

Project Description: Interim Statewide Outreach (Phase 1)

During the research and development phases of nextsteps.idaho.gov the Workforce Development Council and Outreach Committee still have an opportunity to begin a statewide approach to connecting Idahoans to training that will lead to in-demand careers. We would like begin these efforts through a campaign focused on advertising training opportunities that lead to locally in-demand careers to communities with relatively low go-on rates and high unemployment. The efforts would consist of a mix of web and traditional media to ensure that those unable to access the internet are still provided exposure to the opportunities.

The Workforce Development Staff Communications Manager will operate a grassroots campaign in each of the counties prior to the largescale campaign being launched there. During this part of the campaign the communications manager will work with counselors, DOL staff, community organizations, libraries, etc. to ensure they are prepped for the campaign with information regarding the training opportunities available and in-demand careers. The communications manager will also ensure that paper materials are distributed throughout the community.

This campaign will serve as both prep and research for the future advertising efforts surrounding nextsteps.idaho.gov, and will allow us to learn more about marketing an online resource to rural communities prior to launching that large scale effort. The assets created for this campaign will provide a foundation for outreach for of the future nextsteps.idaho.gov

Budget: Up \$125,000 Workforce Development Outreach Funds

Outcomes:

Entity responsible for tracking and reporting: Workforce Development Council

What is the potential for increasing the awareness of careers for Idahoans? High.

What is the Anticipated Reach of the Project? Thousands. All digital will be measurable.

What are the anticipated project outcomes? To connect Idahoans to training opportunities that lead to in-demand careers, and increase their line-of sight that those opportunities exist when they are ready.

What metrics and or reports will be delivered to the committee? A financial report of costs expended, a presentation of results, all collected metrics



WDC Scope of Work Memo

TO	Caty Solace
FROM	Casey Bender
CC	Brian Cronin, Ben Krokower Matt Davidson, Kipepeo Brown, Mary Menke, Brick Kane
PROJECT	Regional Job Training Connections Campaign

Project Purpose

The purpose of this campaign is to help Idaho employers fill in-demand jobs and to help connect Idahoans with the training they need to qualify for these jobs. Success in matching Idahoans with career training opportunities would also positively impact the state's 60% post-secondary attainment goal.

Working with Idaho Department of Labor and Idaho CTE, WDC staff have targeted areas throughout the state where there is a need for workers, relatively low go-on rates, and where regional training opportunities exist.

To match adults and students getting ready to graduate from high school with training opportunities that may lead to jobs in in-demand occupations, WDC is proposing a marketing campaign to publicize industry need and the options for training available at state colleges and universities. We will use a combination of grassroots communication and highly targeted advertising to drive interested Idahoans to a website where they can learn more about the opportunities in their geographic areas.

The campaign would begin by focusing on one or two regions and build out from those initially targeted regions over time.

Deliverables

To start, we propose building a simple landing page to anchor the campaign this will continue to be used through the different phases of the campaign. On the page, we'll list in-demand occupations and specific training opportunities tied to those careers in one easy-to-navigate location. Additionally, we'll provide links to other career exploration tools Idahoans may choose to use to consider the next step in their career (Reality Check, Career Atlas, FutureFindr, for example). We should develop fully develop the landing page to include information for each regions, even though the campaign will not go live in all regions at once.

Because the success of this campaign relies, in-part, on a solid grass roots effort to inform influencers/connectors about the opportunities available, we will develop

tools/resources that will help them point people back to the website where they can take further action.

For the advertising component of the campaign, we will employ a mix of direct mail, digital, radio, and print advertising (newspapers) based on the geography of the region we've chosen to target. We'll use ads to direct people to the website where they can find more information about specific opportunities. Each advertising campaign will last 6-8 weeks, depending on media rates.

Creative Deliverables

- Campaign Naming & Tagline Development: Logo, theme, strategy
- Landing Page
- 2 print pieces for grassroots campaign (poster, flyer, brochure, TBD) in English and Spanish
- Radio ad creative (2-3 versions for each location, if required – in English and Spanish)
- 1 print ad for newspapers (can be resized as needed)
- Digital creative
- Grassroots marketing campaign plan/targets

Scope of Work

S360's scope of work would include concept development, copywriting, and design of each creative deliverable. The current budget accounts for production of digital assets and radio ads, but the cost for printing grassroots campaign tools is not included. Based on available assets, the need to purchase stock photography may arise, and is not included in this budget. Finally, production of Spanish language materials is dependent on WDC's (or partner agency) bringing that capability to the project.

Projected Cost

Creative Development

\$6,000	Campaign Naming & Tagline Development: Logo, theme, strategy
\$6,000	Landing Page
\$4,500	2 Print pieces for grassroots campaign (poster, flyer, brochure, TBD) in English and Spanish (with translation provided/facilitated by WDC staff)
\$2,500	Radio ad creative (2-3 versions for each location, if required – in English and Spanish) (with translation provided/facilitated by WDC staff)

\$3,500 Digital creative
\$500 1 print ad for newspapers (can be resized as needed)
\$2,000 Grassroots marketing campaign plan/targets

Total Creative Development Budget: \$25,000

Media Buy

We are anticipating launching a total of 4 regional campaigns, each with a budget of \$25,000. Of this budget, 80 hours of each (\$35/hour media buying rate as contracted between WDC and S360)

Suggested Budget Breakdown for Regions

Rural Target (Regions 1, 2, 4)

20% Direct Mail
20% Print (Emphasis on weekly newspapers)
20% Digital Buy
40% Radio Buy

Urban Target (Region 3)

30% Direct Mail
20% Print (Emphasis on weekly newspapers – not utilizing print in Ada/Canyon Co.)
30% Digital Buy
20% Radio Buy

Total Media Buy Budget: \$100,000