

## Workforce Investment Works: Campaign Toolkit *Working for Minnesota: Leveraging the National Campaign*

Celina Shands Gradijan – Campaign Consultant  
Full Capacity Marketing, Inc.

### What is the Workforce Investment Works Campaign? *A collective voice that tells the story of our workforce system*

In early 2011, the National Association of Workforce Boards (NAWB) launched a national advocacy campaign called *Workforce Investment Works* (WIW) on behalf of all stakeholders that comprise the workforce investment system. This system is funded through the Workforce Investment Act (WIA) which authorizes nearly 550+ local business-led workforce investments boards (WIBs) that cover all fifty states, Puerto Rico and the U.S. Territories to oversee and coordinate services through a network of 3,000 One-Stop Career Centers.

The WIW campaign centers around a storytelling website with sophisticated back-end functionality to upload customer testimonials and workforce innovations, along with capacity-building storytelling toolkits that serve to 1) help America understand the value proposition of workforce-funded programs and services; 2) generate support of workforce funding through social media; and 3) build the capacity of workforce stakeholders to utilize consistent messages with their local elected officials and the news media to bring awareness around the repercussions of cutting workforce funding.



The WIW campaign was selected for a 2011 International Davey Awards in the integrated campaign category. With more than 4,000 entries from across the U.S. and around the world, the Davey Awards are judged annually by the International Academy of the Visual Arts (IAVA) and honor the finest creative work from the best small firms, agencies and companies worldwide.

In the next phase of the campaign, the NAWB is partnering with state workforce associations (SWAs) and state workforce investment boards (SWIBs) across the country to develop unique state advocacy campaigns that target policy makers and showcase the successes of the workforce investment system at the state level.

Minnesota is one of the first states to confirm its WIW partnership. A website template modeling the WIW campaign has been developed for the Minnesota Workforce Council Association (MWCA), a non-profit membership organization that represents the cooperative efforts of the local workforce development system across the state of Minnesota. To maintain an association with the national campaign, the Minnesota's state campaign is called Workforce Investment Works, but their unique tagline is *Working for Minnesota*.

The national campaign site will still be accessed through [www.WorkforceInvestmentWorks.com](http://www.WorkforceInvestmentWorks.com). Minnesota's campaign site is located here: [www.WorkforceInvestmentWorks.com/Minnesota](http://www.WorkforceInvestmentWorks.com/Minnesota). State Workforce Associations and State Workforce Investment Boards can contact Ron Painter at [painterr@nawb.org](mailto:painterr@nawb.org), or Celina Gradijan at [celina@FullCapacityMarketing.com](mailto:celina@FullCapacityMarketing.com) for details on how to participate.



## What are the campaign goals?

### **Engaging stakeholders – Telling Stories – Building Awareness**

The benefits of storytelling in building value and demonstrating return-on-investment cannot be underestimated. Stories take information out of isolation and place it in a context that is meaningful and memorable. An impactful customer story lends third-party credibility to your workforce brand, and is immensely more cost-effective and sustainable than large-scale advertising campaigns which are short-lived and expensive.

In a recent online column on the Brand Channel, Douglas E. Albertson shares the famous Nordstrom's "tire chains" story—a story that is not reported publicly or encouraged by Nordstrom. They know that if the stories are good enough, word-of-mouth will take them to the marketplace. The story is about a man that



walked into the main Nordstrom store with a set of used tire chains and insisted that he had purchased them there and wanted a refund. Nordstrom sells clothing and personal items, but without hesitation, the clerk refunded his money, even though the receipt clearly indicated another store. The employee paid him out of her own pocket and proceeded to the store where the chains had been purchased to receive a refund. **That's** a powerful story.

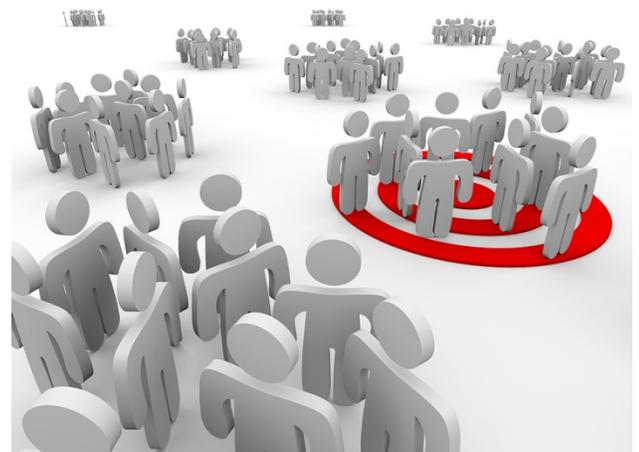
Even though the Workforce Investment System doesn't sell products, it offers an incredibly valuable service to those across America looking to retool their talents, find a great career and/or recruit great talent for their businesses. If your customers aren't telling positive and

passionate stories about how the workforce investment system is a "have to have", you are missing an important ingredient to brand building.

The Campaign site is a central repository to house workforce stories and successes that are currently searchable by state and customer type (business, dislocated worker, youth, etc). As the repository grows, the site will be searchable by zip codes. This will allow legislators and stakeholders to drill down into the site and obtain workforce success stories pertinent to their local areas.

#### **Goals for the site include the following:**

- Leverage current news media trends around the economy and ARRA funding to showcase successes through the eyes of our customers
- Create success stories for use at the local, state and national level to educate and influence
- Build capacity of the system to become better storytellers
- Provide consistent messaging that influences and builds momentum for the system
- Shape policy and capture funding and other opportunities



## How is the Minnesota site organized? *Targeting and educating stakeholders about our mission*

The Minnesota WIW Campaign targets several audiences including:

1. Policymakers;
2. System Customers;
3. Sponsors and Partners; and
4. Workforce System Stakeholders.



The external Campaign site educates and informs targets #1-3 above, while the Intranet site targets #4 to provide capacity building tools and information to become better storytellers. The site has a simple storyboard with short phrases that demonstrate the System's value propositions; it does not include detailed explanations about the Workforce Investment Act or how the System works.

The Minnesota Campaign site includes the following sections.

**Why Workforce Investment** - contains professional videos about the campaign and how the system aligns with economic development, education and business and industry.

**Find Workforce Experts** – contact information for all Minnesota Workforce Service Areas, with links to the Positively Minnesota site page for locating all Workforce Centers

**Success Stories** – written success stories about workforce customers sortable by customer type (business, youth, dislocated worker, job seeker).

**Workforce Innovations** – showcases unique projects conducted by the Minnesota Workforce Councils.

**Customer Testimonials** – quick customer quotes.

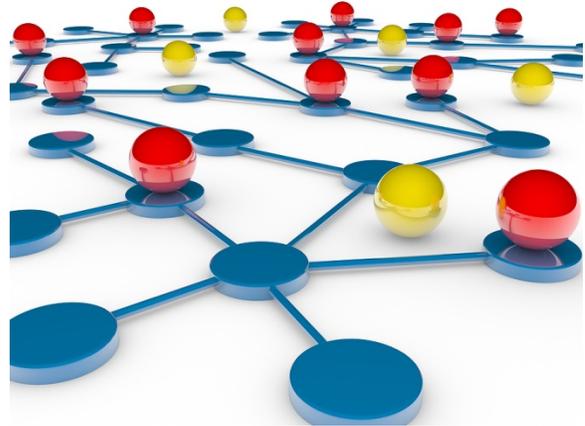
**About** – details of the Minnesota Campaign

**Contact** – Minnesota campaign contact information

## What tools are available on the Intranet? *Building capacity in the workforce system*

So, are you ready to submit your success stories? Now you are ready to transcribe and submit your story online in the Workforce Professional section of the Campaign Website. Click the Submit a Story link in the footer of the Home page or in the right column of all other pages.

Future tools will include online recorded presentations about 1) effective storytelling; 2) use of multi-media technology and video; and 3) developing internal processes that will engage everyone in your organization with storytelling.



### About Full Capacity Marketing, Inc.



Full Capacity Marketing, Inc. (FCM) is a national workforce consulting firm specializing in branding, marketing and communications strategies that achieve community awareness, strategic partnerships and non-formula funding. FCM's customers include the U.S. Department of Labor, U.S. Department of Commerce, U.S. Department of Education, National Association of Workforce Boards, multiple Governors' Councils for Workforce and Economic Development, workforce investment boards across the country, community colleges' economic & workforce development programs, a multitude of cross agency programs involving youth-focused missions, and a long list of city and county governments and local agencies.

Their latest workforce product is a suite of cost-effective Web-based and social media communications tools, to assist workforce organizations in maximizing limited outreach budgets, building collaborations, and garnering funding to support their mission. Sign up for their blog, newsletter, free resources and latest Webinar, *Social Media Tools for Workforce Boards*, at [www.FullCapacityMarketing.com](http://www.FullCapacityMarketing.com)

#### Contact Details:

Celina Shands Gradijan - President/CEO  
3525 Del Mar Heights Rd. #269  
San Diego, CA 92130  
Phone: 858-793-6694  
Fax: 858-793-1728  
Email: [info@FullCapacityMarketing.com](mailto:info@FullCapacityMarketing.com)  
Web Site: [www.FullCapacityMarketing.com](http://www.FullCapacityMarketing.com)

Follow Full Capacity Marketing, Inc.

