

TRANSMITTAL #2

MEMORANDUM

September 4, 2014

TO: Workforce Development Council

FROM: Susan Simmons, Deputy Director

SUBJECT: Outreach Budget - Choose Idaho

ACTION REQUESTED: Approval of up to \$80,000 in WDTF for Choose Idaho Outreach

BACKGROUND:

At its last meeting, the Idaho Workforce Development Council approved \$50,000 for the hiring of a contractor to develop and implement a program designed to:

- Expand employer access to a skilled and accessible workforce.
- Keep Idaho's best and brightest in Idaho.
- Encourage Idahoans with specific skills to return to Idaho for work.

Progress to Date:

- A Choose Idaho landing page has been developed for testing. Site features include an online postcard and process for submitting resumes that allows job seekers to select an occupation of interest, where they are willing to live and submit their resume.
- A team of business solutions specialists has been identified to work with Idaho businesses trying to fill their hard-to-fill jobs; and
- A network of department recruiters and workforce specialists has been identified to receive and follow-up on resumes submitted.

The Next Steps:

- Test the website and response process with Idahoans who have left and returned or those who independently chose Idaho as a place to live and work;
- Adjust the messaging on the website and to reflect the triggers identified as reasons for choosing Idaho as a place to live and work; and
- Use the results to develop an outreach campaign and collateral materials that increases awareness of the program among businesses and job seekers.
- Establish benchmarks for the outreach effort during year one. Benchmarks should include number of Idahoans that submit resumes and the number of Idaho businesses that contact the business solutions staff for help filling hard-to-fill jobs through Choose Idaho.
- Establish measureable goals for year two and all years moving forward. Measurable goals will focus on increasing the percentage of Idaho companies and job seekers who contact the

department's business solutions and recruiting staff for support with finding a job and/or job candidates for hard-to fill positions.

Tactics / Tools / Timeline:

- **Choose Idaho Landing Page / Call to Action – Soft Launch - September 8, 2014.**
- **Email / Electronic / Printed Postcard – Launch – September 8, 2014.** Sent by Idahoans to friends and families encouraging them to submit their resumes to the department via Choose Idaho website.
- **Focus Group – Sept 2014 -** After Choose Idaho is up and running, test the website and email card with a group of Idahoans who have left and returned. Identify trigger points for making the decision to Choose Idaho.
- **Adjust Website / Refine Recruiting Script / Define Messaging – October 2014.**
- **Collateral Materials – October 2014 -** Four postcards, designed for both online and print distribution; a website widget linking back to Choose Idaho from partner websites; and a rack card explaining the program to Idaho businesses.
- **Airport Display Ads – Nov 2014 – March 15 -** Develop and place display ads in Idaho airports during holidays including Thanksgiving, Christmas, New Years, Presidents Weekend, Spring Break.
- **Ads in Alumni Magazines - Spring 2015 –** Develop and place ads in college and university alumni publications.
- **Live Radio Reads / Traffic Announcements – Spring/Fall 2015 -** One of the most cost effective ways of reaching a captive audience with a targeted message.
- **Social Media - September 2014 – Ongoing.** Includes paid post enhancement, sharing of success stories and placement profiles on Facebook and LinkedIn; joining and fostering talent communities.
- **University / College Homecoming Promotions – Sept. – November 2015.** Involves halftime / courtside promotions during football and basketball games, pre-broadcast interviews, booth displays and cooperative social media promotions.

Measurement of Effectiveness

- Number of job placements.
- Number of electronic postcards sent.
- Number of landing page views.
- Number of resumes submitted.

Staff Recommendation: Staff recommends approval of up to \$80,000 for Choose Idaho outreach efforts.

Contacts:	Primary:	Georgia Smith	(208) 332-3570, ext. 2102
	Secondary:	Sue Simmons	(208) 332-3570, ext. 3361