



Clermont County

A proud partner of the
American Job Center network

Fund your Future
Find Your Future

MARKETING PLAN FOR OMJ-CLERMONT

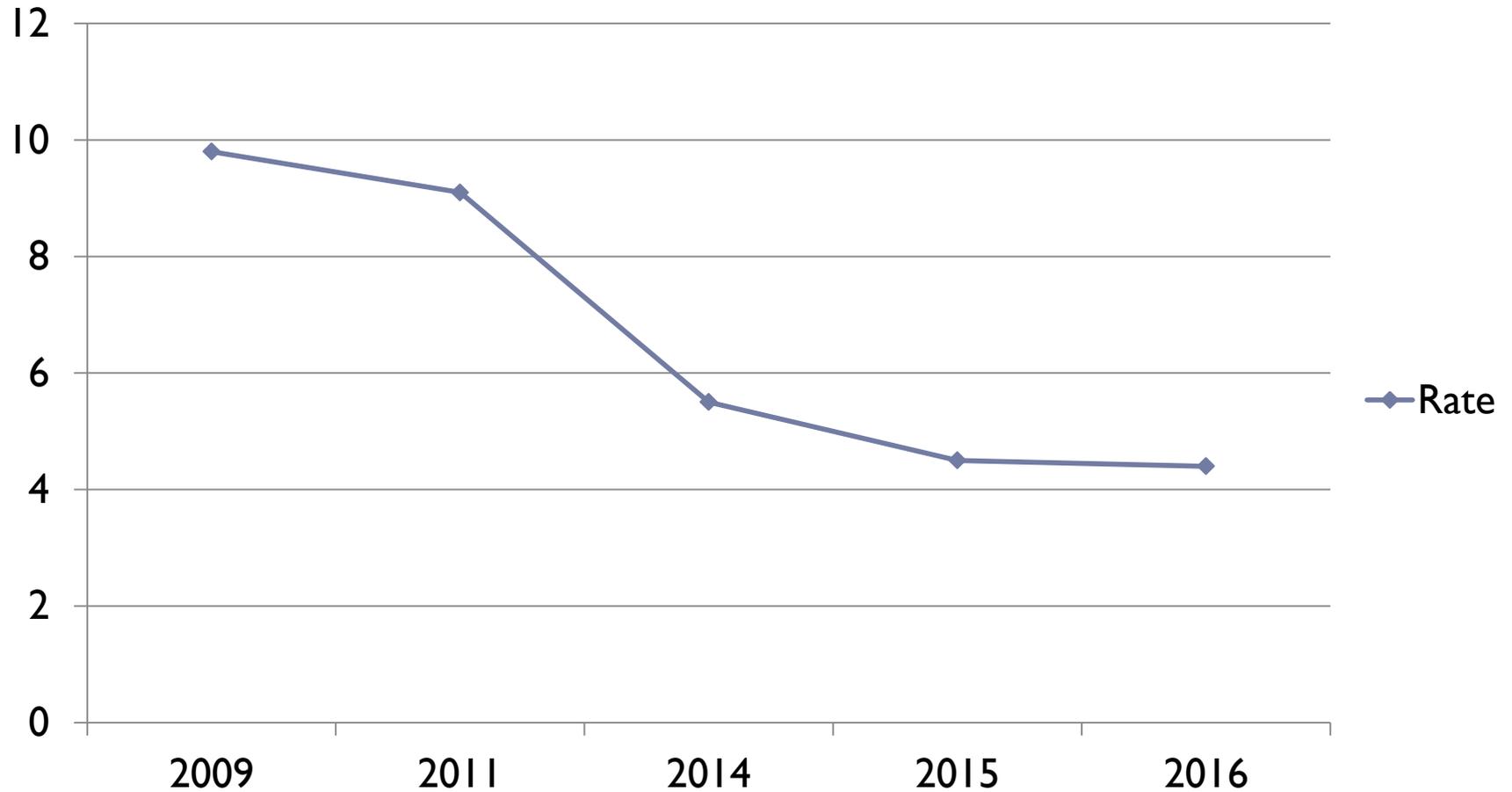
The Challenge

- ▶ Lack of customers
- ▶ Unused training dollars
- ▶ Opportunities remain in targeted skills paths



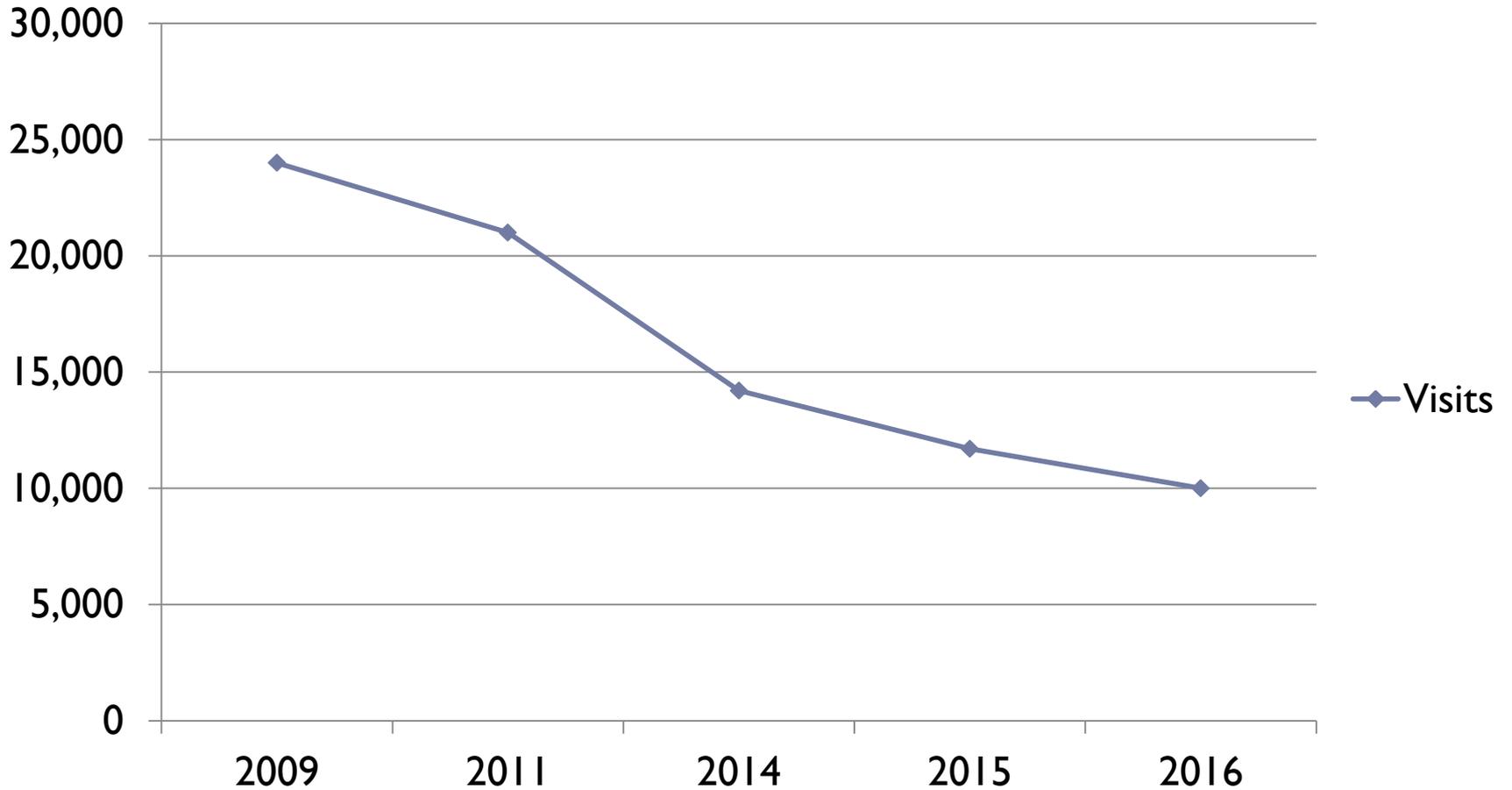
Unemployment rate

Clermont County



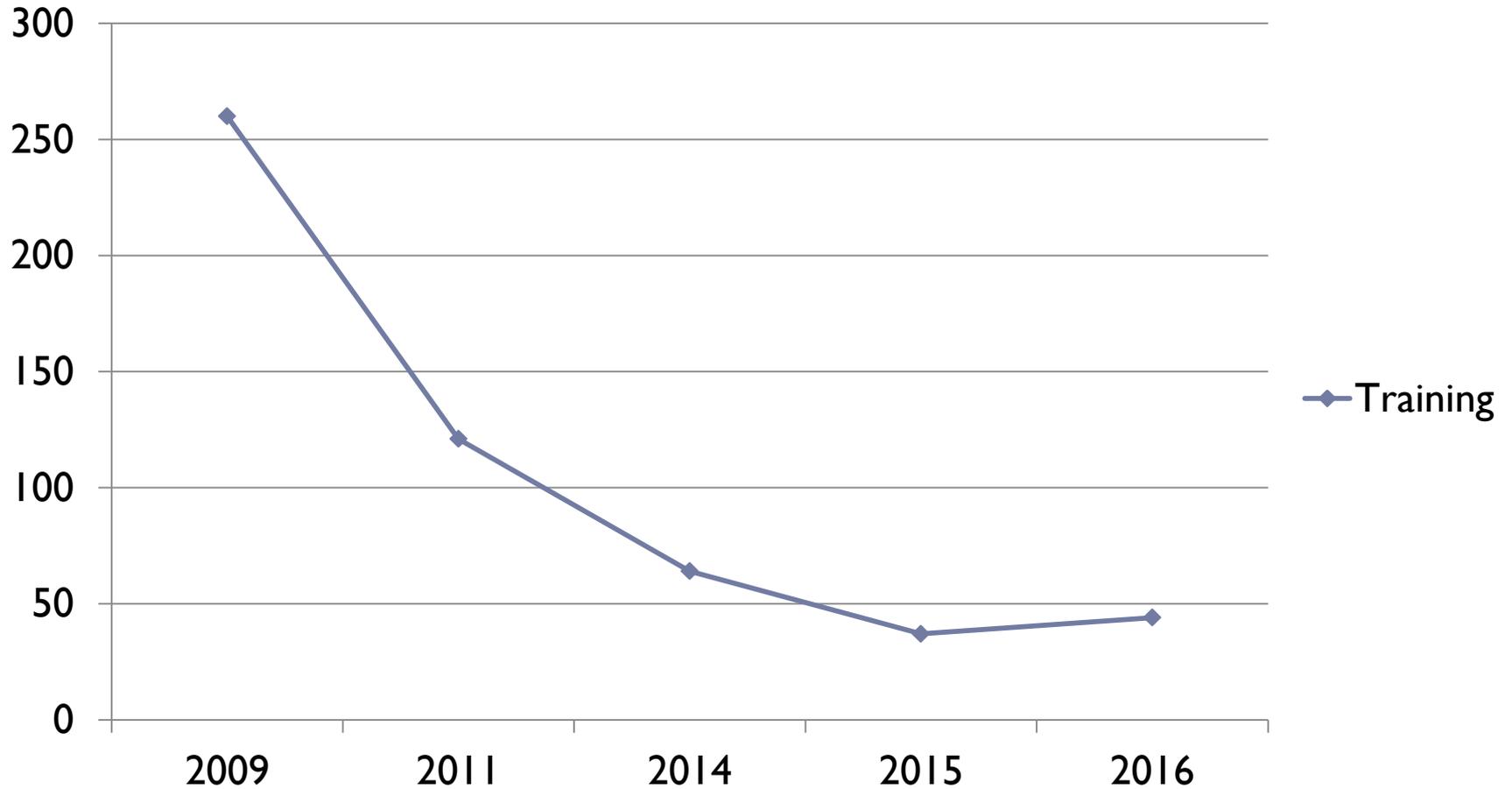
Visits to OMJ Clermont

Visits



Training accounts OMJ

Training



Why are people still unemployed?

- ▶ **Barriers to employment**

- ▶ Mental health issues
- ▶ Disabilities
- ▶ Drug issues
- ▶ Legal challenges
- ▶ Unstable housing
- ▶ Lack of transportation options



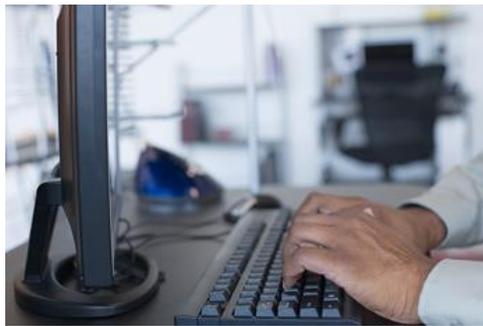
Clermont County

A proud partner of the
American Job Center network



Industry clusters we support

- ▶ Health
- ▶ Computer Science – Information Technology
- ▶ Manufacturing
- ▶ Construction
- ▶ Supply Chain and Logistics



Examples of career training we support

- ▶ Nursing
- ▶ State tested nursing aide-STNAs
- ▶ Dental assistant & hygienist
- ▶ Medical assistant
- ▶ Commercial driver's license - CDL
- ▶ Machine operating
- ▶ Welding
- ▶ Electrical
- ▶ Maintenance
- ▶ Trades
- ▶ Computer science certifications
- ▶ Accounting



Clermont County

A proud partner of the
American Job Center network



Objectives

- ▶ Increase annual visits to 15K
- ▶ Fill up job readiness classes
- ▶ Put more people into training; aim for 75 for current program year (July 1, 2017 – June 30, 2018)



Clermont County

A proud partner of the
American Job Center network



Opportunities: Partnerships

Who

- ▶ Grant Career Center
- ▶ Great Oaks
- ▶ UC Clermont

How

- ▶ Attending orientations
- ▶ Financial aid for students
- ▶ Promote training to targeted industries



Opportunities: Outreach

- ▶ Unified brand and message



Learn more about jobs,
training & funding.

OhioMeansJobs.com/Clermont

513-943-3000

Ohio
MEANS
Jobs

Butler County
Clermont County
Warren County
A proud partner of the
American Job Center network



Opportunities: Outreach

- ▶ **Billboard posters**
 - ▶ 8 posters (12'X24') rotating every 4 weeks at high traffic spots throughout county

Fund Your Future! Find Your Future!



Learn more about jobs, training & funding.
OhioMeansJobs.com/Clermont | 513-943-3000

Ohio
MEANS
Jobs

Butler County
Clermont County
Warren County
A proud partner of the
American Job Center network

 **wibbcw**
WIOA INVESTMENT AREA

Outreach

- ▶ CTC bus vinyls
- ▶ 24 buses; travel throughout county
- ▶ Our targeted customers more likely to use buses
- ▶ Bus benches
- ▶ 9 bus benches along Ohio Pike/I 25, and 7 along US50/SR28
- ▶ Our targeted customers more likely to use buses

Learn more about jobs,
training & funding.

OhioMeansJobs.com/Clermont

513-943-3000

Ohio
MEANS
Jobs. Butler County
Clermont County
Warren County
A proud partner of the
American Job Center network.



Fund Your Future!
Find Your Future!



Outreach

▶ Radio

- ▶ WUBE-FM (B-105) is Cincinnati's top country station. It emphasizes 'heritage, faith and family' – a good fit for Clermont County
- ▶ Weekly cumulative audience 27,000K in Clermont County ages 25-54
- ▶ Forty 30-second spots for a month would reach 108K in Clermont County
- ▶ Ads would also run on sister station WYGY



Outreach

- ▶ Direct mail
- ▶ Valpak envelopes go to 4 zones in Clermont County; postcards will be sent to Bethel and Felicity
- ▶ Print – Clermont Sun
- ▶ Clermont Sunday Sun goes to 16K households in Amelia, Batavia, Bethel, Felicity, Mosco, New Richmond, Newtonsville, Owensville, Williamsburg



Outreach

- ▶ **Facebook**

- ▶ Targets by ZIP and interests
- ▶ Shareable
- ▶ Builds our community



Summary

- ▶ Reach underserved customers through
 - ▶ Partnerships
 - ▶ Outreach using various channels of distribution

Fund Your Future! Find Your Future!



Learn more about jobs, training & funding.
OhioMeansJobs.com/Clermont | 513-943-3000

Ohio
MEANS
Jobs

Butler County
Clermont County
Warren County
A great partner of the
American Job Center network

wibbcw

