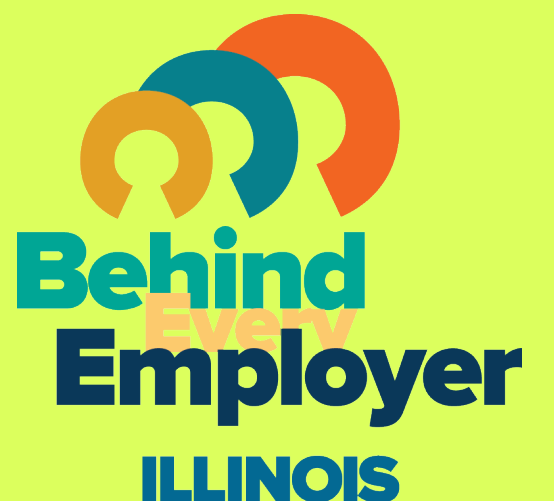




Leveraging the Statewide Behind Every Employer Campaign



Webinar #1
June 27, 2024



ICCB Team

Kathy Olesen-Tracey, Ed.D.
Sr. Director Adult Education & Literacy
Illinois Community College Board



Lavon Nelson, MPA
Sr. Director Workforce Development
Illinois Community College Board



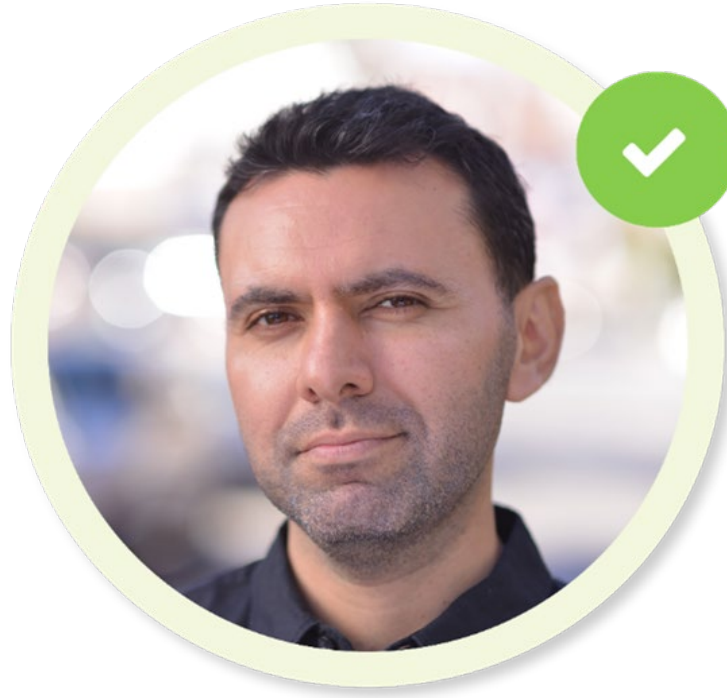
FCM Project Team



Celina Shands
CEO/Founder



Deb Strafella
VP, Marketing &
Communications



Ivan Freaener
Creative Director



Emma Kessner
Director of Marketing

Webinar Topics

- Market challenges in engaging employers
- Why employers need different messaging than students
- Components of the statewide campaign and the benefits of participation
- Key timelines for campaign rollout
- Overview of the campaign tools and the purpose of each





Part 1: Employer Engagement Challenges



Poll #1

What are your top challenges in engaging employers? Check all that apply.

- Employers aren't aware of our services & initiatives
- Lack of advertising dollars
- Bandwidth challenges
- Competing priorities at our college/program
- Employers don't know what we do exactly
- Other: put in the chat



Key Employer Engagement Challenges

- Lack of advertising dollars
- Embedded in college's websites & processes
- Bandwidth issues to penetrate the market
- Dedicated teams to both marketing & sales
- The market's understanding of noncredit, adult education & the benefits



Do employers even know that you exist?

Do they understand the value propositions you bring to the table?



Cultivating Business Partnerships

You Need More than Catalogs to Cultivate Business Relationships!

CEO Kim Kunkel, of Kunkel and Associates, explains the disconnect in receiving the Northeast Iowa Community College's catalog year after year and still not knowing that they served businesses. Once she did tap into their workforce services, she was delighted!

Move beyond mailers and catalogs with with sophisticated digital employer campaigns to garner interest in workforce and education.

Contact Us >

<https://behindeveryemployer.org/join-the-movement/>

Addressing the Engagement Challenges

- Use B2B strategies for employer messaging
- Speak in terms of benefits versus features of your employer solutions
- Understand the value of participating in the statewide campaign
- Use the campaign materials & tailor them to meet your needs
- Identify your localized USP for your employer market (Webinar #2)
- Use a consultative process when engaging employers (Webinar #3)





Part 2: Employer Messaging Strategies



Workforce & Education: B2C and B2B Audiences



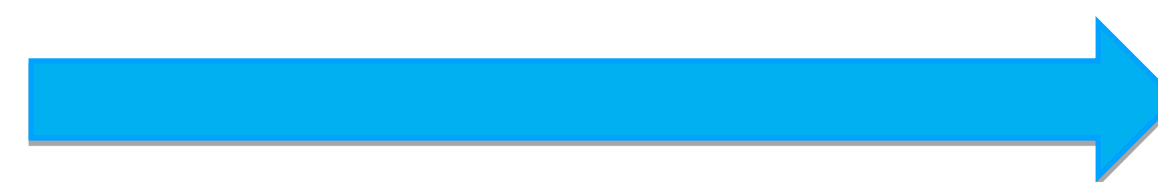
B2B & B2C require different storytelling strategies!

B2B & B2C Messaging Differentiators



Engagement Fueled by **Emotion & Basic Human Needs**

Brand Appeal: **Personal & Emotional**



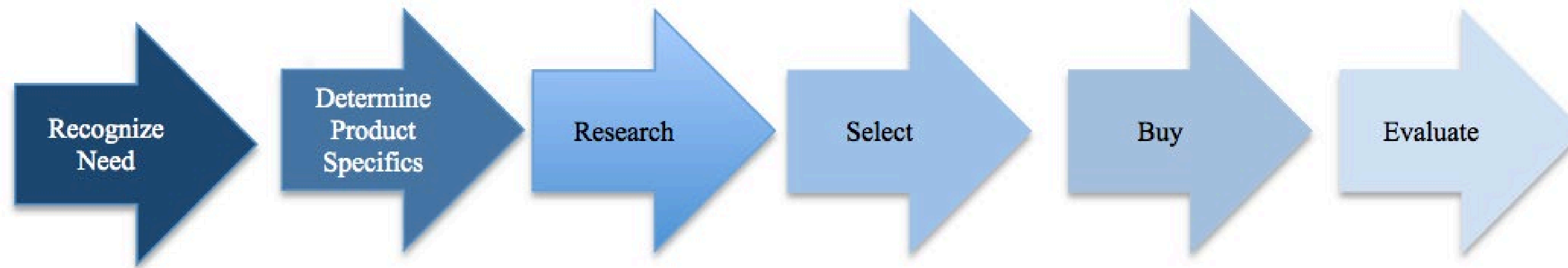
Engagement Motivated by **Business Goals, Budgets & Relationships**

Brand Appeal: **Competency, Expertise, Problem-Solving**

Characteristics of B2B Storytelling: Employers

- More Sophisticated
- Complex Decision-Making Processes
- More “Rational”
- More Demanding
- Personal Relationships Are More Important
- Motivated by Saving \$\$\$/Time, Increase Profitability, Improved Productivity

B2B Buying Process



Challenges with Employer Stories

- Workforce & education organizations are passionate about those they help.
- However, employers have **different motivators!**
- You need to tell *their* story - - *their* pain points within their organization (not the students/adult learners) and how your solutions work to solve *their* challenges & the issues that are important to *them* (*not you*).
- The storytelling framework is the same for both audiences, but the story and focus is different than those you serve.



Telling B2B Stories



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Business Highlights



Kola Onafowode

Micro-Easy Vocational Institute

Kola Onafowode is the founder and CEO of Micro-Easy Vocational Institute in San Pablo. In this Business Highlight, he explains how the WDBCCC helps him to help others.

[Read More](#)



Tiffany Stuart

Dynamic Office & Accounting Solutions

Tiffany Stuart is founder and president of Dynamic Office & Accounting Solutions in Danville. In this Business Highlight, she describes what it takes to



Business Highlight – Micro-Easy Vocational Institute

Kola Onafowode is the founder and CEO of Micro-Easy Vocational Institute in San Pablo. In this Business Highlight, he explains how the WDBCCC helps him to help others.



What goods/services does your business sell?

Micro-Easy Computer Enterprises, Inc., provides information communications technology (ICT) training and information technology consulting and services. We also provide job placement assistance for our students and graduates.

How long has your business been open, and what prompted you to open it?

Micro-Easy Computer Enterprises opened in 1985, providing computer sales, repair, and training. Over time, I saw a digital divide among minorities in the surrounding communities and decided to fill the need.

In 2000, Micro-Easy was incorporated and established a state-approved school, Micro-Easy Vocational Institute. Our ICT courses help a diversified population from beginning through advanced levels with certificates and CompTIA industry certifications, depending on the course. Since 2000, Micro-Easy has empowered a diverse population of students with computer skills to help them acquire in-demand jobs and has even incorporated suggestions from local employers to update our curriculum, an invaluable resource for job placement. In addition, Micro-Easy has addressed the socio-economic divide among minorities by partnering with Rubicon, Richmond Works, Reentry Success Center, San Pablo Economic Development Corporation, etc. Third-party payers fund tuition for ninety percent of our students. In turn, our alumni often help students and new graduates, the impact of which is immeasurable.

What are the biggest challenges your business is facing right now, and how are you working to overcome them?

The biggest challenges we're facing right now include:

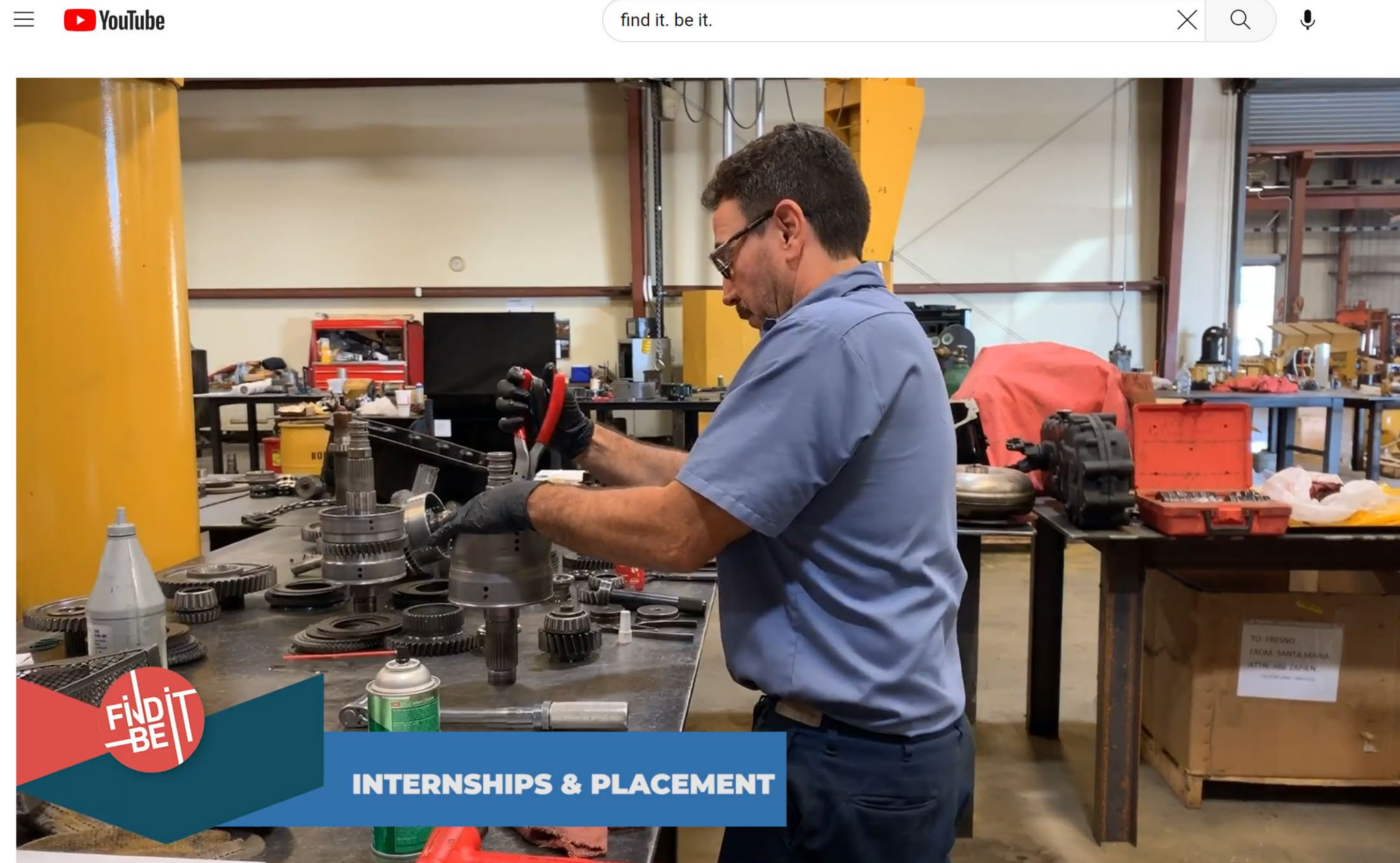
- Hiring additional staff and faculty to expand our workforce training program statewide
- Providing paid internship opportunities for our students by contacting local businesses, alumni, and temp agencies. In addition, launching an IT apprenticeship program with local high schools and junior colleges.

How has your business engaged with the WDBCCC, and how has that engagement helped?



Over the years, WDBCCC has provided workshops expertly coordinated by Patience Ofodu. As a result, it empowered Micro-Easy to help more minorities and hire more staff. Also, Mr. Charles Brown introduced me to key contact organizations that we've collaborated with on mutually beneficial projects. From the WDBCCC, we receive many referrals of WIOA-eligible candidates who cannot afford school tuition, mainly minorities re-entering the workforce or seeking a career change.

<https://www.wdbccc.com/business-highlights/>

B2B Storytelling Framework in Action!



CATERPILLAR Equips Students With Skills To Bulldoze to The Top at Reedley College | Find It. Be It.

 Find It. Be It. 96 subscribers   6   Share  Download  Save 

<https://www.youtube.com/watch?v=9CwbxVc8pbY&list=PLZWKbyjKXQI0hULnxzIBfsbrmAg3PhQ8&index=7>

Asking for the Story!

Hi (Name of Employer Hero): Our team has really enjoyed helping your company (insert what you did for the employer). We would like to highlight your company and the story of working with us on our website and social media platforms and in marketing materials and media stories. Would you be open to taking 10 minutes to chat with me? I really think your story would inspire others to take advantage of our services.





Part 3: Components of the Statewide Employer Engagement Campaign



Campaign Summary

Goal: To make the Illinois system of noncredit and adult education providers top of mind with employers when considering solutions to help them compete.

Strategies:

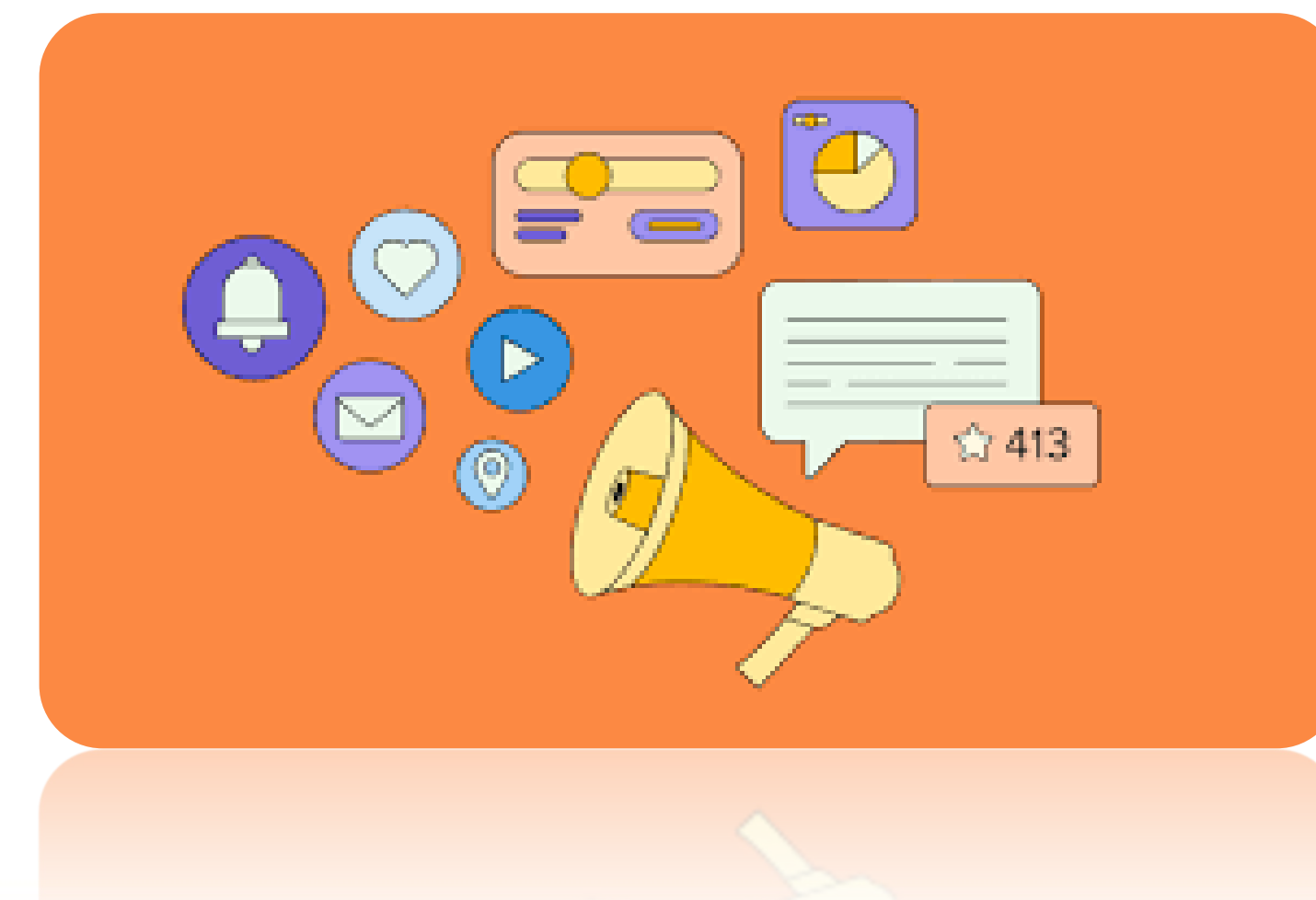
1. Increase awareness about the collective employer solutions of noncredit and adult education providers for Illinois employers.
2. Improve employer market penetration for noncredit and adult education providers.
3. Increase employer engagement across the state by building the capacity of noncredit and adult education providers to have an “employer first” mindset.

Tactics:

Statewide lead generation digital campaign

Campaign toolkit

Professional development webinars





Part 4: Campaign Toolkit



What are Touchpoints and Why Does Each One Count?



Challenges with Garnering Strategic Touchpoints

You need multiple tools and rich content for B2B marketing



Campaign Landing Page



ILLINOIS



CONTACT US

Solutions to
Keep Your
**Business
Competitive**

Ways to Engage With Us >

Contact Us for a Complimentary Consult >



<https://behindeveryemployerillinois.org/>

Campaign Landing Page

WAYS TO ENGAGE WITH US

The Illinois Community College System and its network of adult education providers offer a variety of **innovative business solutions to help employers in Illinois thrive.**



Customized Training

Whether it's technical skills or soft skills and professional development, we can create the right program for you. We're flexible, too, and can train your employees on-site or at the college.

- ✓ Stand-alone, skill-specific workshops or seminars
- ✓ Continuous improvement training
- ✓ Reskilling and upskilling programs tailored to your business

YES! I NEED CUSTOMIZED TRAINING >



Business Solutions

Think of us as your new partner who wants to see your business succeed as much as you do. Our services are limitless! Examples include:

- ✓ Leadership training and strategic problem-solving
- ✓ Process reviews, quality and safety audits
- ✓ Contract procurement assistance and event planning

YES! I NEED BUSINESS SOLUTIONS >



Basic Literacy & English Language Acquisition

Our providers offer workforce literacy training for your employees at no cost and with significant benefits for employers.

- ✓ Essential and foundational skills such as reading, writing, and math
- ✓ English as a second language
- ✓ Increased job retention & improved productivity

YES! I NEED WORKPLACE LITERACY >



Partnerships

When employers partner with their local educational leaders, everyone benefits. Connect with us to better serve your community and create lasting partnerships.

- ✓ Join an advisory board to help ensure the curriculum meets your workforce needs
- ✓ Learn how to participate in internship programs or offer facility tours
- ✓ Donate equipment that our students can put to good use

YES! I WANT TO BE A PARTNER >

<https://behindeveryemployerillinois.org/>

Campaign Landing Page



Contact Us

Are you an employer interested in our solutions to keep you competitive? Complete the form below, and a member of our team will contact you soon.

First Name

Last Name

Email

Company

ZIP Code

Phone

Interested in:
Select all that apply

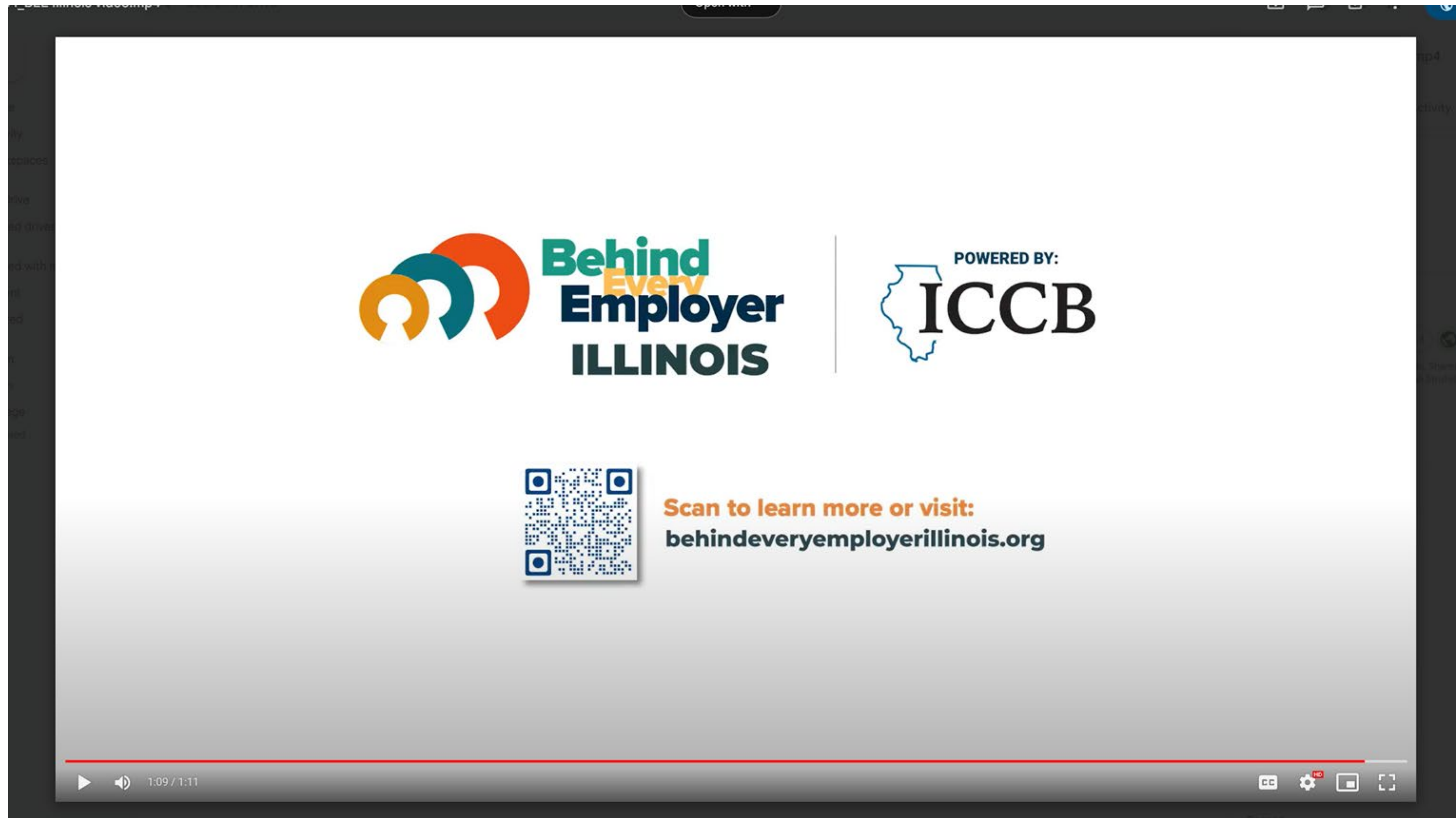
Customized Training Workplace Literacy

Business Solutions Partnerships

SUBMIT

<https://behindeveryemployerillinois.org/>

Explainer Video




<https://behindeveryemployerillinois.org/>



Testimonials

LEARN WHAT PEOPLE ARE SAYING

The Illinois Community College System is the state’s largest workforce training provider. Learn what some of the nearly **9,800 employers** we’ve worked with have to say.

 “We are blessed to have Lewis and Clark Community College as a corporate training asset right here in our backyard.”

Bob Manns
President, Heneghan & Associates, P.C.,
Civil Engineers & Land Surveyor


Back to Top

<https://behindeveryemployerillinois.org/>

Lead Generation

The Behind Every Employer Illinois digital ad campaign will generate employer leads for community colleges and adult education providers across the state. Once an employer completes the contact form on the landing page, a member of the Illinois Community College Board will determine which program participant is the best fit based on location and area of expertise needed.

Lavon Nelson, Alex Weidenhamer, and Stephanie Sloan will work with the community colleges, and Kathy Olesen-Tracey and Rupa Sameer will work with the adult education providers. Each team will set up a leads sheet for your organization to access and keep track of your follow-ups and results when connecting with the leads.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	[Name of College / Adult Ed Center]															
2	Lead Info								1st Attempt				2nd Attempt			
3	Date Contact Submitted	First Name	Last Name	Email Address	Company	Phone	Zip Code	Interest	Date	Staff Member	Method	Results	Date	Staff Member	Method	Results
4	1/1/24 - Example	John	Doe	email@email.com	company name	(123) 456-7890	60601	Customized Training			-				-	
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Approximate Campaign Timeline

Behind Every Employer Illinois Statewide Campaign: Updated 6/12/24		
Campaign Webinars		
Webinar #1: Leveraging the Statewide Behind Every Employer Campaign	6/27/24	3pm - 4pm CST
Webinar #2: Building your Local Unique Selling Proposition	7/8/24	3pm - 4pm CST
Webinar #3: From Prospecting to Engagement	7/18/24	3pm - 4pm CST
Ad Campaign Launch		
Launch Campaign #1: Awareness, Traffic, and Leads	July 22 - September 30, 2024	Approximately 10 weeks on LinkedIn & Meta
Launch Campaign #2: Awareness, Traffic, and Leads	Tentatively October 15 - November 26, 2024	Approximately 6 weeks on LinkedIn & Meta (platforms TBD, will finalize after results from 1st campaign)
Launch Campaign #3: Awareness, Traffic, and Leads	Tentatively January 6 - February 17, 2025	Approximately 6 weeks on LinkedIn & Meta (platforms TBD, will finalize after results from 1st campaign)

Proud Partner Logo



BEE Proud Partner Logo
Usage Guide

BEE Proud Partner Logo
OVERVIEW

The Proud Partner Behind Every Employer Illinois logo can be used by all partners on their website, marketing materials, and social media.

Light Background Logo



Dark Background Logo



Press Release



Insert Your
Organization's
Logo Here

FOR IMMEDIATE RELEASE

[insert date here]
[insert local contact information here]

[YOUR ORG NAME] JOINS 'BEHIND EVERY EMPLOYER ILLINOIS' CAMPAIGN AS A PROUD PARTNER *Illinois Community College System & Adult Education providers seek to help companies compete through new initiative*

[Insert your city, IL] – The Illinois Community College Board (ICCB) is leading efforts for its Noncredit Workforce Training Initiative which has four key objectives including the expansion of noncredit program offerings, increasing affordability of noncredit training for students, expansion of business solutions for companies, and collaborating with adult education providers to offer no-cost workplace literacy programs. Noncredit offerings benefit both companies and its workers with easy access to increasing workforce skills and knowledge without committing to a full-time or degreed program.

As the largest workforce training provider in the state that has supported more than 9,800 unique employers to date, ICCB and its adult education providers will leverage its entire network of solutions to support Illinois businesses through a statewide campaign called Behind Every Employer Illinois, as part of this initiative.

The state of Illinois is one of the most diverse economies in the world. [According to Intersect Illinois](#), it is home to big brand name corporations like State Farm, Walgreens, McDonalds and John Deere, and houses more than 30 Fortune 500 company headquarters and over 2,000 foreign-based businesses, all across multiple sectors. Small businesses are critically important to the economy as well, accounting for 99.6% of the state's private enterprise according to the latest data from the [U.S. Small Business Administration's Office of Advocacy](#). The 1.2 million small businesses operating in the state of Illinois employ 2.5 million people, which is 45.1% of the state's workforce and nearly 20% of the entire population.

Even with the negative economic impacts of the pandemic, Illinois has a solid culture of entrepreneurship and welcomes small businesses, ranking second in the nation in [Site Selection Magazine's annual rankings](#) for corporate expansions and relocations for the second year in a row. The [U.S. Census Bureau](#) also reported an uptick of 8.2% in May 2024 for new business applications in Illinois.

In spite of these positive trends, companies are still worried about the future according to a [January 2024](#) survey by Alignable Research Center to more than 5,040 small business owners. Commenting on the [National Federation of Independent Business \(NFIB\) Small Business Economic Trends](#) report, Noah Finley, Illinois state director of NFIB indicated that the top issue is finding quality workers followed by inflation and taxes.

"The Behind Every Employer Illinois campaign is a proactive effort to reach businesses that need customized training to teach their workers technical or soft skills onsite or at a location near them, business solutions such as operational reviews and leadership training to build efficiencies, no-cost basic literacy and English Language acquisition for their workers, and the opportunity to partner with our network on internships and advisory committees," said XX. The [campaign website](#) details the solutions, our campaign video and how to get in touch with a local provider."

[Insert your local organization name] is one of the organizations in our local area who is a proud partner in the Behind Every Employer Illinois statewide campaign. As one of the grant recipients, our organization is focused on [insert details of your local service offerings](#). We've helped more than XX local companies in our area with these services that have benefited our local economy and workforce, like [insert name of business that you have helped](#).

[insert quote and story of local business that you have helped]. CEO of XX business worked with [insert name of your organization](#) to solve XX challenge. As a result of our services, XX improved [add a data point](#).

Interested companies in [insert your county](#) can learn more about [insert organization name](#) solutions at [insert your organization's webpage URL if it specifically outlines your services; if it doesn't just insert your contact information](#). The statewide campaign can be found at <https://behindeveryemployerillinois.org/>

###

[Insert your organization's byline]



Social Media Posts & Graphics



Behind Every Employer Illinois Social Media Caption Examples

- Examples of draft post copy that partners will customize to promote the services they offer to employers. The final toolkit will include general post copy for BEE Illinois and copy for each of the four ways to engage areas.
- **Links to Promote:**
 - BEE Illinois landing page: <https://behindeveryemployer.org/illinois>
 - Partner's website with information for employers

<p>Overview Posts About Behind Every Employer Illinois</p>	<p>Keep your business competitive! We've partnered with #BehindEveryEmployer Illinois to provide a wide range of business solutions to help Illinois employers thrive. Connect with us on our website or see below for more info: https://behindeveryemployer.org/illinois</p> <ul style="list-style-type: none"> 💡 Customized Training: Whether it's technical skills or soft skills & professional development, we can create the right program for you. 💛 Business Solutions: Think of us as your new partner who wants your business to succeed as much as you do. Our services are limitless – connect with us to learn more. 📖 Workplace Literacy & Basic Skills: We offer workforce literacy training for your employees at no cost and with significant benefits for employers. 🌟 Partnerships: When employers partner with their local educational leaders, everyone benefits. We're excited to work with you to help fill your current and future workforce needs. <p>Connect with us to keep your business competitive: https://behindeveryemployer.org/illinois</p>
<p>LinkedIn</p>	<p>Elevate your business with innovative solutions! We've partnered with #BehindEveryEmployer Illinois to provide a variety of services, including customized training and business solutions, to help Illinois employers thrive.</p> <p>Whether you're a small business or a Fortune 500 company, we're ready to help you stay ahead of the curve and keep your</p>

1:1 Ratio



9:16 Ratio



16:9 Ratio



Fact Sheets

PDF BEE_ILL_About BEE ...

Solutions to Keep Your Business Competitive

ILINOIS COMMUNITY COLLEGE SYSTEM

- Largest workforce training provider in the state
- Partnered with 9,800 unique employers
- Ready to help your business thrive!

PDF BEE_ILL_About BEE ...

Solutions to Keep Your Business Competitive

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PDF BEE_ILL_Basic Liter...

WAYS TO ENGAGE WITH US

Basic Literacy & English Language Acquisition

ILINOIS' NETWORK OF ADULT EDUCATION PROVIDERS

- Serves over 60,000 education learners annually
- Decades of experience in work-based learning
- Ready to help you

PDF BEE_ILL_Basic Liter...

WAYS TO ENGAGE WITH US

Basic Literacy & English Language Acquisition

ILINOIS' NETWORK OF ADULT EDUCATION PROVIDERS

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- Decades of experience in work-based learning
- Ready to help you

PDF BEE_ILL_Business S...

WAYS TO ENGAGE WITH US

Business Solutions

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PDF BEE_ILL_Business S...

WAYS TO ENGAGE WITH US

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- Ready to help your business thrive!

PDF BEE_ILL_Customize...

Customized Training

ILINOIS COMMUNITY COLLEGE SYSTEM

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PDF BEE_ILL_Customize...

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PDF BEE_ILL_Partnershi...

WAYS TO ENGAGE WITH US

Partnerships

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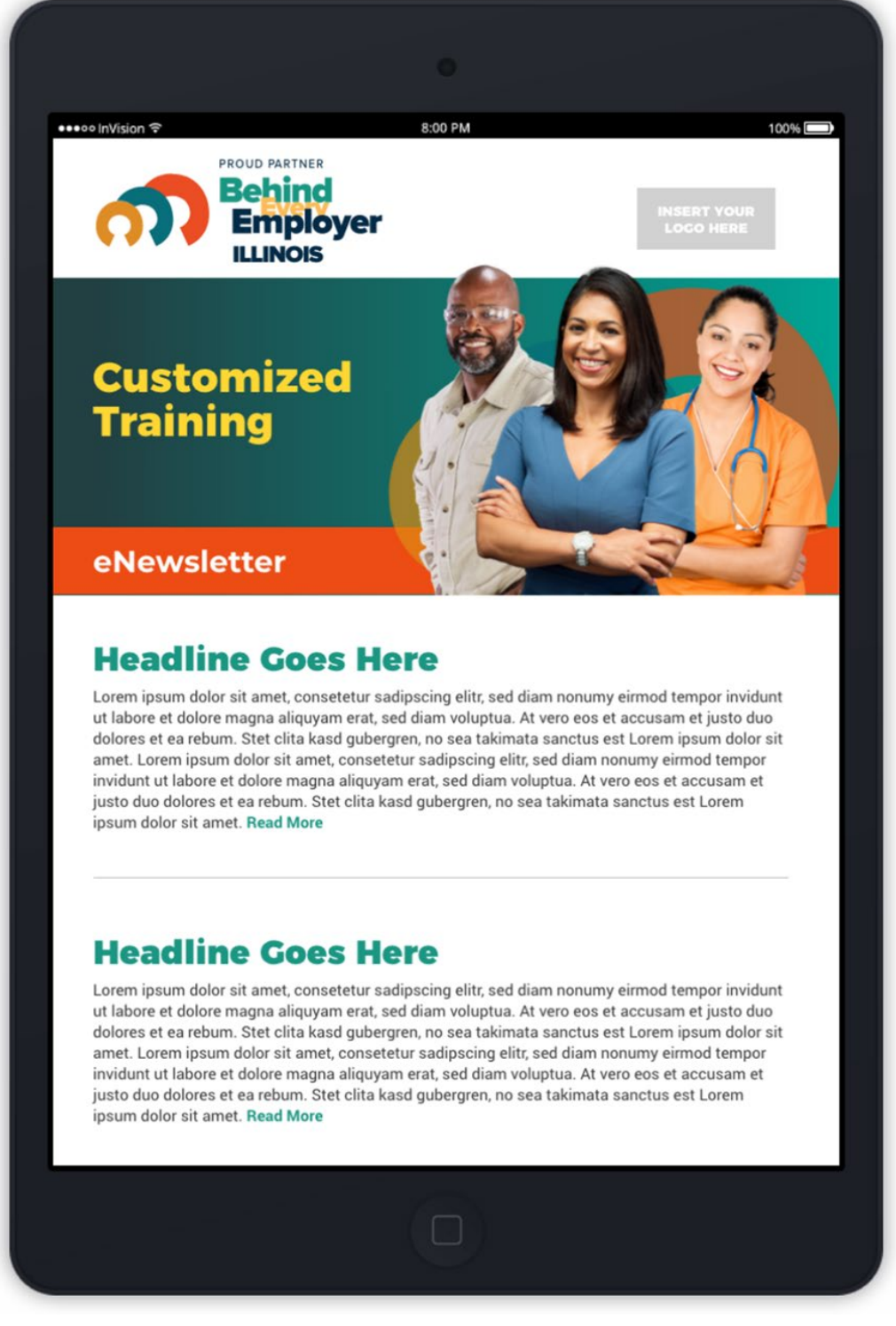
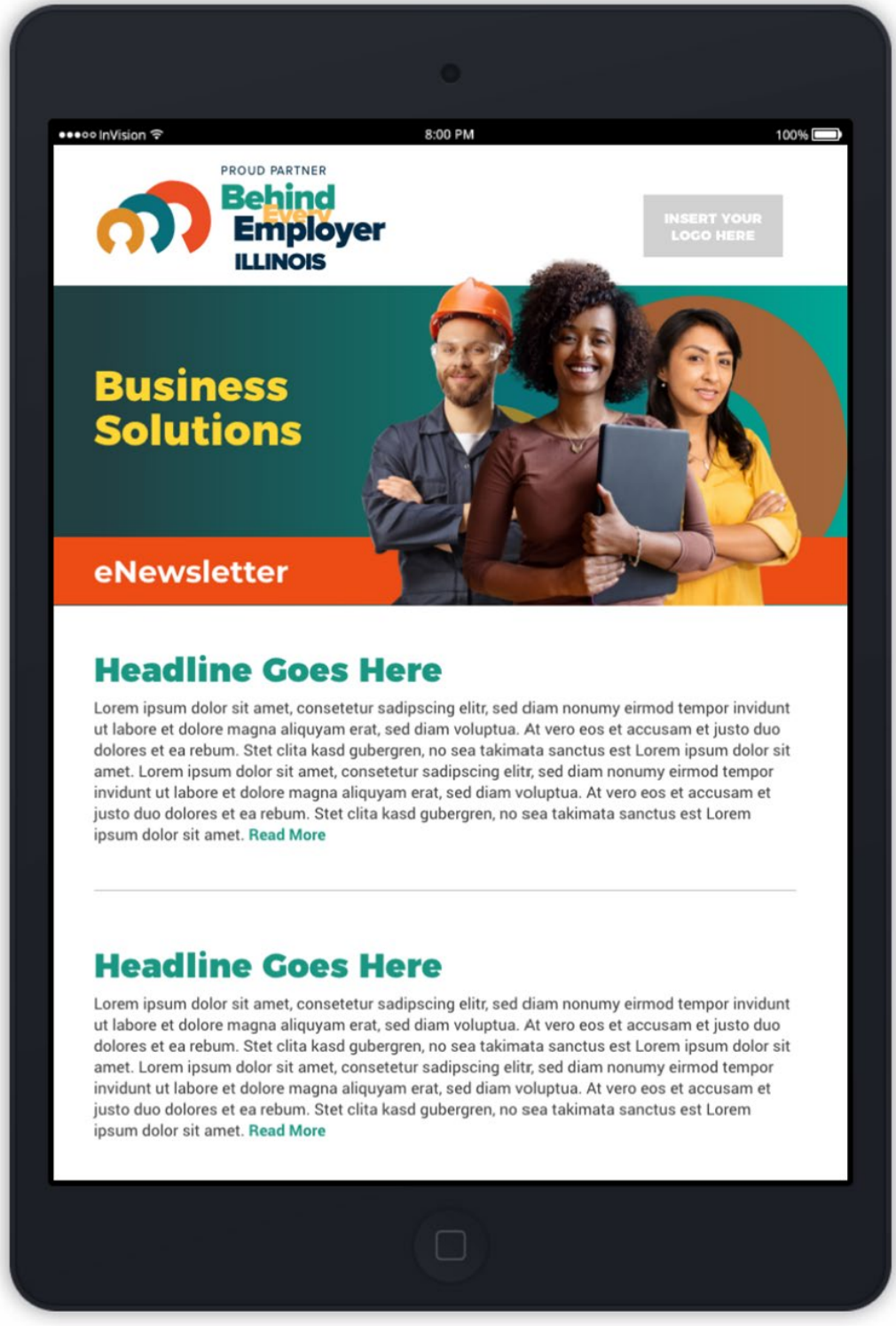
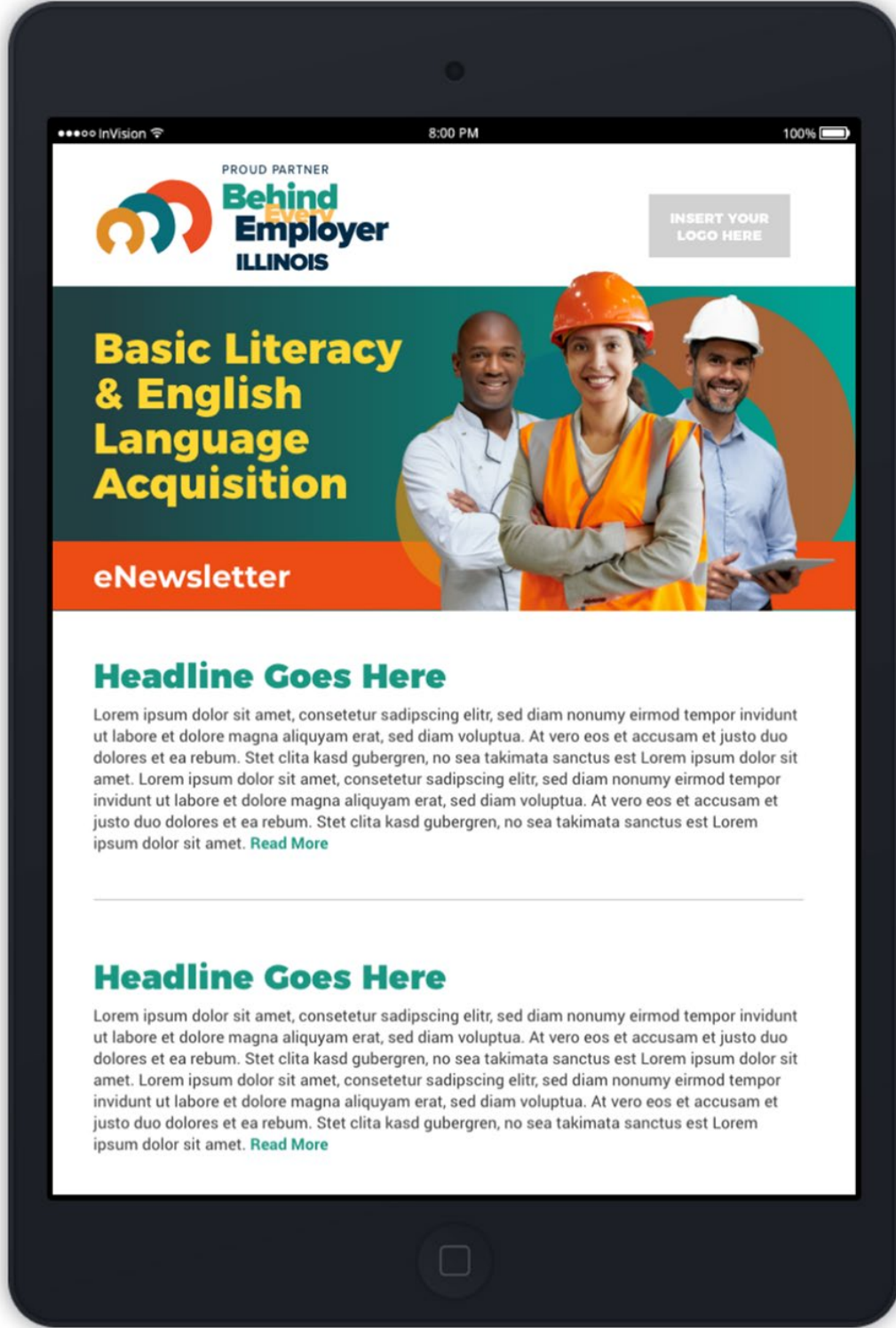
WAYS TO ENGAGE WITH US

Partnerships

ILINOIS COMMUNITY COLLEGE SYSTEM

- Largest workforce training provider in the state
- Partnered with 9,800 unique employers
- Ready to help your business thrive!

eNewsletter Template & Content




How do you tailor your Toolkit?

We've developed cheat sheets on how to tailor the following items to add your logo, change photos, and changing content!

- Fact Sheets
- eNewsletter Template
- The other items are in WORD documents for your editing ease.

How to Edit your PDFs



How To Edit Your Toolkit PDFs
The Behind Every Employer Illinois toolkit includes a variety of PDFs that are customizable, so you can add your own copy, contact information, and organization's logo by using PDF editing software. We suggest Adobe Acrobat for editing PDFs.

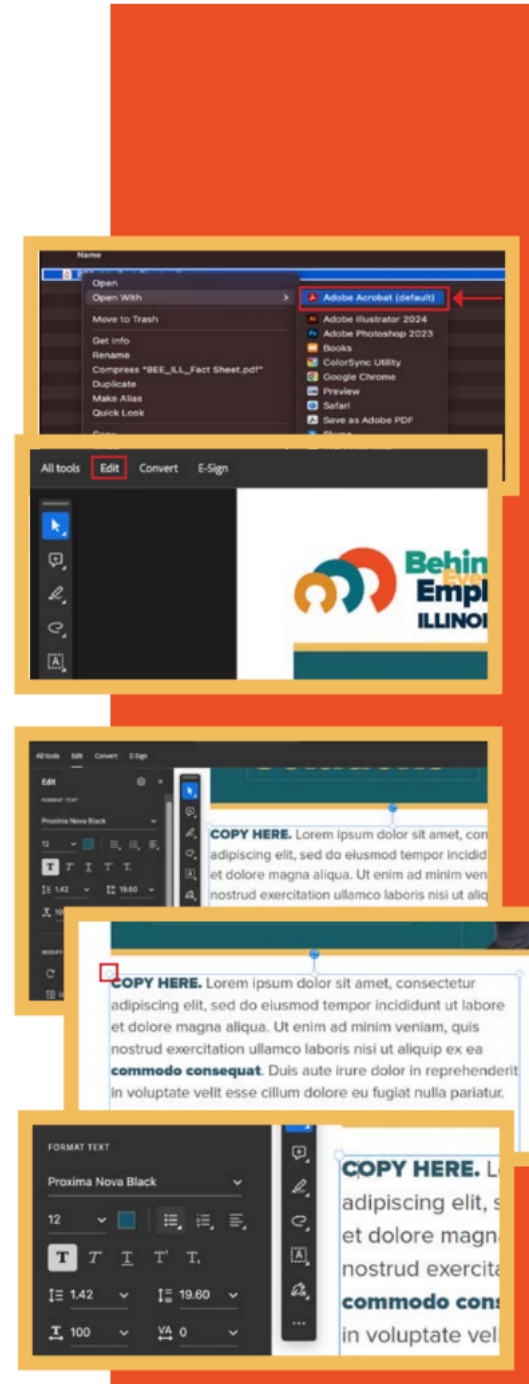
Adobe offers a free 7-day trial for Acrobat Pro that you can access [here](#) if your organization does not have an Adobe Pro subscription. Follow the instructions to download the app.

Getting Started
Once you've set up Adobe Acrobat, open the PDF you want to edit in Acrobat, then select **Edit** in the global bar located on the top left side. After selecting edit, the PDF switches to the **edit mode**, and the Edit panel displays on the left side.

The Edit panel includes options to replace, edit, or add text to a PDF. You can resize text or paragraphs, insert logos, and remove the boxes used as placeholders on the PDFs for your logo.

Editing Text
When you edit text, the text in the paragraph reflows within its text box to accommodate the changes. Each text box is independent, and inserting text in one text block doesn't push down an adjacent text box or reflow to the next page.

1. Once you're in **edit mode**, select **Text** under **Add Content**.
2. Select the text you want to edit. The text-box turns blue upon selection, and a rotation handle appears at the top of the selected text-box.
3. Edit the text by doing one of the following:
 - Type new text to replace the selected text, or press **Delete** to remove it.
 - To rotate the text box, use the rotation handle at the top of the selected text box.
 - Manage list items using the list controls (bulleted and numbered) in the right-side **Format** panel. You can create lists, and conversely, convert a list item to a paragraph, or change list types.
 - Select a font, font size, or other formatting options in the right-side **Format** panel. You can also try the advanced format options, such as line spacing, character spacing, horizontal scaling, stroke width, and color.



Poll #2

What Toolkit items are you most interested in using? Check all that apply.

- Proud Partner Logo
- Campaign Video
- Social Media Posts
- Fact Sheets
- eNewsletter Template & Content





Part 5: Next Steps

- Start gathering employer success stories & testimonials
- Download the Toolkit
- Begin to tailor the Toolkit items
- Identify lead follow-up process
- Attend Webinars:
 - Webinar #2: Local USP Development
 - Webinar #3: Consultative Sales Process



Upcoming Webinars

Webinar #2: Building your Local Unique Selling Proposition

This webinar helps colleges and adult education practitioners understand the process of developing a unique selling proposition (USP) to attract local employers to their offerings.

July 8th

3pm – 4pm CST

Webinar #3: From Prospecting to Engagement

This webinar assists colleges and adult education practitioners in closing prospects from the campaign leads.

July 18th

3pm – 4pm CST





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www.ICCB.org



full capacity marketing, inc.
*communications experts in **workforce & education***



Thank you!