

Objectives Across Employer Journey Stages

	Awareness Stage		Consideration Stage	Consult/Decision Stage	System Use			Relationship Building/Loyalty	
	Potential employer contact has a problem to solve - requires skilled workers to achieve business objectives		Consideration of options to solve a problem	Gained the info and support required to post a work term	Post, hire, during work term	Create Account	Post & Hire Student	During Work Term	After a work term has ended
	REACH			ACT	CONVERT			ENGAGE	
Your Objectives	<p>OUTBOUND</p> <ul style="list-style-type: none"> Build awareness Inform and generate consideration Educate new employers (high level) - how does WIL work? what is in it for me? Increase support with current employers - employer checklist Educate employers on wage-subsidies <p>INBOUND</p> <ul style="list-style-type: none"> Draw people to our content hub (CECS/ETW/Camosun.ca) & LinkedIn Create an Employer-centric website with educational resources that are easy to understand Educate and simplify website Promote and publish relevant branded content on our owned media 		<p>OUTBOUND</p> <ul style="list-style-type: none"> Explain and educate further in more detail (employers cannot consider something if they have 100 questions) too much informations in the reach stage can be overwhelming <p>INBOUND</p> <ul style="list-style-type: none"> Well layed out content driven website Resources 	<ul style="list-style-type: none"> Increase level of service Use needs analysis Save employers time and effort 	<ul style="list-style-type: none"> Increase level of service Explain of service Increase level of service Increase postings well in advance of each semester Increase student engagement Increase conversion rate of postings to placements 	<ul style="list-style-type: none"> Increase level of service 	<ul style="list-style-type: none"> Increase personalized follow-up 		
How will this happen?	<p>OUTBOUND</p> <ul style="list-style-type: none"> Reaching out & prospecting – personalized emails and calls Partner focused communications Leverage existing broad networks and ecosystems to build awareness with their audiences Promote funding opportunities to students through various channels Employer-centric language answering the question "what is in it for me" Portfolio specific Info sessions and funding webinars, chamber event Use resources to support understanding and consideration Broad network outreach and presentations - Examples include United Way promoting you in their newsletter, WorkBC is willing to include materials in their distribution networks, Camosun Development & Alumni will promote your events using thier distribution lists, VIATEC, SWPP funders are interested in doing collaborative presentations to employers, the CPHR association does guest panel presentations <p>INBOUND</p> <ul style="list-style-type: none"> Through all of your outbound awareness initiatives people will go to your website New web build, add new resources, simplify the message, answer questions through content, add calls to action, partnership focus, skills focused Create an LinkedIn business page and broaden your reach, use stories, publish content Create some sizzle on the website 		<p>OUTBOUND</p> <ul style="list-style-type: none"> Needs assessment Consuting <p>INBOUND</p> <ul style="list-style-type: none"> Content hub needs to be clear, relevant, inspiring, useful and informative Using resources specifically tailored to Employer Personas – Skills focused Funding Guide Employers Guide to Hiring How it works? Use resources to answer questions 	<ul style="list-style-type: none"> Consulting Needs analysis Asking questions, assessing needs Focus on how you can solve the employers problems (skills focus) Tailored JD Template Funding consulting Use resources to support your consulting 	<ul style="list-style-type: none"> EA's create account Employer resource on how to use ETW Match communication plan with ideal times to post positions 	<ul style="list-style-type: none"> Use the Job Development calendar Materials should address ideal times to post 	<ul style="list-style-type: none"> Reaching out 	<ul style="list-style-type: none"> Reaching out Encourage new postings 	
Key Performance Indicators (KPI's)	<ul style="list-style-type: none"> # of unique visitors to CECS employer section of website # of prospects added to ETW # of attendees at webinars # of leads through web form "Request more info on funding" 			<ul style="list-style-type: none"> # of prospects flipped to ETW B list # of B List employers flipped to A list # of Mock Interview participants 	<ul style="list-style-type: none"> # of employer contacts in ETW 	<ul style="list-style-type: none"> # of postings # of placements Percentage 	<ul style="list-style-type: none"> # of successful placements 	<ul style="list-style-type: none"> # of employers on the A List who are engaged and truly partnered with us 	