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FULL CAPACITY MARKETING

Employer Outreach

Building the value in your business

2004 Heartland Conference

Celina Shands





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Class Objectives

Understand how to:

- Identify marketing challenges within the One-Stops and develop a successful marketing system to increase brand awareness and target customers.
- Segment markets appropriately to create messaging and positioning strategies that are meaningful to employers.
- Develop low-cost marketing tactics that are effective for targeting employers and demonstrates a clear ROI with defined measurements.
- Use LMI as an effective marketing tool





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Marketing Defined

Marketing is the act, process or technique of promoting, selling or distributing a product or service.



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Marketing Challenges

“The Big Three”

- Lack of strategy
- Lack of budget
- Lack of staff

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Purpose of Marketing

- Creates brand awareness
- Builds value in your organization/brand equity
- Drives targeted customers to try products/services when the need arises
- Supports operational goals and objectives
- Keeps you honest

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What is branding?

- A – The thing you put on a cow
- B – A logo
- C – A tagline
- D – Products and services



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Power of Branding

- Whole experience of the product/service that resides in minds of your customers
- Characteristics, expectations and promise of benefits
- Manage your brand just like any other asset in your organization
- Customer connects with brand, not your strategic plan

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Branding Issues

- Multitude of partners and contractors
- Turf issues
- Too many logos
- Lacks an overarching strategy
- Lack of buy-in and collaboration with outreach efforts





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Building a Brand

- Market research – localized data
- Segmentation
- SWOT
- Positioning strategy
- Marketing mix
- Staff involvement – internal systems/buy-in
- Monitor marketing tactics – are they attracting new and targeted customers?
- Monitor customer satisfaction – are you delivering your promises?

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Market Research

National Findings

- 41% are aware of One-Stop services
- 28% are aware of the WIB
- 40% believe the primary purpose of the public workforce development system is economic development (assistance for job creation and business recruitment and retention)
- Of the remaining 60%, half believe that the purpose is human resources (assistance for employers and organizations); the remaining half believe it's social welfare (assistance for individuals)

* Center for Workforce Preparation – Spring 2003





Study Conclusions

- With WIBs in charge of designing the system that meets needs of employers, how are they able to do so if they have limited awareness and involvement with the business community?
- Improve outreach to employers
- Focus on those services that meet the needs of employers
- Provide value to employers
- Define our roles clearly

* Center for Workforce Preparation – Spring 2003





Segmentation

- Not all customers are alike
- There are clusters of “different” customers with different needs
- These clusters are smaller and alike
- It’s easier to satisfy smaller groups of similar customers, than large groups of dis-similar customers
- Helps maximize marketing resources





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Example Segmentation Methods *Businesses Customers*

- High-growth industries
- Geographic area
- Average wage targets
- Companies who exhibit growth
- Hiring volume
- Supports retention strategies
- Types of customers – low service to full service
- Active, inactive, never been a customer



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SWOT

- Strengths; Weaknesses; Opportunities; Threats
 - Marketing: current marketing structure; current tactics and results; available market research; mystery shopping; evaluation of collaterals, Web sites and messaging strategies
 - Operations: how employers are contacted; services provided; follow-up; tracking; results
 - Budget: sources; opportunities



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LMI Training Institute

LMI Marketing Pilot Project

- Competitive funding [\$20K] awarded for a pilot project to help build brand awareness and drive targeted business customers to One-Stop services through the use of LMI
- Focus is to bring a collaborative effort with local WIBs and State LMI shops to use LMI to target employers
- 31 applicants
- Selected site – Cleveland, OH
- Recipients – Cleveland and Cuyahoga WIBs and Ohio Bureau of LMI Office

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What are the goals of the project?

- Develop a unified Employer Services Team and customized employment and training services for area employers
- Create an outreach strategy to inform employers about available services
- Develop a labor market outlook report for employers
- Launch the program at a Workforce Summit event
- Use the outcomes from the Summit to help local workforce investment boards drive policy and build meaningful workforce programs and services in the community





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Case Study – Strategy in Action

SWOT

STRENGTHS:

- City/County each have Employer Outreach Staff
- LMI State Office – works with local areas on reports and LMI products
- Chamber has good data on employer perceptions
- Market research available

WEAKNESSES:

- Duplication of efforts
- Ratio of businesses to Employer Outreach staff is unrealistic
- Lack of consistent/cohesive marketing efforts
- Brand awareness is between 6 – 33 percent



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Case Study – Strategy in Action

SWOT

OPPORTUNITIES:

- Use of LMI to attract employers
- Build an event to bring launch team efforts
- Labor Day – use as Workforce Development Month
- Limited workforce seminars in market place

THREATS:

- Funding

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Segmentation Data

Health Care

- In some counties, hospitals are the largest employers
- Between 2000-2002:
 - Increase in Ohio hospital establishments by 4.5%
 - Total # employees statewide increased by 5.7%
 - Total wages grew by 13.8%
 - Average wages grew by 7.7%



Localized Data

- Aware of the One-Stop Career Centers/services
 - All employers – 19% - yes
 - Manufacturing – 17.1% - yes
 - Health Care – 33.3%
 - Construction – TBD
- Aware of the WIB
 - All employers – 12.4% - yes
 - Manufacturing – 6.8%
 - Health Care – 9.1%
 - Construction – TBD



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Why is the grant important?

Key positioning/messages

- The grant signifies a new way of helping local employers succeed
- During this election year, jobs and the economy are at the forefront of every American's mind
- Cleveland has had its significant share of challenges pertaining to the job market
- The Summit provides an opportunity for the community to get involved in creating jobs and building economic growth

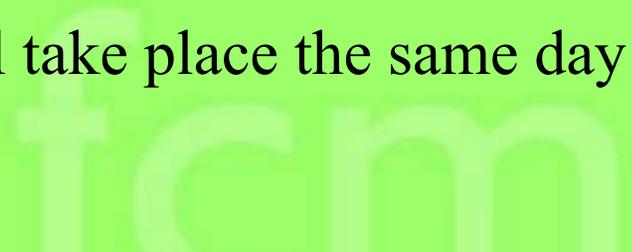




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What is the vision for the Summit?

- The Summit will provide the community with a forum to address key local workforce issues and a roadmap for how we can develop strategies for future growth
- Four sectors have been targeted for the Summit due to their economic impact in the region:
 - Health care
 - Construction
 - Manufacturing
 - Small Business
- A Career Expo and Job Fair will take place the same day for local job seekers





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Workforce Development Month

- As part of Labor Day, the Mayor and Commissioner will kick-off the Summit by giving a proclamation for Workforce Development Month in Cleveland
- Employer events will occur during the month at the Career Centers to highlight services and resources and introduce them to the new City/County Teams

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Elements of the Summit

- Opening plenary – Proclamation for Workforce Dev. Month; sets the agenda and tone for the Summit
- Four sector break-out sessions - Key industry leaders discuss local issues and solutions
- Keynote – Steve Forbes
- Unveiling the new brand between the City/County for the Employer Services Team
- Unveil new labor market forecast report

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Elements of Career Expo

- Over 100 businesses will participate in the job fair looking to hire local talent
- The Expo will have seminars and workshops to help job seekers prepare for the working world and build career ladders
- A resource room will have Internet access and career counselors to provide guidance
- Community partners will be on hand to provide information for available employment and training resources





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Marketing Mix

- One unified brand and operational plan
- One unified employer package; one business cards
- Save the date cards; brochure; customized PowerPoint's (targets – health care; construction; manufacturing; small business); online employer newsletter; Employer Toolkit
- Alliances with Chamber; industry assn. as marketing arm
- News media alliances and Sponsorships
- Employer LMI Report
- Launch event – Workforce Summit
- Post Summit Employer Events – Workforce Dev. Month
- Industry Coalitions

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Creating the Partnerships

The Summit as a community event

- Growth Association – has been offered a co-branded sponsorship
- Industry Associations – will assist as a marketing arm to send email blasts, inform members and provide databases
- Private sector Board members [City/County]- to support efforts by selling sponsorship packages
- News media – to partner with us and support an important community cause
 - Radio – to promote the Expo to the job seekers
 - Print – to help publish an outcomes report for the Summit
 - TV – for on-air promotions and Web site activities





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Cause-related Marketing

A commercial activity by which a business and a cause form a partnership for mutual benefit



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Marketing Resources

- National Marketing Workgroup – www.fullcapacitymarketing.com
- www.nawb.org - Click on “Marketing for WIBs”
- DOL-ETA Region 6 online learning mechanisms – contact Diane Walton @ walton.diane@dol.gov
- Marketing Manual Link – go to www.amerisys.org; Click on Library and then References; type in `xxyyzz` in key word search and hit enter



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