

The Minnesota WorkForce Center System

DRAFT MARKETING PLAN

Challenges

Elected officials and community partners are aware of us and collaborate with us on a frequent basis, however, job seekers and employers are not as familiar with us and do not connect with the Minnesota WorkForce Center System with the services provided. Furthermore, many jobseekers and employers feel that the Minnesota WorkForce Center System brand is outdated and align the WorkForce Center locations with an antiquated system. They feel that they can get better serves elsewhere. To change this misconception, the Minnesota WorkForce Center System needs to refresh its brand and reposition itself as an innovative, thought leader in employment and training.

Purpose

WorkForce Centers serve as a one-stop shop for job seekers. They provide a wide array of state and local programs and services, from basic job search and resume help to career training. Minnesota's 49 WorkForce Centers serve roughly 20,000 Minnesotans each month.

Principals

The Minnesota WorkForce Center System embodies seven key principals:

- **Streamline Services:** streamlining the availability of services through the one-stop system where all federal, state, and local workforce systems can be integrated.
- **Universal Access:** ensuring universal access to basic workforce services.
- **State and Local Flexibility:** providing increased state and local flexibility to implement innovative and comprehensive workforce systems.
- **Increased Accountability:** increasing accountability of the state, local, and contractors for appropriate use of tax dollars to achieve successful performance outcomes.
- **Employer Driven:** the system is driven by the demands of businesses and industry.
- **Economic Development:** recognizing the critical link between workforce development activities and the growth of the local economy.
- **Empowering Individuals:** working with employers to identify their workforce needs and empowering jobseekers to move rapidly into employment by choosing services that best suit their needs.

Services

- **Job seeker services for adults**
 - Job search, training options, career planning, career assessment, post-secondary education, search strategy, etc.
- **Job seeker services for youth**
 - Education completion assistance and career counseling for youth and young adults.
- **Business services for companies looking to hire and train workers**
 - Workforce planning assistance, workforce training, job placement, etc.

KEY MESSAGES

The Minnesota WorkForce Center System:

- Is a powerful statewide network of career and talent professionals who find, develop and connect qualified job seekers with Minnesota employers.
- Provides employers with a competitive advantage by helping to recruit, hire, train and retain talent.

- Helps youth and young adults learn academic life and work skills, identify career paths, and achieve meaningful employment.
- Provides Minnesota jobseekers with personalized and expert career guidance, skills training, and job search services.

Target Audiences NOTE: Which audiences will the Minnesota WorkForce Center System focus on as a statewide collaborative and which audiences does it make more sense for the local systems to focus on (i.e. do we focus on businesses statewide or do we do that on a local level?)

- Clients:
 - Adults, Dislocated Workers, Youth (14-21)
- Businesses/employers
- Elected officials/Legislators
- Social service agencies (youth service providers, veterans' organizations, community organizations, etc.)
- Local economic development organizations
- Funders (all levels)
- Educators (Post-Secondary Institutions, Certification Providers, etc.)
- Media

Marketing Objectives and Strategies

Objective 1: Maintain consistent messaging about purpose of the Minnesota WorkForce Center System to all target audiences.

Strategies:

1. Create a clear web presence that explains the Minnesota WorkForce Center System (Outline clearly the relationship between DEED, Minnesota WorkForce Council Association, and individual WorkForce Centers).
2. Write a statement of purpose to incorporate into all communications as appropriate (web text, printed materials, news releases, etc.)

Objective 2: Raise awareness and visibility of the programs and services offered by the Minnesota WorkForce Center System to those best served.

Strategies:

1. Promote WorkForce Center System through media relations
 - a. Promote the statewide system through press releases featuring success stories, new board members, minimum wage increase, WIOA authorization, youth topics, veterans' topics, long term unemployment, etc.)
2. Develop a social media presence (LinkedIn, Twitter, Facebook)
3. Put brief messaging about the Minnesota WorkForce Center System and link back to "main" website to establish affiliation

Objective 3: Establish the Minnesota WorkForce Center System as industry leader/knowledge source for employment and training.

Strategies:

1. Pick and promote two or three industry events statewide as a collaborative to gain exposure and establish WorkForce Center as an industry leader (e.g. Veteran's Event, Manufacturing Week, Long-term unemployment, etc.)
2. Guest author articles in local WorkForce Center newsletters and Job Bulletins about industry trends at state and federal level