

Going PRO in Michigan

A CAMPAIGN FOR PROFESSIONAL TRADES



Going **PRO**
IN MICHIGAN

> Michigan's Opportunity

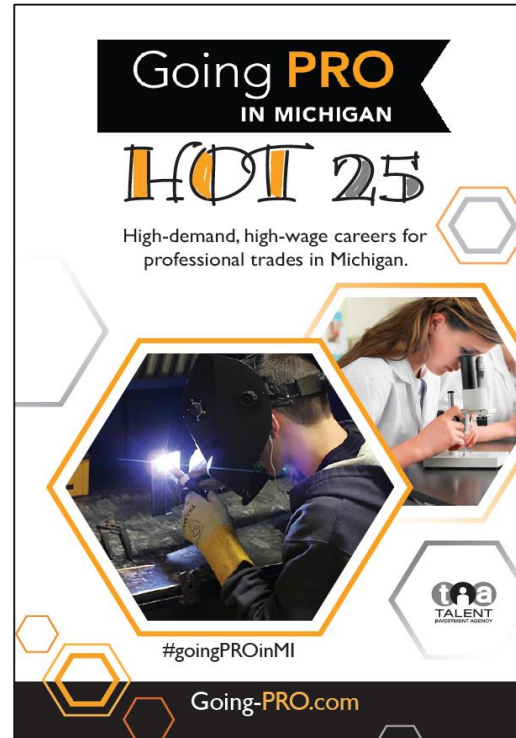


- Lowest unemployment rate in 17 years
- More than 500,000 private sector jobs created since 2010
- Top-five ranking for growth in personal incomes
- More than \$12.8 billion in private investment since 2011 through regional economic development projects
- Housing values up 44 percent since 2010
- Over \$1.4 billion in new visitor spending in 2015, seven times more than in 2006

> Michigan's Talent Opportunity

- Workforce development is the new economic development
- Talent is key to Michigan's continued growth
- It's also the key to business attraction
 - Talent is the most important factor in businesses considering a location
- About 97,000 jobs are open in Michigan TODAY on www.mitalent.org
- 85 percent of calls to MEDC are about talent
- Opportunities exist in all career fields

> What do we need?



HOT 50 TOP JOBS:

- Mechanical engineers
- Electrical engineers
- Computer programmers
- Computing and information systems
- Civil and environmental engineers

HOT 25 TOP JOBS:

- Industrial machinery mechanics
- Electricians
- Machinists
- Computer support specialists
- Plumbers, pipefitters, steamfitters

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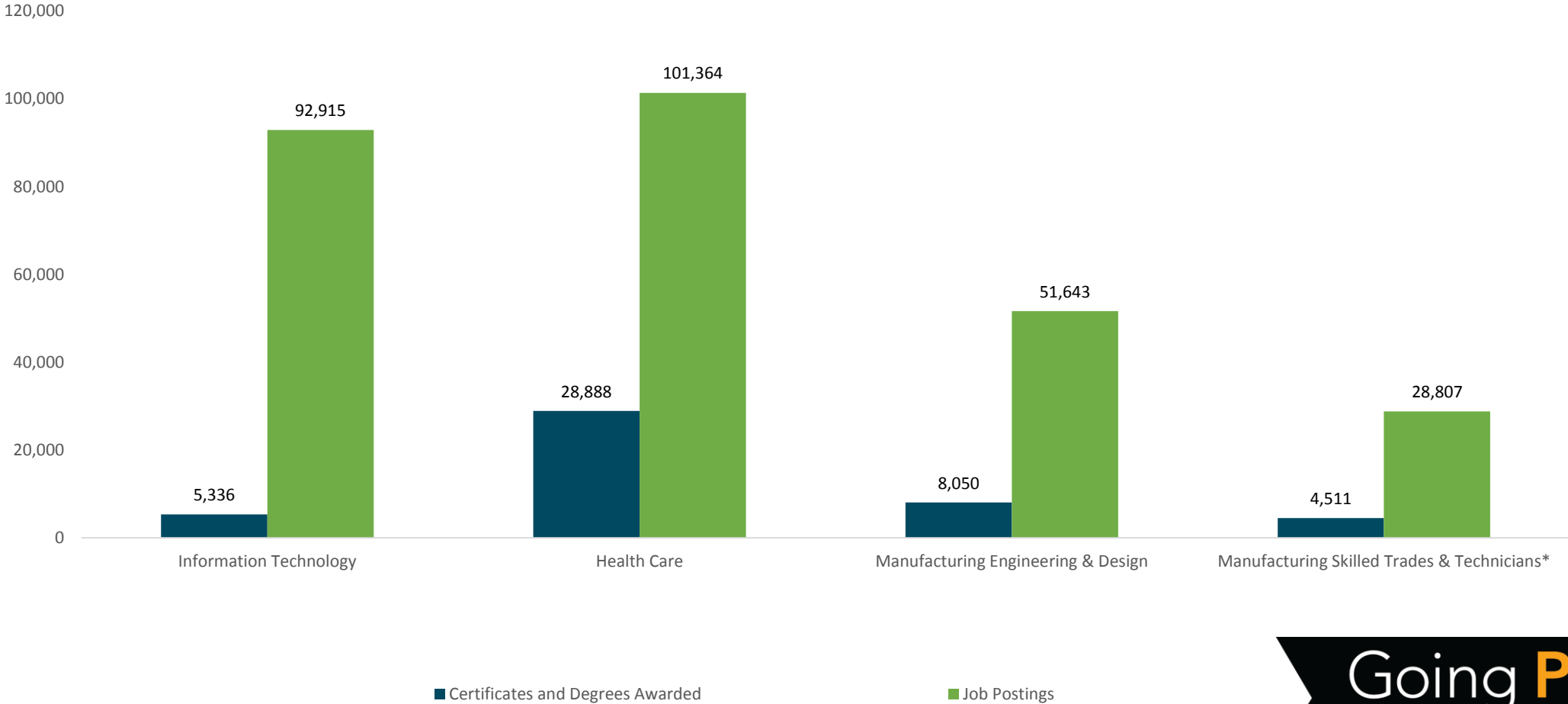
> How did we get here?



- An aging workforce
- Misperception about careers in Professional Trades
- Parents and guidance counselors are pre-disposed to encourage four-year college for their children and students
- Limited awareness about opportunities that exist in Professional Trades

Top In-Demand Job Clusters

Job Postings vs. Newly Awarded Certificates and Degrees (State of Michigan, 2014- 2015)



* Apprenticeship completions data from Department of Labor included

Data: Burning Glass Technologies, Integrated Postsecondary Data System (IPEDS)
 Analysis: Workforce Intelligence Network



> What are Professional Trades?



- Not just “skilled trades” jobs
- Careers that require at least a high school diploma
- Professional Trades are everything from misunderstood to discriminated against
 - Days of “repetitive, dirty factory” jobs gone
 - Technology is everywhere
- 68 percent of Professional Trades jobs require education and training beyond high school

> Michigan's Professional Trades

- Professional Trades careers will account for about 500,000 jobs in the Michigan economy by 2024*
- What are Professional Trades careers?
 - Information Technology
 - Advanced Manufacturing
 - Automotive
 - Healthcare
 - Construction
 - and more!



Research Learnings

> Research highlights



- Talent is the single most important factor in business attraction and business growth.*
 - In 2017, nearly half (47 percent) of Michigan business mentioned talent as the biggest challenge they face.*
- Significant Professional Trades job creation and opportunities in Michigan over the next five years.
 - More than 30,000 jobs needed to be filled through 2022; approximately 6,200 annually for the next five years.

*MEDC Site Selector Survey, 2017

> Research highlights*

- **Professional Trades is Plan B to college.**

- High schools are primarily focused on test scores and preparing students for college; skilled trades are not a priority.
- Parents are strong advocates for college. The 2016 tracking study showed 76 percent of parents expect their child to get a college degree.
- In 2016, two thirds (66 percent) of high school graduates attended college
 - 42 percent attending a four-year university
 - 24 percent attending community college

- **College is the preferred option, but cost is having an impact.**

- A recent Harvard study indicated the rising cost of college is a key factor in students not finishing their degree and declining to enroll.
- College enrollment declined in 2016 and 2017.
- The annual cost of college (all-in) is \$26,000; average college debt is \$30,045.
- Nearly two-thirds (63 percent) come out of school with debt.

The logo for "Going PRO IN MICHIGAN" is located in the bottom right corner. It features the text "Going PRO" in a white sans-serif font, with "PRO" in a larger, bold font. Below it, "IN MICHIGAN" is written in a smaller, all-caps sans-serif font. The logo is set against a black background that has a white arrow-like shape pointing to the left.

*Going PRO benchmark study, November 2016.



> Perception issues*

- Professional Trades growth struggles for three reasons:
 - Date perception; 1970's view of skilled trades
 - Lack of a pathway to Professional Trades career
 - Student, parents and counselors are unaware of where to obtain training and what training is needed.

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*Going PRO benchmark study, November 2016.

“College is Plan A, the best road to success.” – Parent

“College graduates get the best jobs.” – Student

> New research highlights*



- High schools and counselors are evaluated on test scores, thus that is their focus.
 - There isn't a standardized process for career planning – each school district is responsible for their own career planning and development
 - Without consequences for lack of career planning, most schools are underfunded, understaffed and don't have the right people
- Career development should start in middle school
 - Important to expose students to options before college is locked in as their only road
- A developed CTE program is critical to growing and changing the perception of skilled trades

*Going PRO ongoing research, 2017.

> **Going PRO in Michigan**

- Opportunity to change the conversation
- Marketing campaign launched two years ago to change the perception of Professional Trades
 - Rebranded in April with a full media, PR and social media rollout
- Important to engage stakeholders across the state to build support
 - Target students, parents, educators, counselors, coaches
 - Businesses
 - Community leaders
- **We must re-launch www.going-pro.com**

> Going PRO key messages



- Professional Trades offers advantages and points of difference to college:
 - No (or little) college debt
 - Fast-track career
 - Start career in 12 to 24 months
 - Earn-while-you-learn opportunities
 - Immediate opportunities
 - 30,000 jobs over the next five years
 - Good paying job
 - Average starting pay is \$40K

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2017 Marketing and PR Campaign

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> FY17 Campaign Strategy

■ Business Objective

- Increase the number of individuals who choose Professional Trades careers in Michigan

■ Marketing Objectives

- Position Professional Trades as an attainable, marketable and rewarding career
- Encourage people to learn more at www.Going-PRO.com

■ Target Audience

- Students – High school and community college
- Parents – With children in high school and/or community college
- Educators, counselors, coaches



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> Marketing and PR plan

- Separate marketing plans for students and adults to elevate awareness of registered apprenticeships all centered on professional trades opportunities
- Paid Media
 - Online, Programmatic Advertising
 - Paid social
 - Paid search
 - Billboards
 - Online radio
 - Home Team marketing in high schools
 - Partnership with MSHAA at sports events and championships (all season, all sports)

> Marketing and PR plan

- Earned media / PR – Telling impactful stories about professional trades and the people and opportunities in them in a consistent cadence
 - Public Relations
 - Two to three pitches/stories per month to TV radio and print/Internet
 - Timely response to relevant news and trends
 - Letters to the Editor / Op Ed pieces from stakeholders
 - Social Media – two to three social posts per day per
 - Twitter, Facebook, Instagram, Snapchat
 - Blogs – Roger posts on Linked In and Medium (weekly)
 - Increased outreach to media and stakeholders

> Marketing and PR plan

- Educator Toolkits in December
- Grassroots / Other
 - Improved Going PRO website
 - Revamped and targeted/informative newsletters
 - Internal to stakeholders
 - External to mitalent.org database
 - Increasing the value of sponsorships and engagement
 - Going PRO road shows with the display booth
- Career Pathways Alliance



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> Flighting

Career Pathways Alliance Event
June 26

Detroit Editorial Board Visit
August 9

Partnerships	Oct			Nov			Dec			Jan			Feb			Mar			Apr			May			Jun			Jul			Aug			Sept														
	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11
Digital																																																
Social (Facebook, Twitter & Instagram)	[Orange]																																															
Programmatic/Private Marketplace (PMP)	[Orange]																																															
YouTube (Online Video)	[Orange]																																															
Kiip (Gaming)	[Orange]																																															
Pandora - (Streaming Radio & Video)	[Green]																																															
LinkedIn - InMails (Community College Students)					[Orange]	[Orange]																																										
eTarget (Parent Segment)				[Orange]																																												
Paid Search	[Green]																																															
Ad serving costs	[Orange]																																															
Out of Home																																																
OOH Posters	[Blue] 20 Boards									[Blue] 45 Boards									[Blue] 49 Boards																													
Sponsorship																																																
Home Team Marketing	[Yellow] Winter - 25 Schools																														[Yellow] Fall - 64 Schools																	
MSHAA (Oct-Jun)	[Yellow] High School Championship Events																																															

CTE Month
February

GETS
April 25 – 26

Mackinac Policy Conference
May 30 – June 2



> Print



Join the starting lineup.

#goingPROinMI

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Deciding what career path is best after high school? Know all the options, including Professional Trades in Michigan. With thousands of opportunities in traditional and emerging fields, you can get to work quickly and make great money. Get started at Going-PRO.com

PROFESSIONAL TRADES

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> MHSAA and Home Team Marketing



> Out-Of-Home / Billboards



Going **PRO**
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> Digital (Student)

Less school, less debt

Going **PRO**
IN MICHIGAN

Less school, less debt
than a four-year college degree.

Going **PRO**
IN MICHIGAN

It's the right choice for me.

Get going ▶

Going **PRO**
IN MICHIGAN

Less school, less debt

Going **PRO**
IN MICHIGAN

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Going **PRO**
IN MICHIGAN

It's the right choice for me.

Get going ▶

Going **PRO**
IN MICHIGAN

Going **PRO**
IN MICHIGAN

> Digital (Parent)

There is a future
without a four-year degree.

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Healthcare. IT.
Advanced Manufacturing.
Construction.

Going **PRO**
IN MICHIGAN

Professional Trades

Learn more ▶

Going **PRO**
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There is a future
without a
four-year degree.

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Healthcare. IT.
Advanced Manufacturing.
Construction.

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Professional Trades

Learn more ▶

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Going **PRO**
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> Social (Student)

Pure Michigan Talent Connect ✓
July 21 at 11:59am · 🌐

Instead of thinking where to go to school, consider what you want to do for a career.



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I'm where I want to be.
See all the Professional Trades.

MITALENT.ORG [Learn More](#)

Share

Instagram

Pure Michigan Talent Conn...
Sponsored



Going PRO
IN MICHIGAN

[Learn More](#)

♡ 💬 📌

"It's the right choice for me." While a four-year college is good for some, [#ProfessionalTrades](#) in Michigan is great for others. Lots of opportunities, great ... more

Pure Michigan Talent ✓
@MiTalentOrg [Follow](#)

There are 15,000+ new job openings every year in [#ProfessionalTrades](#). Healthcare. IT. Construction. [#GoingPROinMI](#)



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Get a jump on your career.
ad.doubleclick.net

3:17 PM - 21 Jul 2017

100 Retweets 295 Likes



24 100 295



> Social (Parent)

Pure Michigan Talent Connect ✓
July 21 at 11:59am · 🌐

Know what your kids want to do with their future? Learn how Professional Trades could be a perfect fit.



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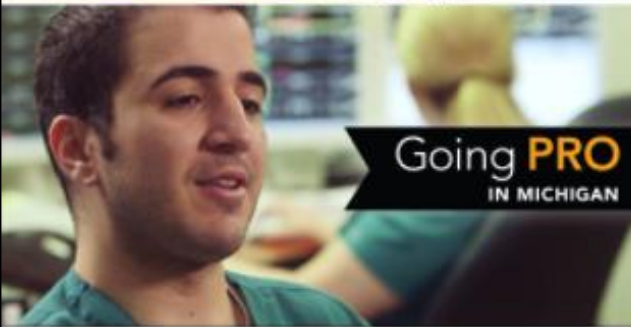

What do they want to do?
Professional Trades in Michigan

MITALENT.ORG [Learn More](#)

Share

Instagram

Pure Michigan Talent Conn...
Sponsored



Going PRO
IN MICHIGAN



[Learn More](#)

♡ 💬 📍 📌

"It's the right choice for me." While a four-year college is good for some, [#ProfessionalTrades](#) in Michigan is great for others. Lots of opportunities, great ... more

Pure Michigan Talent ✓
@MiTalentOrg [Follow](#)

Instead of helping them choose a college, help them choose a career. Start with [#ProfessionalTrades](#) [#GoingPROinMI](#)



Going PRO
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Help your kids consider all the options.
[mitalent.org](#)

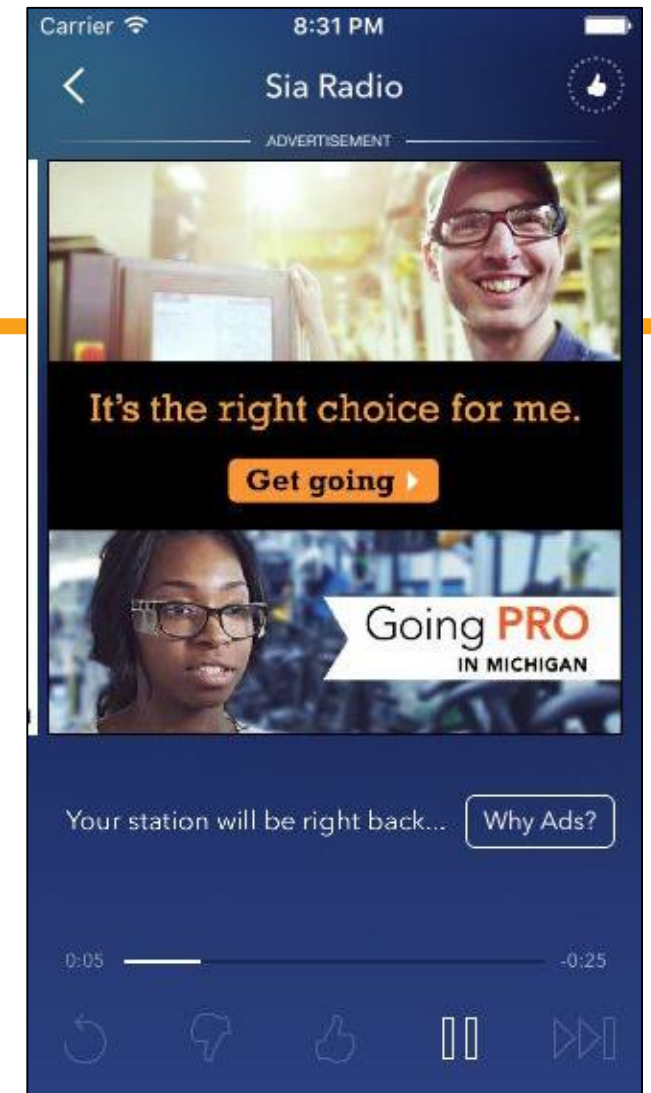
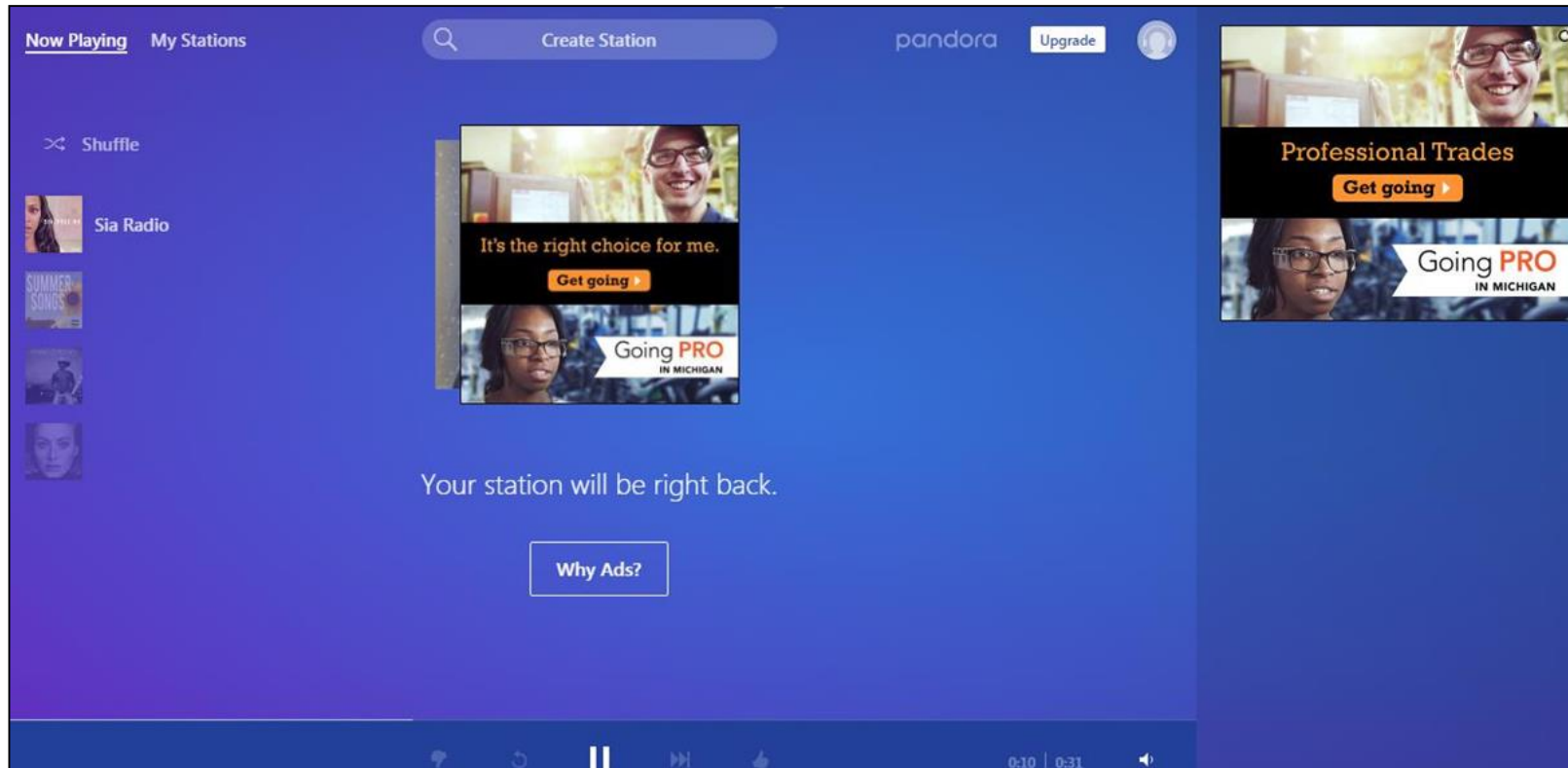
4:35 PM - 20 Jul 2017

189 Retweets 564 Likes

33 189 564



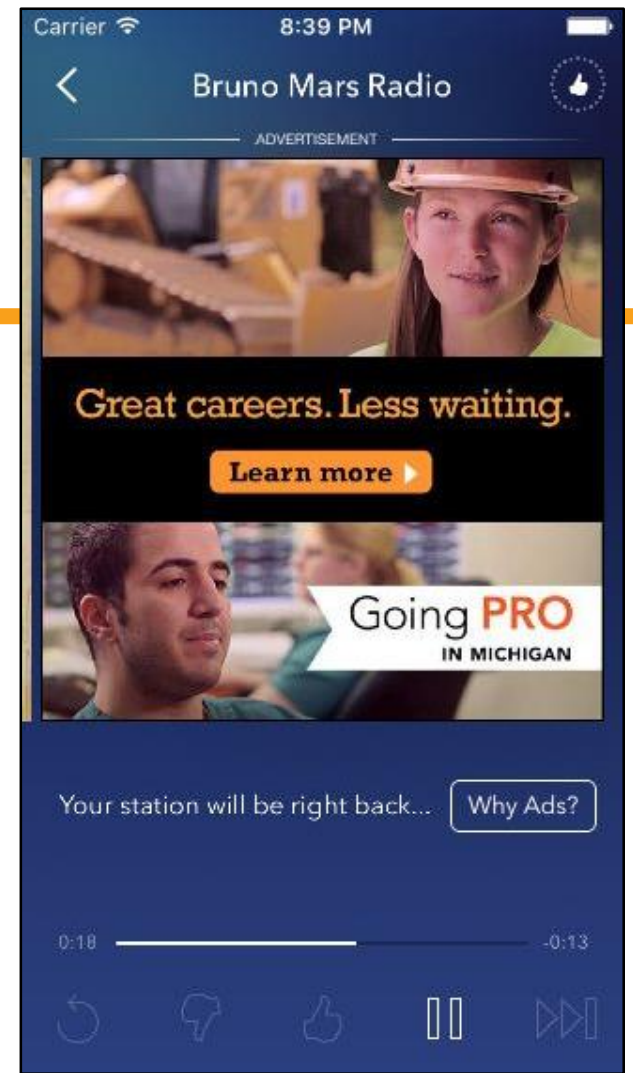
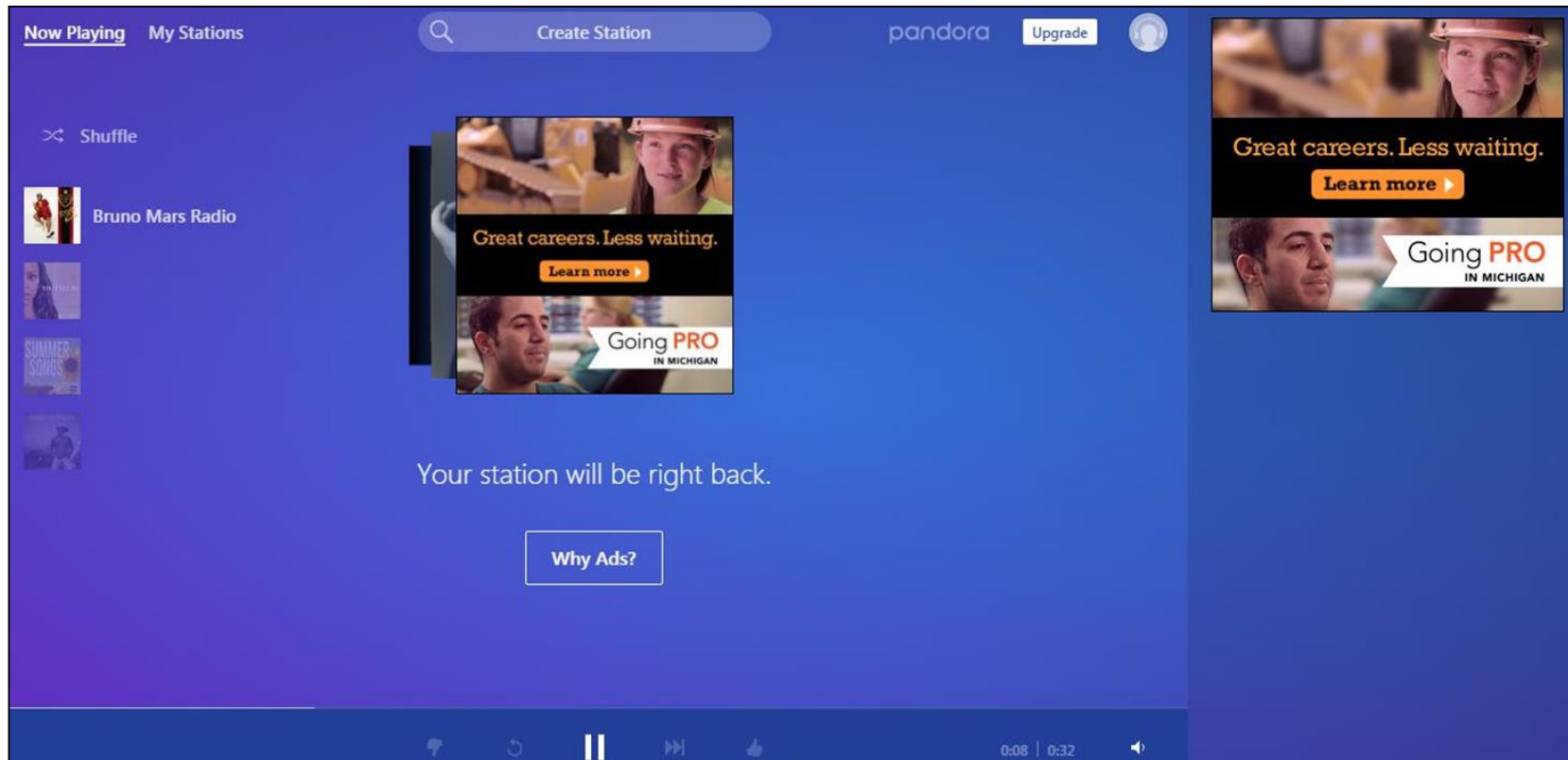
> Pandora (Student)



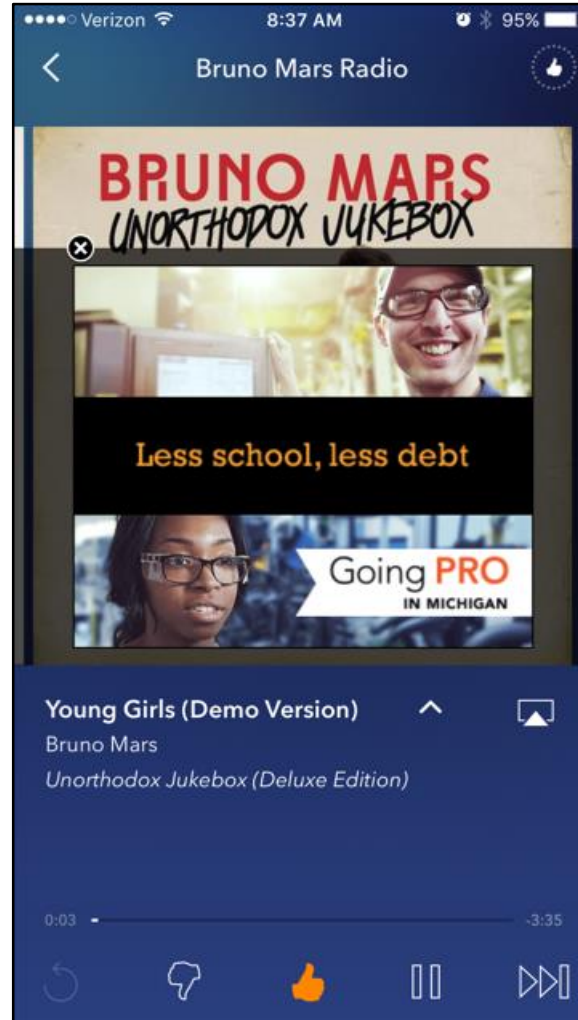
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> Pandora (Parent)



> Pandora (Student)



ZTMT0256000H_OLV_ProTrades_ns.mp4



> Other / Miscellaneous

Poster



Booth and Signage

Sticker



Snapchat Filter



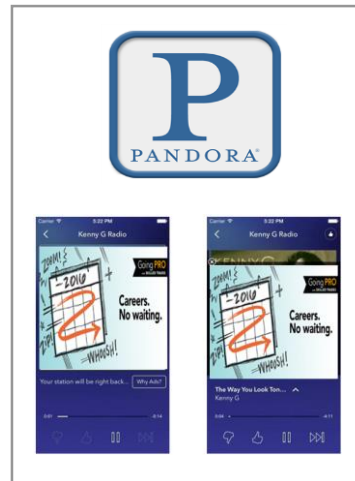
Paid Media Performance

> Paid Media

OLA/OLV/Social



Streaming Radio



OOH



Sponsorships





Paid Search



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> Paid Media Highlights

- Digital Impressions* (113,162,507) Clicks (588,871) CTR (0.52 percent) 
 - Parents – **0.46 percent** / Students – **0.55 percent**
 - Tactics include social (FB/IG & TW), Programmatic Display/Video/PMP (Private Marketplace), and Streaming Audio
 - **Industry average benchmark – 0.12 percent CTR**
 - **Historical campaign benchmark – 0.51 percent CTR**
 - Social Activity 
 - Facebook – **1.10 percent** (5/15 – 8/15)
 - Parents – **1.23 percent** / Students – **0.83 percent**
 - Instagram – 0.13 percent (5/15 – 7/24)^
 - Parents – 0.20% / Students – 0.09 percent
 - Pulled activity from social platform due to low performance
 - Twitter – **0.73 percent** (5/15 – 8/15)
 - Parents – **0.71 percent** / Students – **0.75 percent**

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*Impressions are from start of campaign through 8/15/17

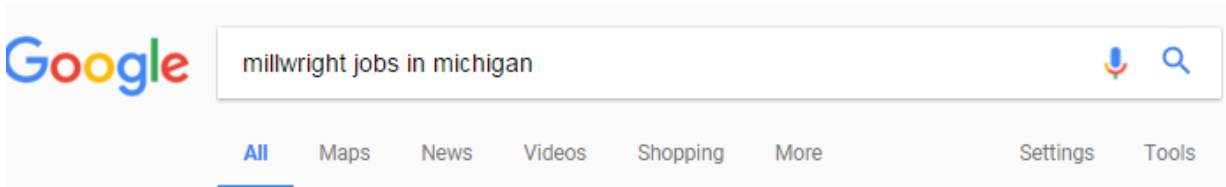
> Paid Media Highlights

- OOH (Out-Of-Home) Billboards and Posters
 - Six total markets with board locations surrounding Community Colleges and Tech Centers (Detroit, Lansing, Flint/Saginaw, Grand Rapids, Traverse City & Marquette)
 - 45 boards – 2/13 – 4/9 (28,768,040 impressions)
 - 49 boards – 5/29 – 10/1 (50,730,010 impressions)
- Home Team Marketing
 - On-Site at a specified list of High Schools for the Basketball & Volleyball Winter events – 25 total schools
 - Banner, PA Announcements, Schedule Magnets
- MHSAA (Michigan High School Athletic Association)
 - On-Site at High School Championship events – 2016/2017 season
 - Print ads in programs, LED Digital, Vinyl Banner Signage, On-Site Booth activation, :30s broadcast sports, online digital banner ads
- Looking Ahead
 - Cinema, Billboards & Posters
 - Possibly TV

SEO and Paid Search

> SEO and Paid Search

- SERP Examples



About 19,800 results (0.93 seconds)

Millwright Jobs - Michigan Talent Connect - mitalent.org

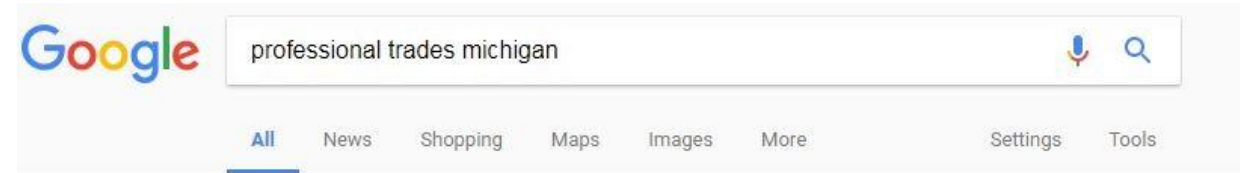
Ad www.mitalent.org/Skilled-trades/Careers
Find Career Options For **Millwrights** With Help From The MEDC Today!
[Job Search](#) · [Create An Account](#) · [Contact Us](#) · [Career Events](#)

Millwright Job - Aerotek.com

Ad www.aerotek.com/Millwright_Jobs
Apply Online & Get Hired. Aerotek.com/Millwright_Jobs
[Part-Time Jobs](#) · [Search By Location](#) · [Entry Level Positions](#) · [Senior Level Positions](#) · [Full-Time Jobs](#)
2017 Best of Staffing Client & Service Leader – Inavero
[Search Available Jobs](#) · [Find a Job](#) · [Create An Account](#) · [Testimonials](#)

Millwright Jobs, Employment in Michigan | Indeed.com

Ad www.indeed.com/
Indeed.com. One search. All **jobs** Find your new **job** today!
" #1 job site with millions of job listings " – About.com
Ratings: Listing variety 10/10 - Alerts & notices 10/10 - Listing quality 10/10 - Tools & advice 9.5/10



About 1,120,000 results (0.73 seconds)

Professional Day Trading Class - Learn From a Pro Trader

Ad traderbroadcast.opentradetr.com/Free/Webinar
#1 Performing Day Trading Strategy. Free Webinar - Reserve Your Spot Now!
[Step-By-Step Techniques](#) · [#1 Market For Day Traders](#)
[FAQ](#) [Verified Track Record](#)
[Proven Market](#) [Trade For a Living](#)

Skilled Trades - Pure Michigan Talent Connect

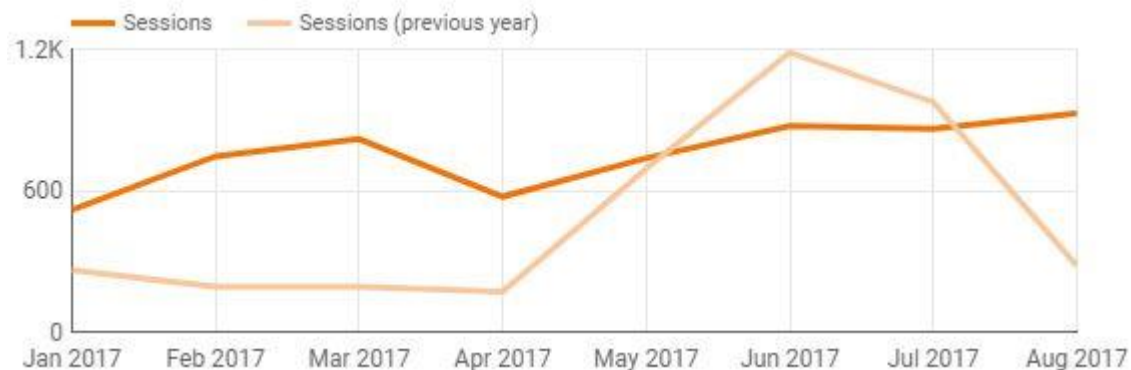
<https://www.mitalent.org/skilled-trades>
A sizable **professional trades** shortage exists in **Michigan** and is expected to continue through 2024.
Professional trades will account for more than 500,000 jobs in the **Michigan** economy, and approximately 15,000 new job openings are expected annually in the state during that time.

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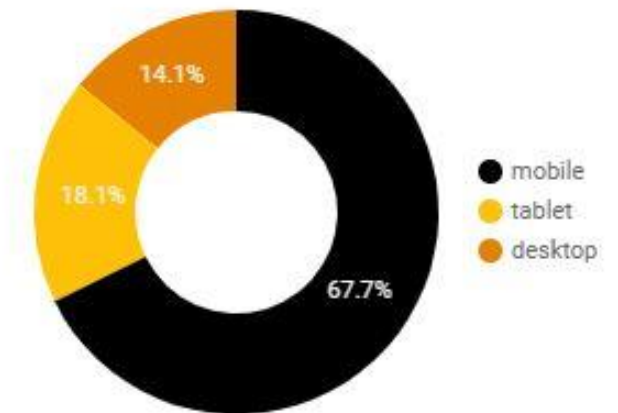
> Going PRO: SEO Performance YTD

Going PRO Organic Search Performance (1/1-8/31)

- Total sessions: 6,055 ↑ 53 percent YoY
- Total users: 4,679 ↑ 29 percent YoY
- Performance notes:
 - Bounce rate (44.2 percent) has lowered 8 percent YoY
 - Traffic to Going PRO is predominately mobile (68 percent) compared to www.mitalent.org site average (38 percent). This suggests organic traffic is primarily driven by a younger audience.



Organic Traffic by Device



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> Paid Search – Expanded Text Ads

Standard Text Ad

[Medical Assistant Careers -](#) ← **Headline – 25 character max**

Ad mitalent.org/Skilled-trades/Careers

Search Career Opportunities For Medical Assistants In Michigan! ← **Description – Two 35 character max**

Expanded Text Ad

[Medical Assistant Careers - Michigan Talent Connect](#) ← **Headline – Two 30 character headlines**

Ad mitalent.org/Skilled-trades/Careers

Search Career Opportunities For Medical Assistants In Michigan! ← **Description – One 80 character headline**

Career Events

View The Career Events Calendar
& Find Job Fairs Across The State.

Create An Account

Search Thousands Of Jobs & Receive
Email Updates About New Jobs.

Contact Us

Find Out More & Get the Answers
To Your Career Questions Today!

Job Search

Explore Job Postings & Find Your
Next Career Path. Learn More!

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> Paid Search Highlights



- Digital Impressions* (632,586) Clicks (25,040) CTR (3.96 percent) ↑
 - Benchmark CTR: 2016 averaged 2.51 percent
- New expanded text ads launched in February which had immediate effects on CTR
 - CTR increased 24 percent in February and continued this positive trend each month ↑
- The largest percentage of clicks have come from “Construction” related keywords, which accounted for 42 percent of the total budget
 - Mobile traffic dominated with 62 percent of all clicks

*Impressions are from 1/1/17 through 8/15/17

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Looking ahead to 2018

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> FY18 Campaign Development Process

Professional Trades Timeline																							
9/8/2017	August	September				October					November				December				January				
Monday of Week Start	28-Aug	4-Sep	11-Sep	18-Sep	25-Sep	2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan
Counselor / Education interviews	█	█	█																				
Client planning meeting		█	█																				
Develop and align on campaign strategy			█	█	█	█	█	█	█														
Develop and align on channel strategy				█	█	█	█	█	█	█													
Develop communications / media plan						█	█	█	█	█	█	█	█	█									
Present communications / media plan											█	█	█	█									
Revisions on communications / media plan																							
Final approval on communications / media plan																							
UM to secure media plan and provide placement level detail																							
Content shoot ideation																							
Coordination of content shoot (shotlist, recruit, scout, etc.)																							
Conduct content shoot and finalize assets																							
Creative development																							
Present creative																							
Creative revisions and approval																							
Execution																							
Live																							

> What's next?

- Shooting new creative for 2018
- Deployment of educator toolkits in December
- Rebuild of www.going-pro.com and www.mitalent.org
- Rebranded Going PRO newsletter and Career Connect newsletters
- Continued work on Career Pathways Alliance with MDE
- Separate marketing campaigns for apprenticeships and Pathfinder
- **NEW!** Intro of Talent Attraction campaign



> How can you get involved?

- Talk to us. We want to hear your stories! Tell us what we can do, and what we can do better!
 - Email us at: TED-GoingPro@michigan.gov
- Free toolkit at www.going-pro.com/toolkit
- Use #GoingPROinMI on social
- Sign up for our newsletter

> Sammie's Contact Information

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@slukaskiewicz 

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Questions?

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