

**MARKETING & OUTREACH, COMMUNITY RELATIONS & PARTNERSHIPS
COMMITTEE MEETING**

Enterprise Center Conference Room 206

Dial-In: 1 866 588-5787 – after prompt, enter code 5355193397#

February 7, 2012 – 9:30 am (Tuesday)

REVISED AGENDA

Strategic Goal 1: To increase visibility and outreach in order to improve and expand the business community's usage of workforce services and enhance their understanding of the value provided by the Workforce Connection

- Tactics:
 - Develop small business outreach program
 - Shift focus to filling jobs regardless of wage rate
 - 24-hour response to employers
 - Develop business marketing plan
 - Success stories (well publicized)
 - Help grow local firms
 - Develop marketing tool to tout capabilities
 - More outreach in other counties

Strategic Goal 2: To become a driving force in developing partnerships and partnership thinking (collaborative stakeholder relationships and networks to address workforce-related issues in the communities served)

- Tactics:
 - Take the lead in creating collaborative opportunities for stakeholders
 - Create networks (formal and informal)
 - Continue on-going efforts to partner with private sector
 - Partnership "think tank"
 - Get workforce issues on agendas of EDC, City Council, and County Commissioners
 - Employer's fair to educate partners
 - Small business incubator center
 - Scheduled partnership meetings

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES – 11-16-11 (previously emailed)

D. ACTION ITEMS

- 1) Small Business Outreach Pilot, **page 1**
- 2) Website Support ITN, **forthcoming**

E. DISCUSSION ITEMS

F. STATUS REPORTS

- 1) Employer Trend by County, **page 3**
- 2) HR Campaign Marketing/Communications Placed, **page 4**
- 3) Public Relations/Communications Outreach Report, **page 5**

G. MATTERS FROM THE FLOOR

H. ADJOURNMENT



RECORD OF ACTION/APPROVAL

Marketing & Outreach Committee – 2-7-12

TOPIC/ISSUE:

Small Business Outreach- Pilot- Citrus County

BACKGROUND:

We have worked to better define our services and improve the quality of our business services through a combination of training and new hires. We are in a position to better respond to employer job requests and services. We have linkages with our economic development partners that effectively connect us with companies that seek EDC assistance in relocating or expanding.

EFM “spiders” in jobs posted on the internet so that we can refer applicants to more jobs than are listed directly with EFM, either through self listing by the employer or through staff support. While the number of jobs listed as being available in the Daily Placement Report is suspect, it is clear that we have not been able to establish the type of links we need with smaller companies in each county to gain more direct job listings.

POINTS OF CONSIDERATION:

As part of our outreach efforts we have developed the “we Mean Business” campaign that highlights our HR team.

Our penetration (job listings) from smaller businesses is below our goal. We have a more developed outreach effort in Marion than either Citrus or Levy Counties.

Citrus County has a broader mix of smaller businesses than Levy and our staff has been in place longer in Citrus, thereby providing more seasoned support for any outreach campaign

The Citrus Chamber is a unified chamber serving all of Citrus County’s businesses, whereas there are multiple chambers in Levy County. This makes developing and analyzing an outreach campaign targeted at increasing job orders more viable, efficient and cost-effective as a pilot effort.

STAFF RECOMMENDATIONS:

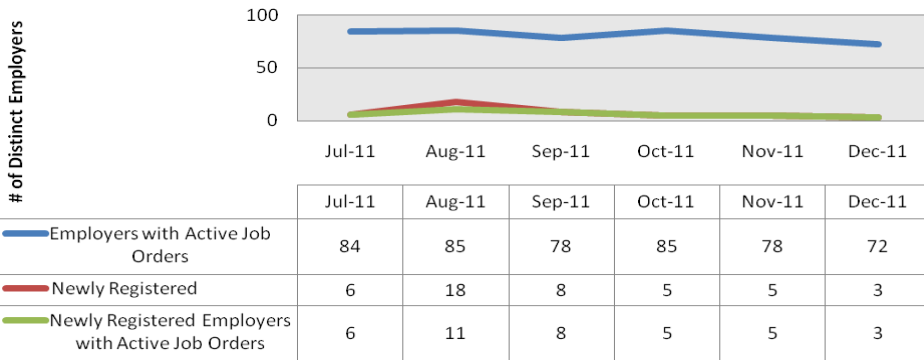
Request approval to develop a sole source outreach program with the Citrus County Chamber that is directed at smaller employers and bring that concept and cost back to the Committee. Target implementation: April, 2012 through June 2012, with renewal if deemed successful.

COMMITTEE ACTION:

BOARD ACTION:

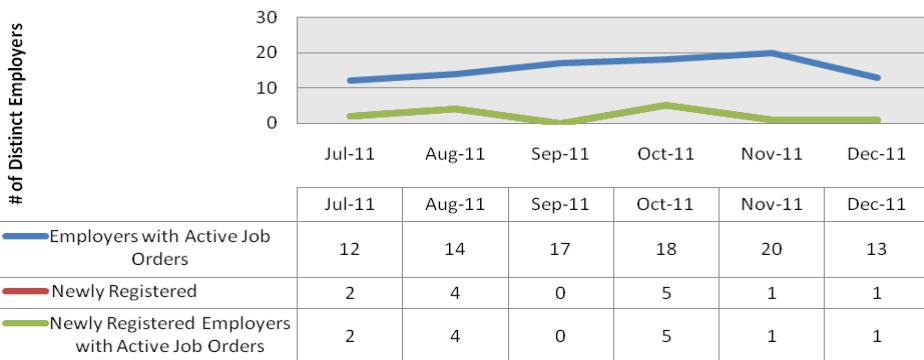
Region 10 Employer Trend by County for PY2011/2012

**Citrus County Employer Trend
7/1/11-12/31/11**



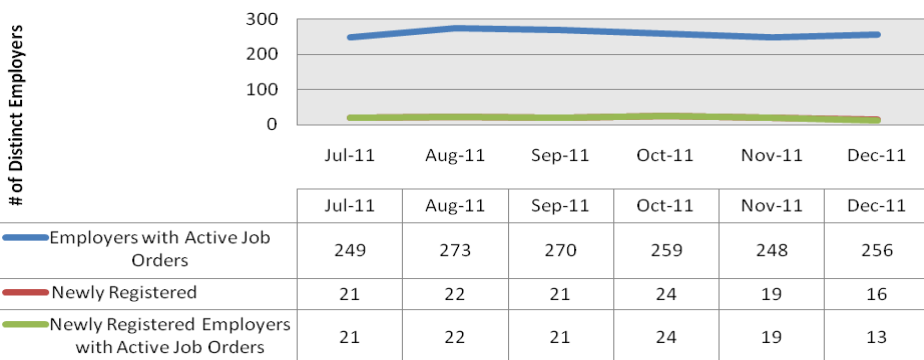
For the month of August, Citrus County saw an increase in the number of new employers registering to post job openings in EFM. This number steadily declined from September to December. There was an average of **80** employers with job openings posted in EFM per month for this 6 month period.

**Levy County Employer Trend
7/1/11-12/31/11**



Levy County saw an increase in the number of employers who posted job openings in EFM from July through November of 2011. This number decreased for the month of December. There was an average of **16** employers with job openings posted in EFM per month for this 6 month period.

**Marion County Employer Trend
7/1/11-12/31/11**



Marion County saw an increase in the number of employers who posted job openings in EFM during the month of August. This number decreased slightly over the next 3 months and increased again for the month of December. There was an average of **259** employers with job openings posted in EFM per month for this 6 month period.

We Mean Business, Professional HR Campaign

Marketing/Communications Placed/Scheduled as of Jan. 26, 2012

OUTBOUND MARKETING

Advertising*

- **Ocala Style** [Dec/Mary, Feb/Pam, March/Roetta, May/Team, June/Mary]
- **Ocala Magazine** [Dec/Roetta, Jan/Pam, Feb/Mary, March/Team, April/Pam]
- **Ocala's Good Life** [Jan-Feb/Team]
- **Citrus County Chronicle** [Dec. 10, Jan. 15-16, Jan. 29, Feb. 5, Feb. 19-20, March 4, March 18-19 – Frank]
- **Star-Banner** [Jan. 26/Roetta, Jan. 28/Mary, Feb. 4/Team, Feb. 11/Pam, March 10/Team]
- **Ocala.com Banner Online Ads** [90,000 impressions in coordination with print ads]
- **Ocala.com Rotator Ads** [Feb. 16/Mary, Feb. 23/Roetta, March 1/Pam]
- **Pending: Levy County**
- **Ocala/Marion County Chamber Directory 2012**
- **TBD Nature Coast Healthy Living Magazine** [new, high-end publication]
- **Radio [TBD/ planned March launch]**

Direct Mail Post Card* [1,000 produced for targeted distribution]

Constant Contact Post Card [Coordinated design for targeted e-distribution]

Pocket Marketing Cards* [Production on hold pending go-ahead to add Levy County]

INBOUND MARKETING

Earned Media [Jan. 22 column "Get the Right People for the Right Job" Citrus County Chronicle and Chronicle online; WOCA's *Voice of Ocala*, Jan. 12]

Employer Connection e-Newsletters [December "Put our Experience to Work for You: 'We Mean BUSINESS' highlights HR services" and January "We Mean BUSINESS"]

Facebook ["We Mean Business" and related posts Dec. 16 (with video), Jan. 12 and Jan. 20]

Videos [Individual videos produced for each Business Development and Recruitment manager. As of 1/26/12, the videos have been viewed 235 times on our Youtube Channel for 12 hours worth of viewing.]

**All print advertising/collateral materials include customized QR codes that direct users to individual videos or to the Employer Page on our website.*

Laura Byrnes, communications manager
1/26/12

PUBLIC RELATIONS / COMMUNICATIONS OUTREACH

Nov. 2011 – JAN. 2012

FACEBOOK [EMPLOYERS]

January 2011 > 77 Lifetime “Likes,” 22 monthly active users, 138 monthly post views

November 2011 > 147 Lifetime “Likes,” 108 monthly active users, 2,818 monthly post views, 52,799 Daily Friends of Fans (+23%)

January 2012 > *Based on new metrics; looks at totals within 28 days of post*

- Lifetime “Likes”: 156 (Quarterly +6% / Annual +102.59%)
- Total Impressions: 12,927 / average 4,309 monthly post views (+53%)
- Daily Friends of Friends: 58,904 (+11.56)
- Total Number of Posts seen in News Feed, Ticker of Visits to Page by those who have Liked the page and those who haven’t: 74,906
- {Total # Engaged Users: 1,664
- {Total # of “Stories” Created: 823 (*stories include anyone Like the page, posting to our wall, commenting on or sharing a post, mentioning the page, photo tagging or checking in*)
- {Total # Impressions of a Story Published by a Friend about our Page: 13,715

TWITTER [JOB SEEKERS]

January 2011 > Followers 121, 611 Lifetime Tweets (since Nov. 2009)

November 2011 > 301 Followers (+151%), 922 Tweets (+51%), 2,544 reads/clicks (as of 6/15/11)

156 Followers (+7.3%) 1,087 (+78%) Tweets, 3,356 read (through 1/20/12)

EMPLOYER CONNECTION NEWSLETTER

November 2011 > Open Rate averaged 27.5%, Bounce Rate 4.1%, Unique Click-Through 14.1%

January 2012 > Open Rate 18.7%, Bounce Rate 2.8%, Unique Click-Through Rate 17.7%, Total Click-Throughs 31% Note: HR Corner 23%, Job Order & HR Campaign 12%

MEDIA OUTREACH (EARNED MEDIA)

INDIVIDUAL MEDIA CONTACTS 58

NEWS RELEASES AND PSAs – NINE (9) DISSEMINATED TO 68 REGIONAL OUTLETS

MEDIA STORIES, NEW BRIEFS, PSAs, COLUMNS AND BROADCAST FEATURES: 109*

**Note: This is not inclusive as we do not have a media management program to track all coverage; numbers are based on first-hand knowledge of coverage by primary media.*

MEDIA OUTREACH (PLACED MEDIA)

HR Campaign (to date)

- **Ocala Style** [Placed: Dec/Mary, Feb/Pam; Scheduled: March/Roetta, May/Team, June/Mary]
- **Ocala Magazine** [Placed Dec/Roetta, Jan/Pam, Feb/Mary; Scheduled March/Team, April/Pam]
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- **Ocala/Marion County Chamber Directory 2012**

Services Coming to Dunnellon

- **Riverland News**

Total advertising leveraging November 2011-Feb. 5, 2012: \$6,041

WEBSITE ANALYTICS

November 2011 through January 2012

TOTAL SITE

Visits: 13,053 (includes 838 from Mobile Devices, i.e. iPhone, iPad, Android et al)

Page Views: 42,510

Average Page Views/Visit: 3.06

Time on Site: 2:30

Bounce Rate: 34%

Visited by 50 countries

[Significant Visits Other Than US]:

India 2.65 average pages per visit, 5:55 average time on site

Mauritius 11 pages/visit, 5:24 on site

Nigeria 2 pages/visit, 3:07 on site

Thailand 3.75 pages/visit, 4 minutes on site

Turkey 1.5 pages/visit, 4:34 on site

Ukraine 2 page/visit, 5:49 on site

47 States/Territories [3.08 pp/v, 2:21 on site, 33.8% bounce rate]

Florida #1 State > 11,819 visits, 3.19 pp/v (+6.8%), (2:38 on site (+ 2.8%), 31% bounce (-9.07%)

185 Cities in Florida (+25%)

(1) **Ocala/Marion County = 5,583** [3.47 pp/v (+13.5%), 3:30 on site (+43%), 30.91% bounce (-10.22%)]

(2) **Citrus County/All = 1,579** [3.21 pp/v, (+4.93%), 3:18 on site, bounce rate 25.79% (-25%)]

(3) **Levy County = 90/Chiefland + 4/Williston** [3.09 pp/v, 1:31 on site, 7.78% bounce

TOP CONTENT

Home > 13,931

Job Candidates > 10,032

Employers > 5,172 (includes):

Landing Page 1,981

OJT 1,072

Links 858

Job Order 291

HR Corner 280

Resources 236

Calendar > 1,489