

DELAWARE WORKFORCE DEVELOPMENT BOARD - STRATEGIC DOING 2015 (Marketing)

OUR GOAL/OUTCOME: Where are we going?

“The DWDB and partners will leverage and enhance the use of the menu of services offered in Delaware JobLink (joblink.delaware.gov) to businesses and citizens of Delaware.”

What would success look like for this goal?

OUR SUCCESS METRICS - How will we know when we have arrived?

1. An increase in the number of jobs posted in DJL by employers.
2. Increase numbers of employer at self service center
3. Increase number of jobs at higher wage in DJL
4. Utilize social media to target customers interested in higher wage and higher skilled jobs.
5. Have list of employers updated
6. Getting the audience to know about DJL
7. Clear simple and out there a lot
8. Job seekers and employers know about it.
9. Overcome companies concerns with using DJL
10. Stigma
11. Having high profile (Governor, cabinet secretaries, i.e. DEDO Rollout)

OUR GOAL PATHWAYS – How will we get there?

1) Get testimonials

2) In phases (maybe 3 phases)

- 3) Identify 1 or 2 specific paths/sub goals
- 4) What is the most important thing we want to advertise?

5) Help people find it

6) Landing page/portal quick-catchy URL

7) Radio

8) Social Media

9) Get in chamber newsletter

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10) Putting information (content) meaningful, tips, financial information. Social media

11) Cohesive message-singular and catchy. (Governor talking, again rollout)

12) Catchy- Joblink.del.gov

13) Television spots

14) Use Society for Human Resource Management

15) Ask DWDB member to create employer account and provide two business leads.

16) Develop specific tools for JobLink own look for rollout 😊

17) Icon is Brand

18) On every state agencies website/skills bank.

19) Governor's support of Governor's initiative. 30-60 days

20) Workshops

21) Survey for feedback

22) Track and monitor plan, progress report back to DWDB:

- Number of resumes posted
- Numbers of employers signed up
- Number of jobs posted

23) Use digital monitors in already existing agencies

24) Avatar- Create video on how to create employer account.

25) Launch of new DJL with new logo.

LIST MILESTONES WITH DATES – How will we avoid getting lost?

Milestone1: Looking at a strategy to get budget By: NOW

Milestone2: Member accounts and leads By: NOW

Milestone3: Include the Governor up front on our launch, **talk to Gary and Cabinet secretaries.** By: 30-40 days – time frame for roll outs.

Milestone4: Marketing Plan with options for cost and wish list for budget.

Milestone5: Establish timeline, **Purpose/ selection length of time.**

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OUR KEY ACTION STEPS – What will we start doing by next week?

WHO

TASK

Our Commitment to get back together to continue strategy work?

Methods	30 days	60 days	90 days	120 days	150 days	180 days
Phone Call						
Meeting						
Email						

