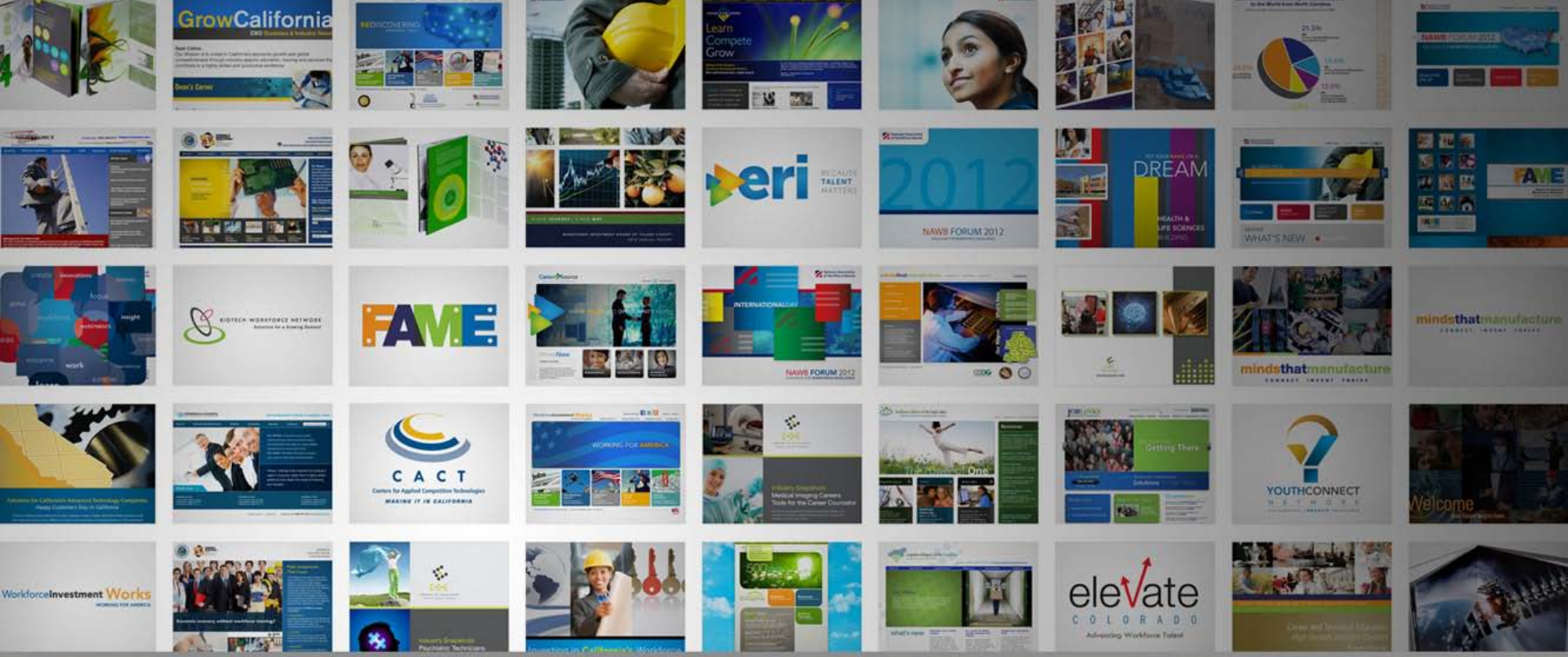

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Maryland Workforce Investment System

Branding, Communications and Outreach Project

Kickoff Webinar: May 11, 2012

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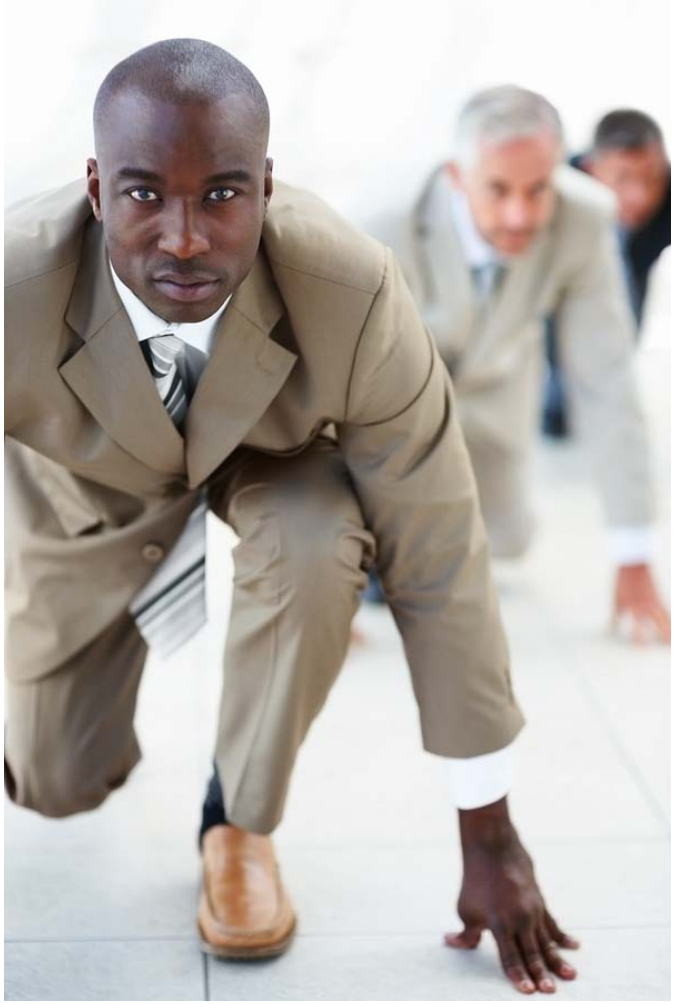
Our Maryland Project Partner

Agenda

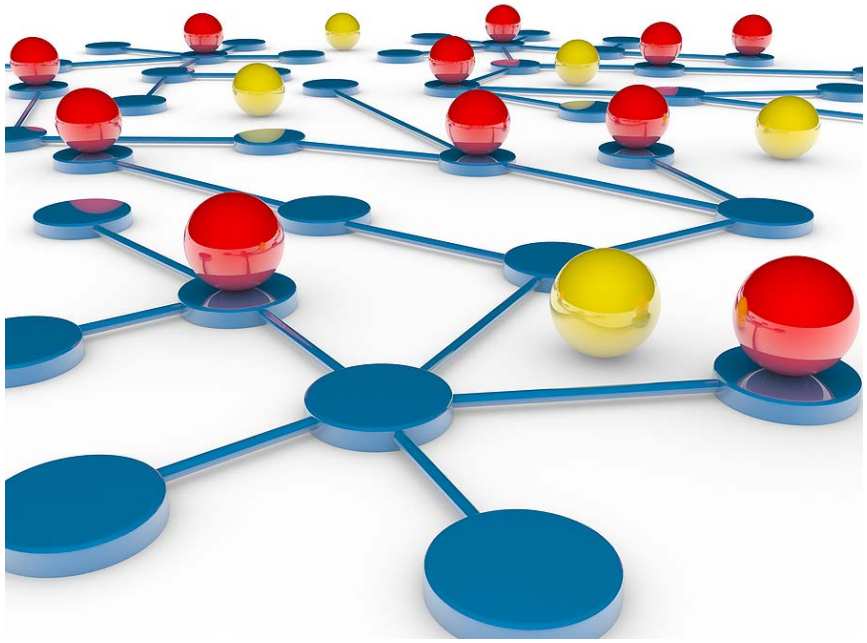
- Intent of the Project
- Project Phases
- Your Participation
- Next Steps



Project Purpose & Intent

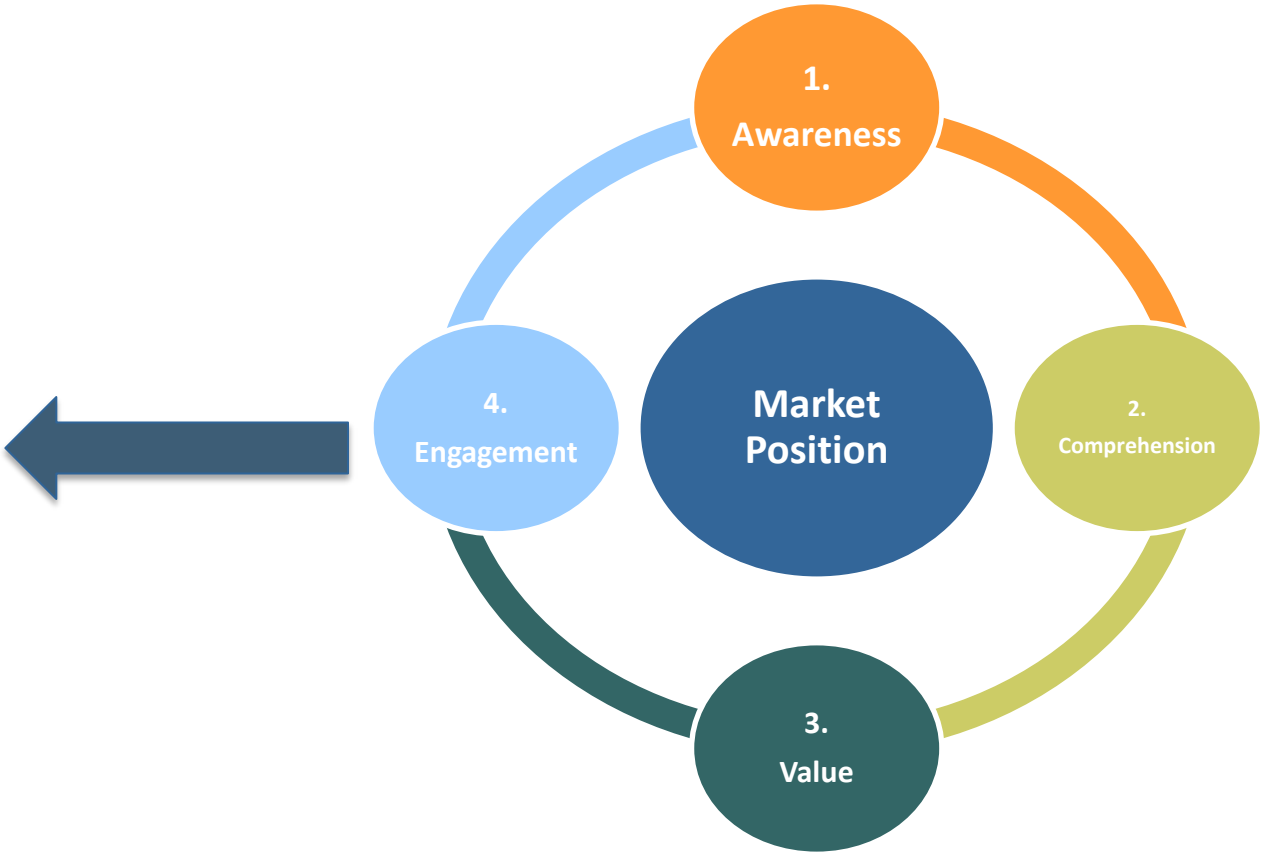
The Branding, Communications and Outreach (BCO) Initiative:

- Collaborative process between state and local workforce investment system stakeholders
- Develop systems, strategies and tools that help position the importance of our work



Market Position: Workforce Development

Customer
Partner
Funder



Why this is critical?

The Funding Dilemma
Congressional Climate
Negative Reports
Negative Press

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By Conor Dougherty

States have come up with a lot of ideas for reducing the nation's high unemployment rate, but Florida labor officials have come up with an unique approach to reduce the state's 11.1% unemployment rate (the nation is at 8.8%).

Their idea: Distributing "satiny" superhero capes to the unemployed as a way to raise awareness about services offered by **Workforce Central Florida** — a labor development agency. But some some say the approach might be too unique.

Workforce Central Florida

Dr. Evil Unemployment

From the Orlando Sentinel:

> The campaign, revealed Saturday in a report in the Orlando Sentinel, was met with derision by many unemployed who questioned spending more than $14,200 on capes and $2,300 on foam cutouts of "Dr. Evil Unemployment." They said the campaign's tone risked minimizing the severity of the region's labor problems.

See a gallery of job seekers taking on Dr. Evil Unemployment.

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Workforce Communication Challenges

Lack of thoughtful and research-based brand strategies among the 47+ programs that represent the workforce investment system

Various administrative structures of workforce boards:

- County
- City
- Nonprofit
- Joint Powers Agreements

Project Intent

Answers/Solutions to these Questions:

What are the various local environments in which workforce boards operate?
What is the current market position of the Maryland Workforce Investment system?
Given the answer to these question, what is the appropriate brand architecture?
What are the broad-based communication strategies that should happen at the state level?
What communication tools are needed at the local level to support efforts?
How do we work together to build market position?

Collaborative Process: Committee

Barbara Kaufmann | Director, Division of Workforce Services Department of Economic Development, Montgomery County
Bruce England | Executive Director, Susquehanna Workforce Network (SWN), Inc., Susquehanna Region (Cecil and Harford Counties)
George Littrell III, CRPC® | Vice President, Financial Advisor Morgan Stanley Smith Barney
Kym Nelson | Chief of Staff, Office of the Secretary
Ileana O' Brien | Special Projects Manager, Office of the Secretary
Paulette Francois | DWDAL Assistant Secretary
Ellen Flowers-Fields | DWDAL Deputy Assistant Secretary
Elizabeth Williams | DWDAL Chief Operating Officer
Latesa Thomas | DLLR Acting Chief of Procurement
Sheree Finley | Director, DWDAL Workforce Development
Susan Kaliush | DWDAL Communications & Outreach Manager
Crystal Terrell Jewette | DWDAL Branding Project Manager
Steve Gallison | Manager, DWDAL Business Services, Staff Development, Early Intervention & Professional Outplacement Assistance Center (POAC) Director
Stephen Harrison | Labor Exchange Administrator (LEA), Anne Arundel County

Your Voice: Local Input

Kickoff Webinar – Recorded and posted on the wiki.

Initiative Wiki – a wiki is a collaborative online workspace in which documents are posted and discussions occur among members.

LWIA Interviews – FCM will be scheduling detailed interviews with the local workforce investment areas' executive directors.

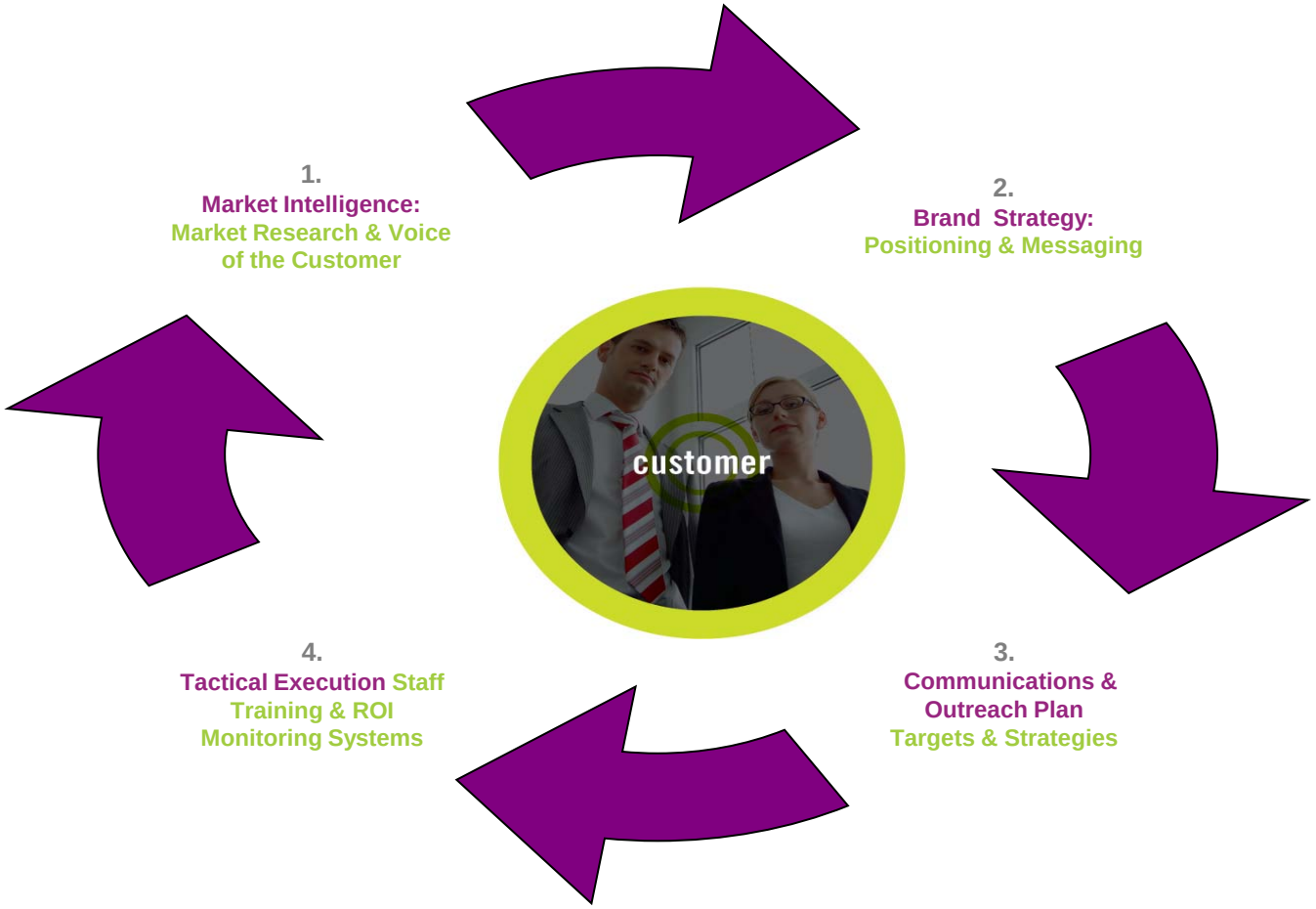
LWIA Interviews

Interview Points:

- Desired outcomes of project
- Perceived challenges/barriers to implement
- Define “good customer service”
- Perceived awareness among businesses
- Desired support from the State
- Brand architectures used
- Communication strategies & tools used
- Business services approach

Interview Dates:
One-hour time slots
5/16, 5/21, 5/22, 5/23
11:00 am EST – 5:00 pm EST

Project Methodology: Four Phases



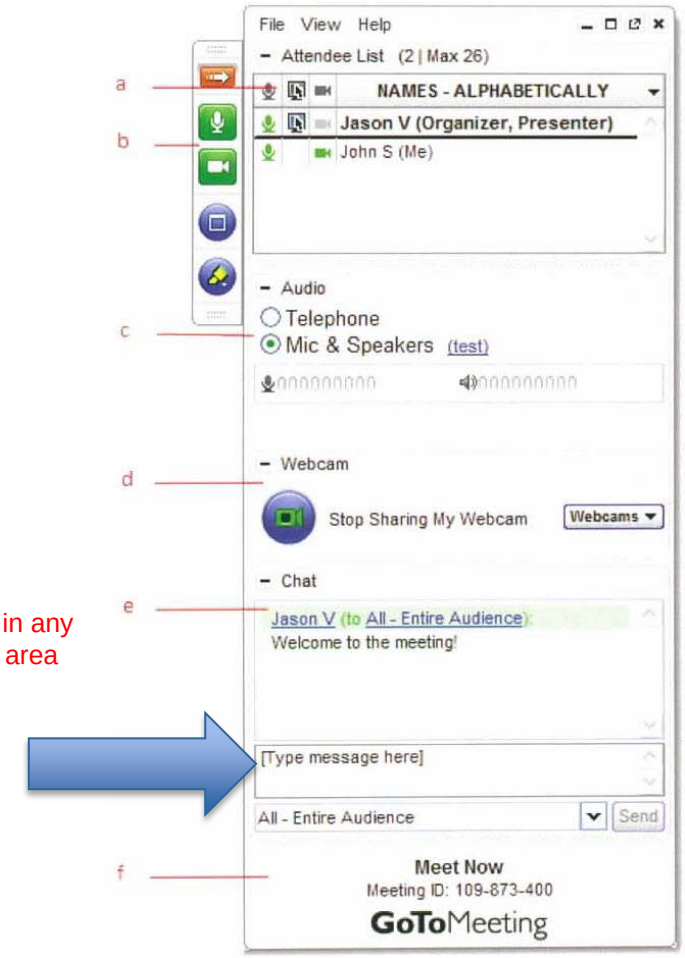
Market Research: Business Survey

- **Baseline Brand Survey: MD Businesses**
  - Are businesses aware of their local system?
  - Do they know that there is a statewide system that provide local services?
  - If they are aware, do they understand the services the local system provides?
  - Have they used services?
  - What are their perceptions?

Target: High Growth Sectors

Aerospace
Bioscience
Construction
Education
Energy
Finance and Insurance
Healthcare
Healthcare Information Technology
Hospitality and Tourism
Information Technology
Manufacturing
Retail
Transportation and Warehousing

Using the chat feature, please type in any high growth sectors from your local area that are not represented in this list.



Four Phases: Timeline Overview

Ends 6/20/12

1.
Market Intelligence:
Market Research & Voice of the Customer

2.
Brand Strategy:
Positioning & Messaging

Ends 7/20/12

Ends 10/12/12

4.
Tactical Execution Staff Training & ROI Monitoring Systems

3.
Communications & Outreach Plan
Targets & Strategies

Ends 8/31/12

Immediate Next Steps

FCM Tasks

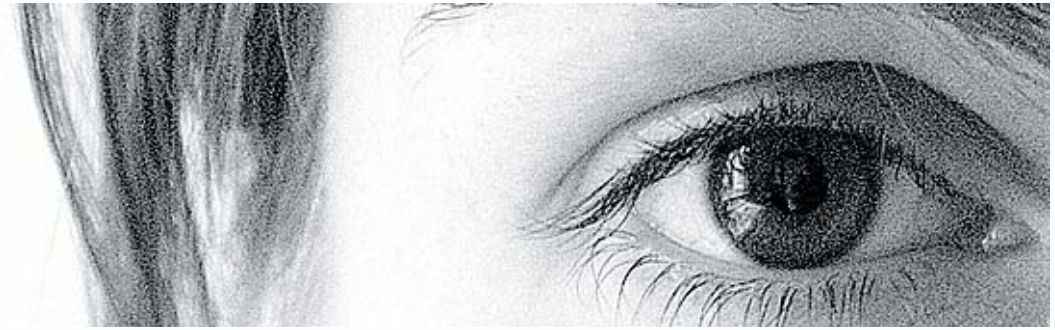
- Send recorded Webinar & PowerPoint to Local Areas
- Finalize wiki & post documents
- Distribute wiki invitation
- Kick off Market Research

Local Executive Directors

- Establish time with Celina for one-hour interview
- Distribute recorded Webinar & PowerPoint to local teams
- Join wiki

DLLR

- Send Celina final input on employer survey



Questions/Comments?

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Questions or Comments?
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