The system has been purchased and installed; we are currently determining the best course of action to integrate it into our daily work in a manner that fits our scheduling, tracking, and reporting needs.

## EMPLOYER MARKETING CAMPAIGN: Production Work Plan

- **Production schedule for *BusinessWorks* magazine:**
  - **Friday, Jan 2:** outline of magazine from BSR Team
  - **Friday, Jan 20:**
    - Dishman will have a mock-up(s) of the publication for review
    - BSR Team will have final content
  - **Friday, Jan 27:** review of final proof
  - **Monday, Jan 23:** to press
  - **Week of Jan 23-30:** *BusinessWorks* section of Work-One.org will be updated, the LinkedIn Group will go “live” as well as the Momentum eNews.
  - ASG members of WBSA and M&C committees meet weekly to keep project on schedule.
- **Printing and production quotes:** 2,000 copies of *BusinessWorks* magazine
  - FYI: allow a 10 day turn-around time (weekends included) to receive the finished product from the drop date.
  - 16 page, 50# gloss, 4 color all pages = \$1,505 printed and delivered.
    - Dishman spoke with Bob Hays about the quantity of the printed piece.
      - Jacob states that there are 1,100 entries in CRM
      - Bob states that ea BSR is to visit 50 employers per month (x 6 mos)
      - Bob states that ea BSR is to attend 1 Chamber event and 1 Eco Dev event every month (x 6 mos)
      - We need to factor in any other events, who might want a small inventory, etc.
- Jacob and Dishman will work within MailChimp to create the eNews template
- The BusinessWorks section on Work-One.org has direct urls of:
  - BusinessWorks.Work-One.org
  - Work-One.org/Businessworks