

Great Jobs in VT Draft Work Plan
ACCD and Governor's Office
8/1/2014

1. Monthly Contact with Partners

- a. Governor's Office will send out a newsletter every month with content and a new, seasonal banner ad to be used in social media, newsletters, e-newsletters etc at the discretion of partners (Chambers, alumni networks, VSAC).
Date: First monthly letter by 8/19/2014
- b. Listserv of partners needs to be strengthened, spot –checked
Date: First overhaul of list complete by 8/18/2014
- c. Targeted individual contact from Governor's Office to partners to ensure content is being used
Date: Ongoing
- d. ACCD will create a suite of seasonal banner ads (a few for each season) targeting a younger demographic to have on hand for the monthly communication pushes
Date: First round by 8/19/2014
- e. ACCD will create content on VT industry, job/biz highlights etc to give out to partners
Date: Ongoing
- f. ACCD will help design a newsletter template for Gov Office to use for the monthly outreach
Date: Complete for first newsletter 8/19/2014

2. State Government Engagement

- a. Governor's Office and ACCD will work within state government to add Great Jobs in VT Content to state agency social media and newsletters
Date: Next interagency social media meeting (Steve, when is this?) and will forward 8/19/2014 newsletter to the Cabinet with explanation

3. Check-ins with the VT Recruiters Association (VRA)

- a. Regular check-ins with the VRA and ACCD primarily to ensure content is added, innovations are explored with Linked In page and requests to join are granted regularly by Bill Meirs
Date: First one by 9/1/2014 at latest
- b. Connect VRA to larger HR/business network to continue to expand involvement in Great Jobs in VT

4. Ski Marketing Push for Fall/Winter to Capture Emails/Info

- a. Steve Cook to take the lead
- b. Gold Passes/other giveaways procured
- c. Create format/capture for age, industry of interest, email, etc
- d. Create plan for marketing
- e. Governor Tweet/advertise the contest
- f. Host Press Conference
Date: September/October

5. On-Slope Marketing

- a. Create a plan for engaging people at ski slopes/capturing their interest, contact info, demographic data

6. Plan Day of Recruitment

- a. Lisa Gosselin lead
- b. Lisa had idea of a model to use
- c. Promote industry/job openings

7. Metrics Collection

- a. ACCD lead
- b. Collect and organize metrics including:
 - i. # of jobs posted on Linked In page
 - ii. # of hits to ACCD host Great Jobs in VT website
 - iii. # of hits to Jobs Link (work with DOL)
 - iv. # of opt-ins in fall/winter contest push
 - v. # of partners including info on their materials