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](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 Engagement Cycle

- Awareness
- Acquisition
- Satisfaction
- Referral
- Retention
- Conversion
Customer conversion models

- Awareness
- Consideration
- Preference
- Action
- Loyalty

- Awareness
- Acquisition
- Satisfaction
- Conversion
- Retention
- Referral
Customer conversion models

Potential → 1st Time → Repeat → Advocate
Goals: Potential customer

Awareness
Consideration
Preference
Action

Awareness
Acquisition
Satisfaction
Conversion

Potential 1st Time Repeat Advocate
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

Potential 1st Time Repeat Advocate
Goals: 1<sup>st</sup> 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
Contact Information

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