Dane County School CONSORTIUM

SINCE 1991 YOUTH APPRENTICESHIP WISCONSIN

Marketing Your YAP

DWD YA Forum

March 2020

Marketing 101

DEFINING YOUR TARGET AUDIENCE

IG - bossdivas

Before you market your business and products, it's important to have a clear understanding of who your target audience is. This will make it easier to find and market to your potential customers. When you try to market to *everyone*, your message will reach no one.

1 Who Are They?

Gender, age, marital status, income, job/career, education, ethnicity, hobbies, interests, etc.

2 Where Do They Live?

City/State/Country/Zip Code.. be as specific as possible.

3 Why Do They Want Your Product?

How does your product help them in their lives? How will they benefit from it?

4 When Are They Likely to Purchase?

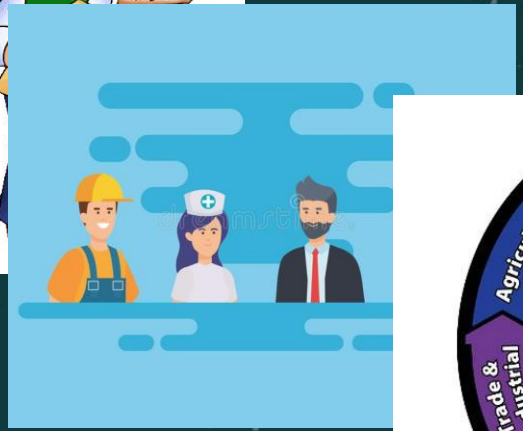
Are they more likely to purchase when a product is on sale? After they've seen social proof? When there is limited availability?

5 What Are Their Buying Behaviours?

What emotional and mental triggers influence their purchasing decision? What are their buying intentions?

Created by Bossdivas.org | IG @bossdivas

DCSC YA Targets



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STUDENTS & EMPL

AGRICULTURE, FOOD & NATURAL RESOURCES

FINANCE

HEALTH SCIENCE

MANUFACTURING

MARKETING

STEM

THE GOAL

- Build you
- Earn whil
- Advance
- Bridge to Apprentic
- Earn colle
- Hands-or
- Enhance

Dane County School Consortium

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THIS CAREER CL
PERFORMING TH
FINAL PRODU
SUPPORT ACTIVI
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CTE MONTH

338

People Reached

1

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By Brittney Ermon | Posted: Wed 10:49 PM, Feb 12, 2020 | Updated: Wed 10:56 PM, Feb 12, 20

MADISON, Wis. (WMTV)-- Dane County School Consortium (DCSC) is hosting a
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Tired of everyone asking what you are doing after high school? Feel pressured into saying "college" without actually knowing what you want to "do", are "good at", and there is a "need for".

...see more

2

Like Comment

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Organic impressions: 129 Impressions

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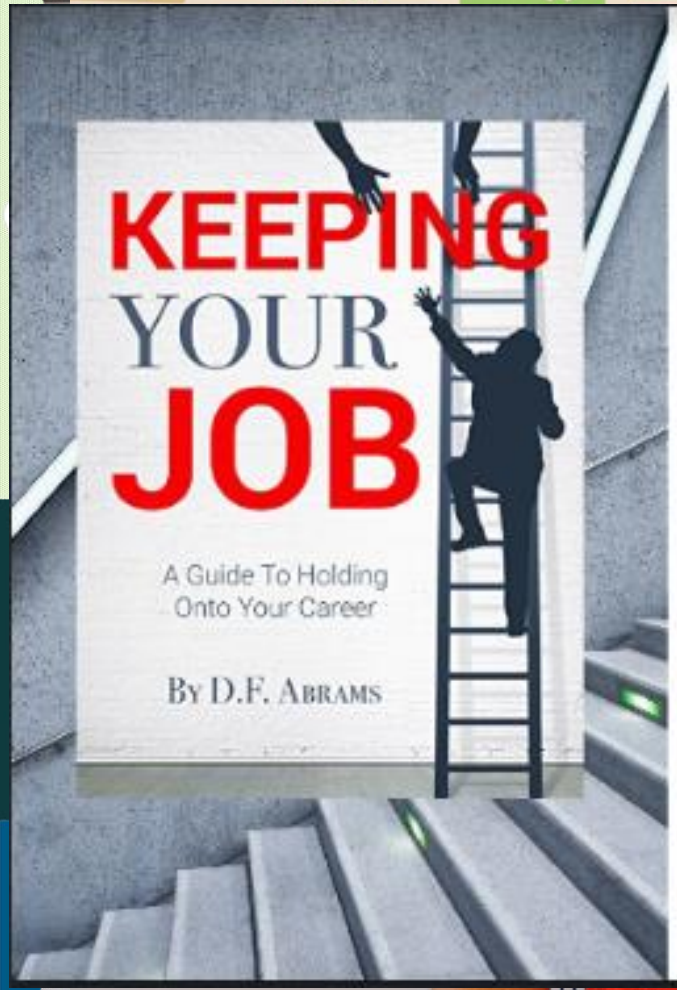
What did I miss?



Get a Job.
Keep a Job.

BELLEVILLE HS

MARCH 2020

PATHWAYS TO PURSUE

CONSTRUCTION

- Carpentry
- Electrical
- Masonry/Concrete
- Mechanical/HVAC
- Plumbing/Sprinkler Fitting

DESIGN/ PRE-CONSTRUCTION

- Architectural Drafting
- Architectural Planning

FOR MORE INFO

CONTACT:

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(866) 864 - 4585(TTY)
https://dwd.wisconsin.gov/

State of Wisconsin Department of Workforce Development
Post Office Box 7972
Madison, WI 53707-7972

ARCHITECTURE & CONSTRUCTION

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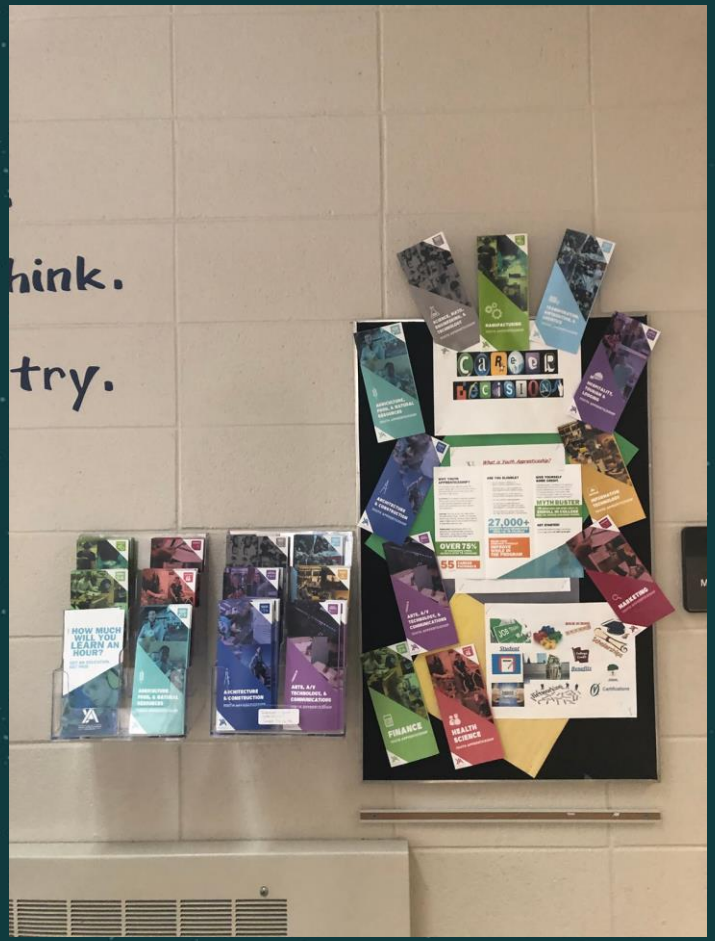
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Career
Decisions
What is Tech Apprenticeship?
MYTH BUSTER
27,000+
OVER 75%
55
HOW MUCH WILL YOU LEARN AN HOUR?
ARCHITECTURE & CONSTRUCTION
ARTS, A/V TECHNOLOGY, & COMMUNICATION
MANUFACTURING
MARKETING
FINANCE
HEALTH SCIENCE
Stipend
Benefits
Certifications

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Youth Apprenticeship Job Posting
(Targeted student recruitment)

HR Contact: A. Ruehlow	evco®
Job Title	**Plastic Engineering Youth Apprenticeship**
Overview	EVCO's goal is to prepare you and give you a head start for an Engineering Major and future career in Plastics.
Responsibilities	Ability to learn the EVCO Educates curriculum which includes: Automation/Robotics, Project Engineering, Quality and Manufacturing.
Qualifications	Level II YA student prefered. Positive Attitude, excellent verbal & written communication skills, PLTW - Engineering Coursework, ***Preferred*** - Solidworks (completed or enrolled), reliable transportation.
Wage Range	$12-13 / hour
Business Hours:	Hours of Operation: 8am-5pm Anticipated work hours:Flexible 10-20 hours/ week.
Steps to Apply	1. Speak to your STC coordinator first about the position and expectations. 2. Update your resume using the provided template connected to the skills listed in this posting. Make sure to list that you are enrolled in the Dane County Youth Apprenticeship program. 3. **Send your Cover Letter and Resume to Josh Fassl (jfassl@dcsc.org) who will forward (cc you) to our HR contacts.** 4. **Apply for the job by uploading your Coverletter and Resume @ https://www.evcoplastics.com/contact-our-company/job-seeker** 5. Complete your Youth Apprenticeship application if you have not already done so. 6. Follow-up with the HR contact in 2-3 business days if they have not reached out to you.
Sample Cover Letter / Resume Templates	https://docs.google.com/document/d/19DyP3a7RM30x5IKI8poYuOn0J8onudHzGg2AaEazPM0/edit?usp=sharing

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Schmidt PY19

Feb 3, 2020 me

Dane County

THANKS!

Do you have any questions?

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608-316-1358

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