



MEN AND WOMEN AT WORK

WISCONSIN'S

WORKFORCE AGENDA

With more people employed in Wisconsin than ever before, it is increasingly important to attract and retain highly skilled workers. As part of his Workforce Agenda, Governor Walker is asking the legislature for \$6.8 million to leverage the resources and mission of the Wisconsin Department of Workforce Development, the Wisconsin Economic Development Corporation, the Wisconsin Department of Veterans Affairs and Travel Wisconsin to attract new workers to Wisconsin.

Developing a comprehensive approach to promote Wisconsin's career and lifestyle advantages to groups like Midwestern millennials, Wisconsin alumni, and veterans transitioning to civilian life will build our workforce to meet talent demands across the state. A strong workforce means a strong economy, ready to tackle the challenges of the future.



DVA/TRANSITIONING VETERANS (Increased awareness)

- Promote Wisconsin as the best state for veterans to work and live through a national campaign directed specifically at military personnel as they prepare to leave active duty, raising awareness of our generous veterans programs, benefits and services.
- Grow the network promoting professional opportunities for veterans in Wisconsin by collaborating with veterans stakeholder organizations – veterans service organizations, veterans business groups, student veteran groups and others.
- Attract veterans to Wisconsin as a destination for personal, social and cultural fulfillment through partnerships with tourism, community and military organizations.

DWD/MOBILE JOB CENTER (Increased access)

- Deliver support and provide rapid attachment to services in rural and urban areas in Wisconsin where access to services can be challenging.
- Bring rapid attachment services to events outside the state, including military bases, veteran-specific talent recruitment events and college campuses, to connect out-of-state talent to resources, employment and internship opportunities in Wisconsin.
- Increase job seeker and employer access to services without incurring costs for brick-and-mortar or leasing separate facilities.

WEDC/TALENT ATTRACTION (Increased awareness)

- Expand an aggressive marketing campaign to make millennials in other Midwestern metro areas aware of personal and professional fulfillment opportunities in Wisconsin.
- Work with alumni organizations from Wisconsin colleges and universities to encourage out-of-state alumni to consider returning to Wisconsin.
- Assist Wisconsin stakeholders with developing their own attraction initiatives through Think-Make-Happen.



The choice is yours. In Wisconsin, the average commute is less than 22 minutes. Wisconsin. It's more **you**.





TARGET MARKET STRATEGY

On Jan. 8, 2018, WEDC launched a \$1 million multifaceted marketing campaign to encourage young professionals in the Chicago area to consider living and working in Wisconsin. The enthusiasm for this initiative has prompted calls for increased coordination among state agencies to extend the campaign’s reach. The expanded proposal builds on the nationally tested Think-Make-Happen messaging to motivate the target audiences to consider Wisconsin as a destination that offers unlimited opportunities for personal, professional and business success. In addition, the Department of Tourism will also leverage its existing communications channels to encourage visitors who come to Wisconsin for vacation to consider living and working here.

BUDGET

With WEDC’s planned investment for the plank targeting Midwest millennials set to deploy in January 2018, we have the foundation in place to serve as a catalyst to expand our reach through the planks targeting alumni and veterans. The budget below builds on the existing relationships, especially between DWD and DVA, who are already working to help connect veterans with Wisconsin job opportunities. Leveraging our shared resources will help us multiply our efforts, integrate a consistent messaging component across the identified planks, and create a venue to develop new planks in the future.

The proposed \$6.8 million budget will be deployed as structured below. Timelines are tentative and projected based on current discussions. Actual timeframes may be impacted by supplier/vendor availability and final detailed paid media strategies.

ITEM	BUDGET
Market strategy development Campaign planning and measurement Market, audience and media research Audience response and perception tracking	\$300,000 FY18: \$300,000
Marketing production Development of campaign deliverables, including: Out-of-home ads Online ads Video Social media content Direct marketing Alumni toolkit Supporting collateral materials Experiential marketing/events Public relations/media relations	\$1,000,000 FY18: \$500,000 FY19: \$500,000
Media investment Deployment of paid media strategies	\$3,000,000 FY18: \$1,000,000 FY19: \$2,000,000
Creation of mobile, on-site recruitment station (DWD)	\$300,000 FY18: \$300,000
Transitioning veterans event logistics 20’ x 20’ exhibit build with supporting graphics and tradeshow collateral Travel costs for 4 or more staff (DWD, DVA, WEDC), depending on show/booth size Show management costs Exhibit costs Show services	\$2,200,000 FY18: \$500,000 FY19: \$1,700,000
TOTAL	\$6,800,000



BEST STATE IN THE COUNTRY FOR VETERANS

In Wisconsin, we believe our veterans deserve nothing less than the best, which is why we offer 23 of the 26 available state programs, more than any other state in the nation—spanning from housing to a fully funded GI bill so that you, your spouse and your children receive a fully paid four-year degree. Wisconsin. It’s more **you**.

THINK • MAKE • HAPPEN IN WISCONSIN



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