

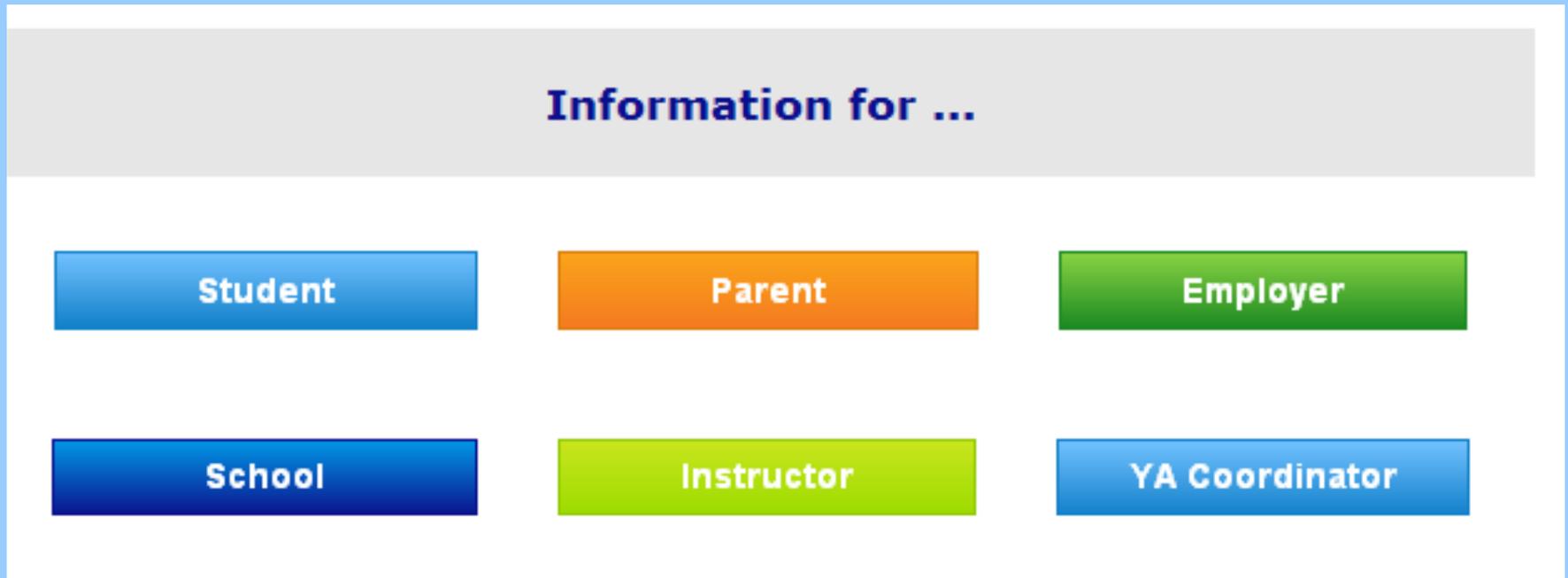
Wisconsin Youth Apprenticeship Marketing the Program:

**A boilerplate approach
to a common problem**

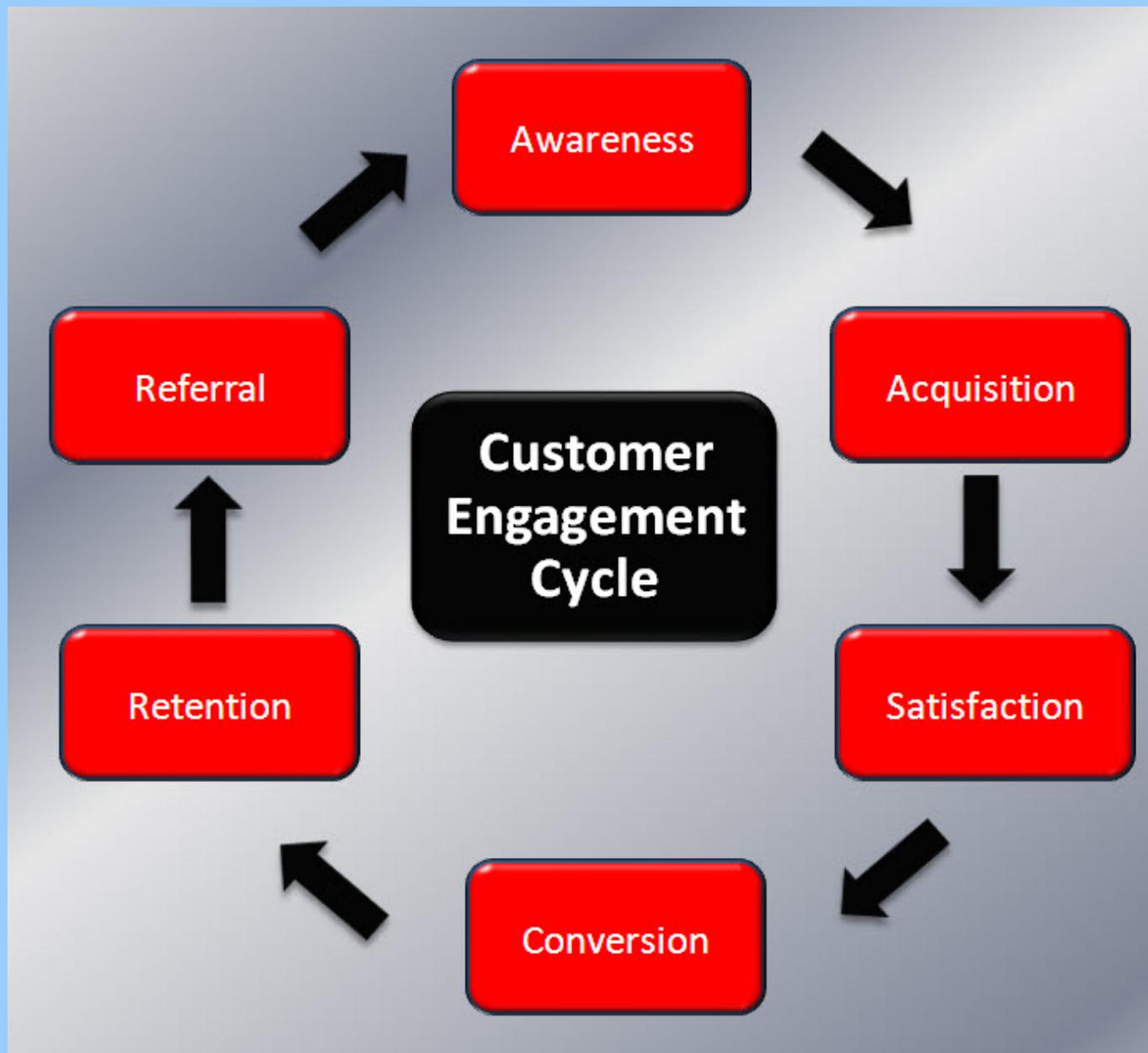
Today's Goals

- ❖ **Knowledge of key markets**
- ❖ **Tools to identify employers (web)**
- ❖ **Building customer relationships**
- ❖ **Systematic approaches**

❖ Key Markets



As seen on the Youth Apprenticeship home page



❖ Key Markets

1. **Businesses**
2. **School Districts**
3. **Students**

All three key markets have a business interest

❖ Introduction to tools

Fish where the big fish are.

❖ Introduction to tools

- **O*Net**

<http://www.onetonline.org>

- **MySkillsMyFuture**

<http://www.myskillsmyfuture.org>

- **Skill Explorer**

<http://skillexplorer.wisconsin.gov>

- **WORKnet**

<http://worknet.wisconsin.gov>

Tools: O*Net



- **O*Net**

<http://www.onetonline.org>

- Find Occupations
- Career Cluster Sort
 - 10 match YA in Wisconsin
- Identify occupational titles within cluster
 - Bright Outlook:
 - » Expected to grow
 - » Large numbers of openings
 - » New and emerging occupations



Tools: Skill Explorer



- **Skill Explorer**

<http://skillexplorer.wisconsin.gov>

- Keyword searches
 - Use occupation titles found in O*Net
- Related occupations are displayed
 - Heat map of current openings
 - List of current openings
 - Name of firm, community name

Tools: MySkillsMyFuture

- **MySkillsMyFuture**

<http://www.myskillsmyfuture.org>

- Occupation matches
 - Identifies skills needed to transfer jobs
- Training programs
- Job openings
- Wage information



Tools: WORKnet



- **WORKnet**

<http://worknet.wisconsin.gov>

- Robust method to identify local employers
- Data Analyst path: Data Table
 - Projections Matrix
 - Industry Projections: 2010-2020
- Job Seeker path
 - Occupation Search
 - Job Title or Keyword



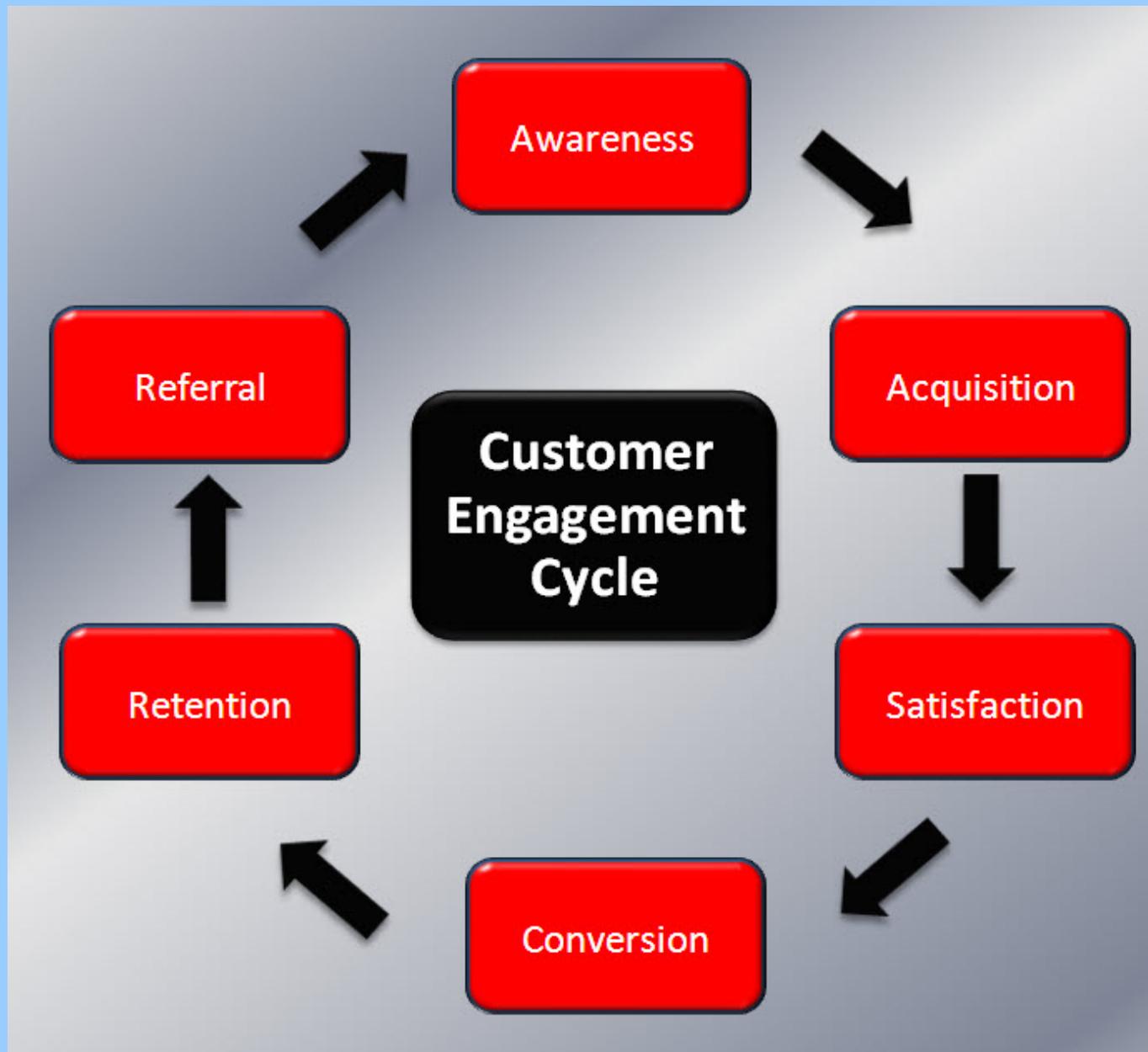
❖ **Building customer relationships**

- **Who are the key influencers?**
- **What are the customer's needs?**
- **How are you tracking your contacts?**

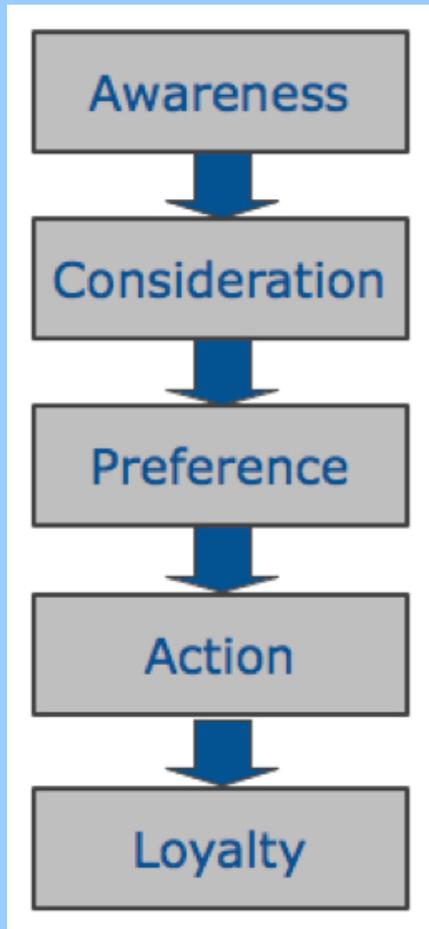
The take home for the customer is relevant communication.

❖ Systematic Approaches

- ✓ Customer conversion models
- ✓ Using Motivations and Desires
- When do you measure satisfaction?
- Advocacy: Why is it important?



Customer conversion models



Customer conversion models

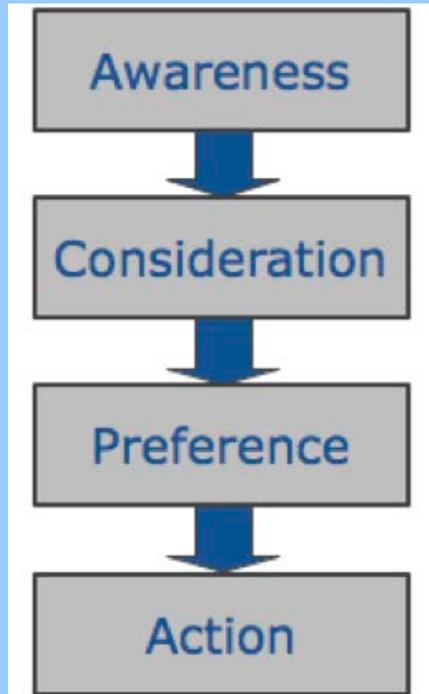
Potential

1st Time

Repeat

Advocate

Goals: Potential customer



Motivations and Desires

Show the chain. Sell the first link.

http://dwd.wisconsin.gov/dwd/forms/dws/oei_9471_e.htm



Answer: “What’s in it for me?”

- **Differentiation: YA trumps DIY.**
- **Know the customer’s “pain points”.**
- **It’s about the business, *not* YA.**
- **Jargon and acronyms = fail.**



Motivators: YA benefits me by ...

- Saving time
- Saving / making \$
- Gaining praise from others
- Reducing effort
- Reducing stress
- Expressing my personality



Desires: People want to be ...

- Up-to-date
- Creative
- Trusted, influential
- Proud of accomplishments
- More secure
- More comfortable
- Productive
- Recognized as an authority



Goals: 1st time customer



**You've succeeded! Conversion-to-Trial.
Now what?**



Systems: Customer life stages

- ✓ *Selection*
- **Development**
- **Productivity**
- **Succession**

What you measure you can manage
Applicable to all customer groups



Goals: Repeat customer



**You've succeeded! Your system works.
Make it a better experience.**



Systems: Year-over-year targets

- ✓ Renewals
- ✓ Growth
- ✓ Process improvement

Test customer satisfaction against current systems and processes



Advocacy: The Promised Land

- Peer-to-peer referral = strength
- “No cost” awareness
- Exponential growth potential

It's important to understand the capacity for growth, *or risk dissatisfaction*



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