Session 16: Online Outreach Resources, Tools, Forms, and Campaign Strategies

October 22 at 1:45 PM ET
Speakers

✓ Aaron Burdette, University of Cincinnati
  ▪ Scaling Apprenticeship Grant

✓ Jason Britton, University of Cincinnati
  ▪ Scaling Apprenticeship Grant

✓ Audrey Webb, Alabama Community College System
  ▪ Scaling Apprenticeship Grant

✓ Rachel Bunning, Alabama Community College System
  ▪ Scaling Apprenticeship Grant

✓ Clyde Hancock, Alabama Community College System
  ▪ Scaling Apprenticeship Grant

✓ Moderator: Apryl McDonough, Scaling Apprenticeship TA Coach
Power of Next

- Making connections and creating touchpoints
  - Successful marketing and outreach is more than just having the right tools or working with the right company; you must create a strategy and build a successful brand identity.
**Employer Matrix**

<table>
<thead>
<tr>
<th>High Engagement</th>
<th>High Engagement</th>
<th>High Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Potential</td>
<td>Medium Potential</td>
<td>Low/Declining Potential</td>
</tr>
<tr>
<td>Medium Engagement</td>
<td>Medium Engagement</td>
<td>Medium Engagement</td>
</tr>
<tr>
<td>High Potential</td>
<td>Medium Potential</td>
<td>Low Potential</td>
</tr>
<tr>
<td>Low Engagement</td>
<td>Low Engagement</td>
<td>Low Engagement</td>
</tr>
<tr>
<td>High Potential</td>
<td>Medium Potential</td>
<td>Low Potential</td>
</tr>
</tbody>
</table>

This idea is not unique to UC, it has been adapted from NACE best practices and Jennie Marchal, from the Career Center and Vanderbilt University.
Employer Tiers

Where do you focus your time, energy, and resources?

Tier 1
- Most engaged partners and/or have the most potential for engagement.
- This is where most of your efforts should be focused.
- As it relates to the grant: Advisory boards, new initiatives, new projects, and pilot programs.

Tier 2
- Middle tier programs somewhat engaged and have some potential for engagement.
- Spend some time to grow but most of your efforts and outreach should be tier 1.
- As it relates to the grant: share info but less concerned effort

Tier 3
- Least engaged partners with the least potential for engagement.
- These relationships are mostly automated touchpoints.
- Minimal effort to grow that relationship, focus is on maintaining current activities.
Communication timeline

Spring
- New Employer Check-in
- Mid-Term Check-in

Summer
- EOS Follow-up/Needs Assessment
- New Employer Check-in
- Mid-Term Check-in

Fall
- EOS Follow-up/Needs Assessment
- New Employer Check-in
- Mid-Term Check-in

Monthly: NEXT Connection newsletter and individual event invitations
The University of Cincinnati
Outreach materials

Tomorrow’s Talent Today

Connect with student talent and technology at UC, the #1 Public University Co-ops and internships (2020 Edition of U. S. News Best Colleges). We partner with organizations across a board spectrum of start-ups to Fortune 500 companies, to cause-based, community non-profits, and beyond.

Lets go
- Hire talent
- Upskill Workforce
- Collaborate & Solve
- Promote your company
- Future of work
Access the latest talent pool

UC connects employers with students to fill some of the most challenging positions to recruit and hire for today. Connect with talent in the following fields and many more:

IT and Computing
Organizational Leadership and Human Resources
Engineering
Design and Planning
Healthcare and Administration
Sales and Marketing
Manufacturing and Logistics
Web Development/Communications
Flexible Staffing Solutions

Students from all majors are available year-round and can be tailored to meet the needs of your organization.

- Apprenticeships
- Co-ops
- Interns
Affordable, Strategic Recruiting

When you hire a UC co-op student, you’re investing in the next generation while gaining access to:

Talent Pool
- The latest talent pool of potential employees, before they enter the post-graduate job market.

Workload
- Relief for short-term peaks in workload or special projects

Recruiting
- A cost-effective and low-risk opportunity to recruit and evaluate potential future hires.

Wage Assistance
- Possible Wage subsides to offset student wages.
Work-Space Solutions

UC offers workspace for meeting and “creative collisions” with innovation leaders. Hold your own strategy meetings or attend meetings and events hosted by others.

Remote work center

Creative collisions (collaborative workspace)

Venture Lab (for start-ups)
Email Campaigns

Tailored Email Campaigns

- Outreach to current partners
- Pre-apprenticeship agreement letters
- Remote work support
  - Trainings
  - Webinars
  - Resources
- What can UC do for them...
Webinars

The University of Cincinnati offers monthly webinars to address the current issues facing employers today. Hear from experts and guests offering advice and practical solutions.
Employer outreach website

Job-specific credentials

Through UC’s Digital Skills Lab, your employees can earn Industry Recognized Credentials in a wide range of fields, from essential digital skills development to mastery of complex cloud environments. We’ve partnered with industry leaders to offer highly sought after credentials, including:

Adobe Creative Suite
- Illustrator, Photoshop, InDesign, AfterEffects, PremierPro, Animate

IBM Skills Academy
- Artificial Intelligence, Cybersecurity, Blockchain, and Data Science

Crisco
- Certified CyberOps Associate

iQ4 Virtual Apprenticeship
- Dark side of the web (cybersecurity)
- The Threat Within (Cybersecurity)

Microsoft 365
- Teams administrator
- Office Suite, Cloud Computing

Custom Solutions
- Tailored to meet the demands of your future workforce
- Google Digital Marketing Skills
- Analytics
- Salesforce Training
- Salesforce Administration
- Digital Fluency
- Fundamental digital skills training
- CompTIA
  - CompTIA A+, CompTia Newtorks+, CompTIA Project+, CompTIA Security+
Promote Your Company

Connect with students and help form brand loyalties that last through graduation, the start of their careers, and as they begin families.

How does your organization compete with all of the brands out there? Reaching this demographic can be challenging, but UC has many opportunities to help your organizations build awareness among tomorrow’s workforce.
Speaking Opportunities

- Podcast Guest
- Guest Lecture
- Webinar Panelist
Employer-Facing Newsletter

Monthly newsletter to all our UC partners with specific highlights and invitations to our grant related projects

Topics Include:

- Hiring Talent
- Events and Trainings
- Student Stories
- Employer Spotlights
- Program Invitations
Alabama Community College System
OUR APPROACH

NOT YOUR GRANDPA’S APPRENTICESHIP

If you’ve heard of an apprenticeship before, you might be picturing a dark, dirty warehouse or back-breaking work in 100-degree heat. The apprenticeships of today aren’t like that. They take place in the country’s high-growth and emerging industries. You’ll spend time in a modern college classroom and receive hands-on training and instruction from professionals in Alabama’s most rapidly growing industries. Fill out this quick and easy form to learn more today!

APPRENTICESHIPS AREN’T JUST FOR KIDS

Anyone looking to jumpstart a career or simply start something new after working in a different job will reap the benefits of an apprenticeship. 94% of apprentices who complete an apprenticeship keep their jobs. Not to mention the potential degrees and credentials you can earn while avoiding student debt. An apprenticeship is a smart choice whether you’re exiting high school or re-entering the workforce with several years of experience under your belt.

Sign up today.

DISPEL MYTHS & COMMUNICATE BENEFITS OF APPRENTICESHIPS

www.accs.edu/getpaid
CAMPAIGN ADS

NOT YOUR GRANDPA’S APPRENTICESHIP!

GET PAID WHILE YOU ATTEND COLLEGE.
THE CHALLENGE

REACHING AUDIENCES
MARKETERS OFTEN IGNORE

- Reserve Budget: 4.3%
- Terrestrial Radio: 15.2%
- Billboards: 6.3%
- Geofencing: 1.2%
- Programmatic Display: 7.6%
- Streaming Radio: 6.3%
- Google Search: 4.7%
- Facebook & Instagram: 6.8%
- YouTube: 3.0%
- Snapchat: 4.3%
- Google Display Retargeting: 2.5%
- Facebook Retargeting: 3.2%
- CTV/OLV: 27.7%
RESULTS THROUGH OCTOBER 5

✓ 24,325 Impressions
✓ 2,042 Landing Page Visitors
✓ 219 Conversions
Questions?
Thank You!