Leveraging the Statewide Behind Every Employer Campaign

Webinar #1
June 27, 2024
ICCB Team

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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 sophisticated digital employer campaigns to garner interest in workforce and education.

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!

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

1. Recognize Need
2. Determine Product Specifics
3. Research
4. Select
5. Buy
6. Evaluate
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

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 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 connecting 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!

https://www.youtube.com/watch?v=9CwbxVc8pbY&list=PLZWKbyjKXQi0lhULnxzIcffbrmAg3PhQ8&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

80% of sales require five follow-ups after the initial contact, but 45% of salespeople give up after one.

- 44% stop following up after one rejection
- 22% stop following up after two rejections
- 14% stop following up after three rejections
- 12% stop following up after four rejections
- 8% do follow up after five rejections
Campaign Landing Page

Solutions to Keep Your Business Competitive

https://behindeveryemployerillinois.org/
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

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

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

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

https://behindeveryemployerillinois.org/
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/
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

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.
# Approximate Campaign Timeline

## Behind Every Employer Illinois Statewide Campaign: Updated 6/12/24

<table>
<thead>
<tr>
<th>Campaign Webinars</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Webinar #1: Leveraging the Statewide Behind Every Employer Campaign</td>
<td>6/27/24</td>
<td>3pm - 4pm CST</td>
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<tr>
<td>Webinar #2: Building your Local Unique Selling Proposition</td>
<td>7/8/24</td>
<td>3pm - 4pm CST</td>
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<tr>
<td>Webinar #3: From Prospecting to Engagement</td>
<td>7/18/24</td>
<td>3pm - 4pm CST</td>
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## Ad Campaign Launch

<table>
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<tr>
<th>Launch Campaign #1: Awareness, Traffic, and Leads</th>
<th>Date</th>
<th>Duration</th>
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<tbody>
<tr>
<td>July 22 - September 30, 2024</td>
<td>Approximately 10 weeks on LinkedIn &amp; Meta</td>
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| Launch Campaign #2: Awareness, Traffic, and Leads                                | Date                    | Duration                                      |
| 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                                | Date                    | Duration                                      |
| Tentatively January 6 - February 17, 2025                                      | Approximately 6 weeks on LinkedIn & Meta (platforms TBD, will finalize after results from 1st campaign) |
The Proud Partner Behind Every Employer Illinois logo can be used by all partners on their website, marketing materials, and social media.
Press Release

[Your Organization’s Logo Here]

FOR IMMEDIATE RELEASE
[Insert date here]
[Insert local contact information here]

[Your 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 workforce 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 degree 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-headquartered 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 5.2% 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, Neal Foxley, 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 offering]. 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] [insert 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://behindeveryemployeroilinois.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 booklet 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://behindeveryemployerillinois.org)
  - Partner’s website with information for employers

<table>
<thead>
<tr>
<th>Overview Posts</th>
<th>About Behind Every Employer Illinois</th>
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| Keep your business competitive! We’re 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: [BehindEveryEmployerIllinois.org](https://behindeveryemployerillinois.org)!
| 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 workplace 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. |
| Connect with us to keep your business competitive: [BehindEveryEmployerIllinois.org](https://behindeveryemployerillinois.org)!

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<tr>
<th>LinkedIn</th>
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<tr>
<td>Elevate your business with innovative solutions! We’re partnered with BehindEveryEmployer Illinois to provide a variety of services, including customized training and business solutions, to help Illinois employers thrive.</td>
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<tr>
<td>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</td>
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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.
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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Encinitas, CA 92024
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Thank you!