

**ODOT Region I Alliance
Outreach, Marketing, and Recruitment Workgroup
December 16, 2005**

Marketing Strategy

Based on the ODOT Region 1 Alliance meeting on December 8, 2005, the Outreach, Recruitment, and Marketing workgroup determined a phased-in marketing plan needed to be developed. Previously, the workgroup had agreed that a broad marketing campaign in the initial phases would not be ideal for several reasons: limited construction openings available through OTIA III bridge projects in the first years, a broad-based campaign would potentially attract large numbers of job seekers and would reduce opportunities for minorities and women; and first year should be viewed on a trial basis to check for kinks in the system and to ensure program implementation succeeds in its objectives. The workgroup prefers a low-tech, population-specific focus, targeting key community groups through grass roots organizations that appeal to women and minorities in particular.

Phase I timeline is estimated between 6 – 9 months. A concise message extolling the merits of living wage construction jobs should be created so one-on-one marketing can be done by each of the partners.

An insert should be developed targeted at job seekers and provided to all partner agencies to accompany existing agency brochures. Common information such as program description, benefits of trades jobs, and time frame of application process should be a part of content.

The group understands that the production of orientation videos has been delayed until spring, with the final product unavailable until at least July 2006. In the meantime, common information that providers should receive:

- Construction trades absolute requirements:
 - At least 18 years of age at time of JATC enrollment
 - Drug free
 - Most trades require GED, HS diploma, or equivalent.
- Applicants that have been screened, meet or exceed minimum qualifications and are referred to qualified pool will compete for related jobs on OTIA III bridge construction. These apprenticeship positions earn a living wage while apprentice receives classroom and on-the-job training to become journey level worker.
- Process: screening and assessment, iMatchSkills enrollment, how program implementation from start to completion, roles and responsibilities of each partner organization.
- Determine length of time for application process.
- Uniform expectations of successful referrals, such as
 - Attendance
 - Willingness to take direction
 - Good attitude, team player

Each partner should agree to make contact with at least 5 persons per month.

Through one-on-one marketing, the group suggests meetings organized by community based organizations with their participants. This could mean five individuals meetings, organized outreach or informational meetings with their clients. Focus would be to deliver the message of career opportunities available in heavy highway construction trades and that there is a place for them.

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Phase II should take approximately 12 – 18 months and should appeal to a much broader audience. A focused approach should be utilized with the potential usage of billboards, cable access along with the video and newspaper ads. Any broad based campaigns must take into account the number of job openings and desired applicants. The group also recognizes that for absorption, ODOT should expect to expose individuals 5-8 times before they will receive and potentially react to message being delivered. This also cries out for conciseness and simplicity.

Phase III will be expanded even further after looking at supply and demand, and dependent on need. The market will need to be expanded, perhaps look into creating bigger ads in TV, larger newspapers and radio.

In **Phase IV**, retention of skilled workers should be priority as well as determining how to recycle workers through the system into jobs that best suit them.