



## LOCAL IMPLEMENTATION PLAN GUIDANCE

Every local area is required to submit a local implementation plan that outlines the local area's steps and strategy to adopt the MassHire brand. The following document is shared as a set of guidelines for what each Local Implementation Plan should include. Note that these guidelines are not meant to be exhaustive, as local areas may need to address work not currently included in this plan.

Local Implementation Plans should be submitted on behalf of the entire local area (board and career center(s)) via the local Brand Ambassador.

### Naming Strategy

*This section should outline your naming & website strategy as submitted in your Naming and Website Designation Form, along with DBA and legal name change plans, as applicable.*

- Name of Workforce Board and Career Center(s)
- URL for board and career center(s)
  - o Will board and career center(s) maintain separate websites or will they be jointly operated?
- DBA or legal name change plans, as applicable

### Stakeholders

*This section should outline your local stakeholders that need direct communication regarding the brand.*

- Local workforce board members and chief elected officials
- Strategic partners (list key partners)
  - o WIOA Partners
  - o Community-Based Organizations
  - o Community Colleges
  - o School Districts
  - o EOLWD/DCS
  - o Others, list here
- Internal staff

- System customers
  - o Job seekers
  - o Employers
  - o Public at-large
- Elected Officials

### **Brand Transition Leaders**

*This section should outline who is on point to implement the brand and brand training across your local area.*

- Brand Ambassador:
- Branding Team:
  - o Other than the brand ambassador, who will be the point person for implementation at each board/career center? This can be comms, admin, or other program staff. It is recommended that at least 1 person per organization be on point for Implementation (so in a region with 1 Board and 1 Career Center, you might have 1 Brand Ambassador from the local Workforce Board and 1 staff member from the Career Center supporting the transition).

### **Internal Brand Orientation Strategy**

*This section outlines the strategy associated with internal outreach in the brand transition phase. These activities should occur 3-4 months before regional launch. Specific tasks may be a part of your timeline. Strategy section should explain who leads the effort (Brand Ambassador) and elements of internal brand orientation, such as:*

- Sending/forwarding Branding Newsletters from Brand Ambassador to provide updates on statewide and local brand transition to all staff
- Revise administrative/staff manual for staff to include brand standards and policies
- Brand Ambassador(s) attend at least one of each board/career center's monthly staff meetings to present charter & deliver internal brand orientation as part of incentive funding requirement
- Select days of the month to encourage professional staff to display the new brand colors, called MassHire days
- Post updates on branding on social media sites, where staff and board can interact and share with additional audiences
- Share regular updates on branding implementation in staff meetings

## **Outreach – External**

*This section outlines the strategy associated with external outreach in the brand transition phase. These activities should generally occur 1-2 months prior to regional launch. This may include:*

- Use email button announcing upcoming rebranding to include in each employee's email signature
- Re-record all personal voice messages to announce new branding in month prior to regional launch; re-record again post-launch
- Change all career center computer backgrounds announcing launch of new brand
- Send out email to all jobseeker and employer customers from last six months announcing regional launch and any associated events
- Send out communication to all stakeholders announcing upcoming brand launch
- Post one-page fact sheet for career centers to place at sign-in desk area and throughout Resource Rooms
- Send fact sheet/announcement/communication to partner agencies with shared customers to distribute to their customers
- Discuss upcoming brand transition at any event with partners
- Play brand video on TVs in career center waiting rooms
- Including information on transition in any publications, i.e. annual reports
- Conduct informational meeting/conference call with partners to share transition plans

## **Collateral/Signage Transition**

*This section outlines how you will transition all of your print collateral and signage to comply with new branding requirements. Plans for this transition should be made at least three months prior to your brand launch, especially if materials need to be printed or sent out for production and installation. Make sure to include who is on point for this work at your organization(s) or if you are using a contractor.*

- Design local marketing collateral to comply with brand templates and/or populate brand templates with local information, including:
  - o Letterhead (electronic preferred)
  - o Business cards
  - o Internal and external forms, including online
  - o PPT templates
  - o Customer brochures
  - o Other as relevant

- Work with sign vendor (list here if you will be using centralized vendor through More or local vendor) to create new signage that complies with brand requirements
- Send collateral for review via Brand Ambassadors as necessary (signage mock-ups, brochure template)

### **Website and Digital Transition**

*This section outlines how you will be transitioning your website and any online presence (social media etc). Plans for web transition should be made at least four months in advance of your brand launch. Make sure to include who you will be working with to redesign your website, or if that is still to be determined.*

- Plan for transition for all websites (boards and career centers, as applicable)
- Send website mock-up pages for approval via Brand Ambassador to meet incentive funding criteria
- Redesign new web presence according to brand standards manual and web design requirements
- Secure new social media handles as necessary
- Transition social media sites during launch, including Twitter, Facebook, LinkedIn, YouTube, and others as applicable
- Create social media user/password tracking sheet with new branding information

### **Media Relations**

*This sections should include any media-related proposals. For additional questions regarding this section, please email [PolicyQA@mass.gov](mailto:PolicyQA@mass.gov).*

- Post frequent updates on social media sites announcing brand transition
- Attend partner conferences/meetings to present 5 minute presentation on our brand and services
- Coordinate with EOLWD Communications Director to send out local press releases to announce new brand

### **Local Brand Launch Strategy**

*This section should describe your plan for your local brand launch, including:*

- Date of local brand launch
- Any events (i.e. open house) for brand launch
- Any other transition events that will take place on brand launch day

## Timeline of Key Tasks

*Timeline should include deadline, task, person responsible, and status of task (in progress, done, etc).*

Sample tasks on a sample timeline may include:

5 months before launch – May 15, 2018

- Notify all staff of upcoming brand transition and announce your local area's Brand Ambassador
- Purchase new URLs
- Submit Naming and Website Structure form to EOLWD
- 

4 months before launch – June 15, 2018

- Send Brand Ambassador & staff to MassHire train-the-trainers session
- Outline details (date & time) for internal staff orientation – separate date, or present at staff meeting
- Send local implementation plan (this doc!) to EOLWD for approval
- Submit budget to EOLWD by June 1
- Begin Web-Site Transition Plan – determine if you will use web template provided or if you will use internal resources to transition website to new brand standards
- 

3 months before launch – July 15, 2018

- Design local collateral and signage
- Audit partner sites for brand usage
- Begin working on Website Content

2 months before launch- August 15, 2018

- Complete DBA
- Finish delivering MassHire Brand Orientation to career center and board staff
- Send mock-up website images to EOLWD via brand ambassador
- Test website
- Finalize brochures, rack cards, and all marketing materials with new brand and content
- Write and send out email blast of upcoming launch to registered customers of career centers, partner organizations, and other stakeholders
- Revise administrative style manual w/new email signature, voicemail script
- Create new PPT presentation introducing who we are, what we do, and what our new brand is
- Add “coming soon” button to all email signatures

- Add “coming soon” desktop background to all resource room computers
- Get Signage Approved by EOLWD
- Order Signage with centralized vendor or local vendor
- Address any backend web development issues
- Finalize web content for new website

#### 1 month before launch – September 15, 2018

- Internally transition all materials to new brand in preparation for official launch on Oct 28
- Write and send out email blast of upcoming launch to registered customers of career centers, partner organizations, and other stakeholders
- Drop Content into website – review with internal team to determine additional needs and functionality

#### 1 week before launch – October 8, 2018

- Install external and internal signage
- Change out all collateral and materials in waiting areas

#### Day of launch – October 15, 2018

- Launch new website
- Transition all social media sites
- Host local brand launch open house events at each career center to reveal new signage and have community be re-introduced to new brand
- Set new desktop background and screensaver on public-facing computers
- Write and send out email blast of new launch to registered customers of career centers, partner organizations, and other stakeholders

#### 1 week post-launch – October 22, 2018

- Deliver new logo and usage guidelines to partners
- Notify partners of official name change and provide guidance on usage