

MARKETING CONSORTIUM MEETING

Summary

January 28 – 29, 2004

Jacksonville, FL

- Nineteen (19) RWB's participated along with the WFI and AWI communications directors.
- I'd like to publicly commend them and point out what a valuable resource they are to their regions as well as the state. This group is ready, willing and able to work collectively to improve access to local services through effective marketing of local services using the Employ Florida affiliate brand.
- Regions provided updates on the integration of the Employ Florida linking brand with their local marketing communications (see exhibit table in the lobby).
- Barriers and issues associated with the new linking brand were discussed. Solutions were identified.
- The marketing director for Enterprise Florida did a presentation on their cooperative advertising involvement with their local partners.
- The Employ Florida radio ad was discussed. It was agreed the copy would be slightly modified to eliminate possible perception that Employ Florida was a competitor. The 30 second radio spots will air via the Florida radio network across the state beginning February 15th. (Ad has already been re-recorded at no cost.)
- A pilot cooperative print ad campaign utilizing regional ads in Florida Trend was outlined and discussed. The pilot will be further developed with a desired launch date of July 1st, 2004. A sub-group was formed to develop a template ad that would be used by regions interested in participating with at least two other regions and the state. The pilot would run for 6 months and would involve a full page Employ Florida ad featuring testimonial from employers served by local (participating) workforce boards.
- The group is interested in meeting three times a year in addition to meeting at the Workforce Summit in the fall. Meetings would fall in the month prior to WFI board meetings. (July, October (or month of Workforce Summit), January, April) Meetings would be held in different locations around the state – next meeting scheduled for late April in the St.Petersburg/Tampa area.
- A steering group was formed to develop a strategic marketing plan for 2004-2005 to be reviewed at the April meeting and recommended to the board/one-stop committee at the May WFI board meeting.
- Allen Brown, WFI board member resigned prior to this meeting. As the marketing lead person on the One-Stop, Allen was going to attend the marketing consortium meeting. The group hopes that the board will identify another board member to take Mr. Allen's place.
- In addition to a board liaison, state staff recommend that a RWB executive director also attend the marketing consortium meetings. Rusty Skinner participated in the first day of the January meeting.

Gulf Coast Workforce Board (R-4)

Marie Bertot, Public Information Officer
South Florida Workforce Board (R-23)

Susan Clayton, Marketing Director
PolkWorks (R-17)

Dale Desaulniers, Vice President
Employer Services
Workforce Alliance (R-21)

Bob Duncanson, Dir. of Employer Svcs.,
Workforce One (R-22)

Desiree Gorman, Chief Executive Assc.,
Workforce Plus (R-5)

Patrick Knight, Employer Services Mgr.
Tampa Bay Workforce Alliance (R-15)

Jason Lietz, Marketing & Public Relations
Workforce Central FL (R-12)

Steve Lipsky, One Stop System Leader
Alachua/Bradford Workforce Dev. Bd. (R-9)

Marcella Mitchell-Faucette
Technical Assistance Specialist,
WorkNet Pinellas (R-14)

First Coast Workforce Development (R-8)

Jan Pooley, Special Proj. Mgr.
WDB of Okaloosa & Walton Cos. (R-2)

Judy Roberts, Mktg. Comm. Mgr.
WDB of the Treasure Coast (R-20)

Martha Robinson, Communications Coord.,
Suncoast Workforce Board (R-18)

Kenneth Russ, Business Liaison
Pasco-Hernando Cos. RWDB, Inc. (R-16)

Teresa Ryerson, Moore Consulting Group, PR
Counsel to RWBs 5 & 6 (R-5; R-6)

Thomas (Rusty) Skinner, Exec. Vice President
CLMWorks (R-10)

Joan Van Scyoc, Communications Mgr.
Brevard Workforce Development Bd. (R-13)

Sharon Warriner, Project & Policy Assoc.
WDB of Flagler & Volusia Cos., Inc. (R-11)

State Staff:

Lucia Fishburne, Communications Director
Workforce Florida, Inc.

Warren May, Communications Director
Agency for Workforce Innovation

Gloria Harrison, Special Program Mgr.
Agency for Workforce Innovation

Gene Rhodes, Administrator
AWI, REACT Unit

Guests/Speakers:

Kim Wilmes, Marketing Director, Marketing and
Information
Enterprise Florida

Stephanie DeWolf Tipton
Workforce Central FL (R-12)

Bruce Ferguson, President & CEO
First Coast Workforce Development (R-8)

Lynn Lotkowitz
Florida Trend

Laura Peters
Florida Trend

Larry Fairman,
Find TrueNorth, Inc.

January 28

Introductions and Updates

1) What kind of marketing communications are you involved with at this time? (ad campaigns – print, TV, radio; current or developing collateral – brochures, other pieces; PR activities; etc.)

In general regions are relying more on PR and other low/no cost marketing. Of special interest: Several regions are involved with a special “package” offered by WB38 of Tampa. The project is 6 months of advertising on TV, a direct mail campaign and an internet link. The specific counties are Polk, Pasco/Hernando, Pinellas and Manatee/Sarasota. Hillsborough already has an advertising contract with them.

2) How has your region integrated Employ Florida into your marketing communications? (Decal on one-stop doors; street signage; advertising; collateral; PR)

All regions represented have decals up with exception of one – Region 15. Many regions have incorporated the Member: Employ Florida logo into their brochures and other printed materials including letterhead and business cards.

3) Have you internally marketed Employ Florida and if so how?

Mixed response – some have explained Employ Florida at staff meetings, training sessions, etc. Others indicated they did understand it well enough to explain adequately. Several indicated challenges with internally marketing EF with one-stop operators.

4) Do you outsource any of your marketing communications? (creative work; media buying; PR; other)

Outsourcing primarily limited to creative work.

5) What problems/barriers have you encountered as you integrate the Employ Florida brand into your own marketing communications?

- **Convincing One-Stop Operators of the value.**
- **Explaining what it means to customers.**
- **What will it mean at the local level – will employers get a qualified person any faster, cheaper, etc.?**
- **Explaining what Employ Florida is /means to One-Stop staff.**
- **Dislike of first creative strategy by local board – conflicted with message they were trying to communicate.**
- **Limited space in ads – costs more \$ to include Employ Florida reference/logo (telephone listings primarily).**
- **The success/power of Employ Florida is dependent on what an customer experiences in other regions.**
- **Understanding what Employ Florida “is” so that it can be marketed effectively.**

6) What advantages/positive experiences have you experienced (or do you expect to experience) as a result of integrating the Employ Florida brand into your own marketing communications?

Nothing noted specifically although several individuals expressed expectations associated with being part of a “network”.

7) What would you like accomplish over the next day and a half?

- **Ideas on how to further use Employ Florida to benefit all of us. Something I can use to promote the idea that we are all part of one big team.**
- **Go back to my region with more things to share that will help convince my One-Stop providers of the value of Employ Florida.**
- **Understand Employ Florida better and learn how we can show/communicate that it is not another “competitor” in our market.**
- **Have a better understanding of where we’ve been and where we are going.**
- **Learn about the results of the previous campaign.**
- **See more sharing between regions and between the state and the regions.**
- **Network with peers.**
- **Learn more about the National Business Engagement Consortium pilot and how we might use it.**
- **Steal new ideas – bounce my ideas off colleagues.**
- **Looking for Employ Florida to drive more business to the One-Stops.**
- **Find out how others market employer services.**

AWI Call Center/ Employ Florida Toll free # 866-FLA-2345 Presentation

Gene Rhodes, AWI

- AWI Switch Board in Tallahassee – Emp. FL # comes in there
- Calls on Employ Florida line
 - Representation (breakdown) of calls in 2003

May – 0	Sept – 177
June – 9	Oct – 128
July – 21	Nov – 315
Aug – 25	Dec – 261
- Goal: re-route calls to a regional employer services line
 - How will this happen – what have they done?
 - Trouble meeting Feb. deadline
 - Voice response system – did not work
 - Delta Com (state long distance provider) – they will identify the area code and then send the calls automatically to the identified regions work force; *currently working with them*
 - Menu once you reach the line w/ options for employers and applicants – routed to regional employer services
 - Asks for Discussion. Responses as follows:
 - Can a message be developed to let the caller know they are re-routed to the region area
 - How will this help the caller who wants to find services outside of their region?
 - Possible solutions:
 - Drive business to website not phone # - most people say give employers the choice
 - Region takes the call instead of re-routing and takes employer info. Then the region calls the appropriate board contact in different region. This is an employer services-helping the employer-no switching them from org. to org.
 - This should be taken to the executive director of each region's board
 - *Lots of head nods*
 - Employers want personal contact, not a menu or automated message
 - Cell phone issue – AWI cannot track these #'s
 - Not understanding mailers
 - **FINAL:** Get back to AWI **re:** What has to happen next?
- Off topic: Employ Florida the brand – Discussion amongst regions begins:
 - Employ Florida has no meaning to the local regions

- Just a logo and has no meaning
- Establish a theme that will link all of the regions
- Need generic message
- Regions would like advance notice, copy of what is going out, opportunity to correct contact info, flexibility, chance to review information
- Over extends region's ability to serve
- Define an identity
- Plan – Where is it?
- Budgeting issues – How will the regions pay for this?
- Discussions need to be sent through system
- **Final:** Sub-group of this group formed to make a marketing plan-Steering Group

Enterprise Florida Presentation – Co-op Adv.

- Marketing Campaign Goals
- Program Packages:
 - Crossroads Site Selection
 - Statewide Site Selection
 - MIT Tech review – different incentives and packages
- Process:
 - Have one person to put it together with everyone's input – 2 pages – 1 page Enterprise FL content, the other is broken into rural area info.
- Benefits of Co-op Adv.:
 - Requires less funding than pursuing individually
 - Consolidates buying power for better rates
 - Provides consistent messaging throughout the state
 - Repetition
 - Maintains rates
 - Saves time
- Questions:
 - Like the approach – allows the workforce system to have its message on the ad. – Local presence in statewide ad
 - Difference – protective of local customers

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- Florida Trend Ads
 - Keep messages localized and also targeted industries
 - Consensus – good direction
 - **Developing the concept for the ad – Marie Bertot, Bob Duncanson, Desiree Gorman**
 - Choosing which demographic to be distributed in

- Consistency of ad
 - Six different ads, but consistent look
 - How will this work financially?
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- Statewide Billboards
 - Interest form the group