

**TechHire Peer Learning Group:
Workforce Development Boards & Nonprofits
Oct 15th Meeting**

Welcome!

Spotlight: Digital Marketing Campaign @ CareerSource Tampa Bay
Team Members: Stephanie, India and Christina

How has your outreach strategy changed since the beginning of the pandemic?

- CareerSource Tampa Bay
 - Launched a marketing campaign in July with objective of reaching enrollment goal of 100 by September of 2020, targeting youth 17-29.
 - We followed a logical set of characteristics for the audience and content
 - When we started to measure effectiveness by evaluating how many of the leads led to program enrollments, we realized we were not hitting our mark.
 - We also looked at secondary objectives: how many enrollments? How many completed enrollments? How many completed enrollment and successfully began the program?
 - Readjusted our approach:
 - Realized outreach material was not reaching the right audience. Needed to change content.
 - Now we include information about specific training programs, less general. Include information such as wage averages for occupations with completed training.
 - Our marketing department is separate from our outreach coordinator.
 - Began using outreach coordinator to generate leads through existing relationships and networks.
 - Moved communication onto online platforms, such as Meet Up Groups.
 - Targeting IT programs on Meet Up has shown most success
 - Coordinator also presenting virtually to partner organizations and community meetings
 - Reaching back out to incomplete enrollment and those who never responded to communication.
 - Currently implementing TechHire Virtual Information Sessions to potential students. Aim to spread word of mouth about program to reach larger student populations.
- We have shifted our focus and solely targeting youth/young adults in all of our marketing. - Goodwill
- One of our Focus areas is Employer engagement- prior to Covid started a online platform on our agency website to engage with us when they have a need - employment or training needs- this was helpful once things started going into pandemic.-Our employers could share their needs and our Business Services Team could outreach and be prepared with resources like On The Job Training or Paid Work Experiences/internship or Registered Apprenticeship. Jessie from Forward Careers.

- Forward Careers did put it out as an RFP for employers to respond to as a different approach than our first launch. We felt giving a timeline made it more priority for them to respond then just as knowledge as available.
- Casey from Worksystems noting they put effort into a marketing campaign and collateral earlier in the grant. They did not see return on investment. Greatest lesson was it is helpful to promote individual trainings within the program instead of the “TechHire Program at-large”
- (Worksystems) We “fast track” wit our partners at Unemployment who can identify UI recipients of certain age ranges and characteristics and communicate information with targeted audiences.
- Worksystems - relied on community partners before, this slowed down in the pandemic. Everyone was trying to survive and keep basic operations going. Then fires hit and it was a second blow to efforts to work with partners.
- Social media marketing CareerSource Examples-



- MeetUp message:
 - Between the ages of 17-29, looking for a fully funded education, etc.
 - Short and simple
- Using MeetUp - reaching out to IT-related groups has been more successful than healthcare or other industries

What has worked well with outreach? Or didn't work so well?

- Being too general with language in outreach. Audiences want information on specific training, tuition and fees paid, wages expected, etc.
- Working with partners for referrals has been hard for some grantees during this time. Especially those who have experienced natural disasters in addition to the pandemic.
- Sometimes when you say tuition or fees paid, audience may think there is a “catch”. Be prepared to explain.

- Sharing information about the program virtually can be hard. Sometimes it is hard to translate your passion for a program virtually.
- Having a loose strategy to outreach to all. More successful when message is aimed at reaching specific audiences who can benefit from program. More engagement. You don't want to advertise to people who are not eligible, message needs to be clear of who can benefit.
- Employer Engagement is difficult when we did not know what Employers need. Forward Careers implemented a virtual platform where employers can engage and tell us what they need. Low lift for our program to implement, we did it with current FTE. It helped our business services teams to be able to customize outreach and target specific employer needs.

**Spotlight: Incumbent Worker Training (IWT) Strategy
@ Worksystems in Portland, OR**
Team Member: Casey

What point are you at in the process of developing an IWT program and what do you need to do next?

- Worksystems - didn't focus on incumbent worker strategy early on in grant, but pivoted in late March to reframe IWT as a response to COVID.
 - Keep people employed, have employers avoid layoffs
 - Big demand between April and May
 - Applications to train over 80 workers
 - Small businesses up through PG+E (large utility co), some tech companies and companies that have tech employees
 - Always need to be adapting
 - Goal is to help workers keep advancing, this has been the challenge even once they complete training - we should be able to track more of this in the coming months
 - Surge in interest from employers has winded down, but we haven't done more marketing (may not do this for a while as our program wraps in Feb.)