

Mass Workforce Issuance

Workforce Issuance No. 08-05

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Associate Directors
DCS Field Managers

cc: WIA State Partners

From: David W. Mackley, Director
Department of Workforce Development

Date: February 8, 2008

Subject: **One-Stop Career Center System Brand Evaluation Initiative**

Purpose: To inform local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners about a new initiative to evaluate the effectiveness of the One-Stop Career Center system brand in promoting the career centers, and building customer awareness and usage of the career center services.

Background: The Massachusetts One-Stop Career Center System serves as an umbrella to link and promote all 37 One-Stop Career Centers across the Commonwealth. The Division of Career Services (DCS) oversees the network of One-Stop Career Centers by providing guidance and resources. Functioning under the local workforce investment boards, many career centers operate under distinctive names, establishing their own brand identity with unique logos, self-branded marketing materials and independent websites. A preliminary review identified 24 different career center names, 18 distinct logos and 22 separate websites, in addition to the One-Stop Career Center System name and logo.

It is generally recognized that a strong and well-executed brand establishes confidence and familiarity, creates loyalty and can help a business remain competitive or grow. While continuous improvement efforts are being implemented to transform the state's One-Stop Career Center system into a high-

performing and efficient network, the One-Stop Career Center system brand also needs to be recharged and revitalized to keep up with this results-oriented focus.

A study will be conducted to gauge the overall brand awareness of both customers and the general public and to assess in quantifiable data and qualitative feedback the:

- level of awareness and the perception of the One-Stop Career Center system as well as local Career Centers;
- proportion of actual usage of Career Centers services and the level of satisfaction;
- preferred choices when making job search and recruitment decisions; and
- type of employment-driven marketing information and tactics that resonate with the general public.

A team comprising Yean-Ai Long, Donna Gambon, Norca Disla-Shannon and Joe Isles has been designated to study and evaluate the branding issues described above. Over the next few months, this team will be working on:

- Customer research, including online surveys for individuals and businesses. The online surveys will be posted on www.mass.gov/eolwd shortly.
- Interviews with customers and non-customers. It is intended that customer interviews will be conducted at local career centers.
- Focus groups with staff of workforce partner agencies and agencies/organizations focused on promoting economic development. WIB and career center directors will also have an opportunity to provide input and feedback during this phase of the project.
- Research data and feedback analysis.
- Recommendations on brand strategy and marketing plan.
- Marketing implementation to enhance the system brand and promote the services of the career centers.

Action

Required:

Starting this month, the branding team will be contacting local career center directors to solicit their support for this initiative. Local support of this effort through participation and sharing of feedback with the team is paramount to the initiative's success. Assistance offered to the team in recruiting job seekers and employers along with the use of the local career center facilities for "in-person" interviews will be greatly appreciated. Please share the contents of this issuance with all appropriate staff.

Inquiries:

All inquiries should be directed to Yean-Ai Long (ylong@detma.org, 617-626-6450); or to other team members: Donna Gambon (dgambon@detma.org, 978-722-7018); Joe Isles (jisles@detma.org, 617-626-5682); or Norca Disla-Shannon (ndisla-shannon@detma.org 978-722-7013).