# Center for Workforce Development
# Marketing Brainstorm

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## Preexisting Marketing:

Here I reviewed what TCC's Center for Workforce Development is already doing, highlighting some of the positives and drawing attention to what efforts are falling short, causing it to be ultimately insufficient.

**Website--**
https://www.tcc.fl.edu/Current/Academics/WorkforceDevelopment/Pages/default.aspx

- It is hard to tell what the CWD is and what it can do for an individual
- Good that it has a section for the calendar, but it is currently displaying events for January (outdated? how do we keep this up to date?)
- Topics and click-through links are easy to understand and read easy
- Program descriptions are sufficient, but could be improved
- No mentions of social media outlets that are being utilized by CWD

**Facebook--**
https://www.facebook.com/pages/TCC-Center-for-Workforce-Development/140681499317230

- Not too many updates weekly
- Interactions on page mainly consist of followers 'liking' statuses
- 146 likes on the page
- Hard to tell what the CWD is and what it does for students overall
- Lacks consistency
- Lacks engagement with followers (only 2 people are talking about it)
- Seems to be a facebook that advertises what others are doing, not necessarily what CWD does

## What others are doing:

Here I search for other Centers for Workforce Development at other colleges and universities to see how they reach out to their students and prospective students, and really bringing notice to what aspects these websites did well.

**Columbus State Community College**
http://www.cscc.edu/workforce/

https://www.facebook.com/csccworkforce

<u>Main Website</u>
- Has an "About Us" section that really highlights what the CWD is and why it is important
- Separates their services between 'Services for Individuals' and 'Services for Businesses' which makes more sense than TCC's current categories of 'Training' and 'Business Resources'
- Also includes a series of success stories so interested parties can see what the center has done for others
- Links to Social Media are displayed directly on the main page

<u>Facebook</u>
- Has over 300 likes
- Displays what the CWD has going on (center events, important dates for the college, etc.)
- Ask questions every so often to engage followers
- Has a weekly post

**Monroe 2 BOCES**
http://www.monroe2boces.org/CWD.cfm
https://www.facebook.com/boces2cwd

<u>Main Website</u>
- Also has an "About Us" and overall CWD description, giving the website viewer a better understanding of what they can achieve by utilizing the center
- They have the center's contact information on the main page, which reduces frustration for website visitors when they are searching for this information (I was ultimately unable to find TCC's CWD contact information while searching for it on the website)
- On their calendar, there was an option to 'View Full Calendar' this option is great for people searching for events or looking to plan ahead

<u>Facebook</u>
- Utilized to get information about classes and events out to their followers
- Used as a mechanism for students and followers to 'check-in'

**Rutgers**
http://www.heldrich.rutgers.edu/
https://www.facebook.com/heldrichcenter?ref=ts
https://twitter.com/heldrichcenter

<u>Main Website</u>
- Has a 'Spotlight' section to highlight various news stories that have to deal with the CWD
- Advertises the social media to their website visitors to 'Join the Conversation' otherwise encouraging people to check out, follow and remain in constant contact with the center
- Has a section where visitors can subscribe to updates and email blasts, again another

way the center stays in constant contact with their students and business communities

Facebook
- Has 200 followers
- Posts useful articles about the area of workforce development and getting jobs
- Shows followers what is going on in the center with picture and status updates

Twitter
- Has 500 followers
- Tweets out information for various information
- Tweets out similar articles to the ones posted on facebook, regarding the area of workforce development and getting jobs
- Retweets from twitter feeds that revolve around the topic of employment, unemployment and workforce development

*** Overall all 3 of these sites have an incredible sense of uniformity ***

## **What we should be doing:**

We first and foremost need to update, overhaul and improve our website. We need to take some of the positives of these aforementioned examples and implement them into our own. Also we should start utilizing our facebook as a way to disperse information to our students and businesses that take part and would like to take part in center events and programs. Next, I suggest that we broaden what outlets we put our information out into, like adding a simple wordpress blog and twitter. Among all these outlets, I suggest we have a sense of uniformity-- using the same photos, posting similar links and continuing various stories in different ways depending on what outlet we use. Also I think the idea of having some type of success stories series in the newspaper (both online and in print) will help extend the name of the CWD to the local business community.

Ultimately at this stage, I think that the CWD needs to educate their possible targets on what they can accomplish with the help of CWD. But not only that, we need to engage our current students and businesses center users, to see what we can do to improve our services and what they think we are doing well.

All while taking into the considerations of our **various target markets and audiences:**
- Veterans
- Current TCC Students
- Prospective TCC Students
- GED Prospects
- Local Business Community