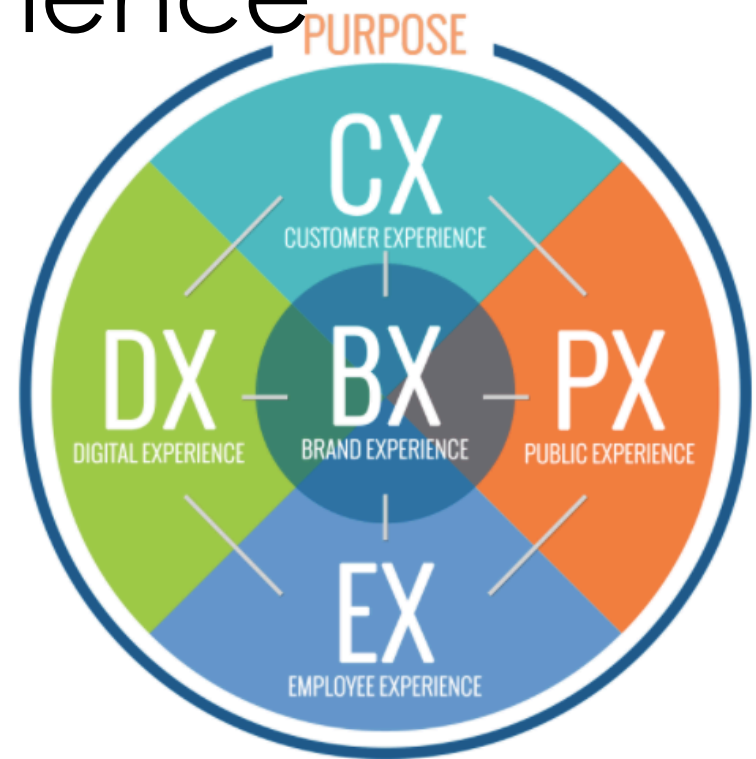




Communications Update

July 1, 2019 – June 30, 2020

Framework | Experience Ecosystem (The Purpose Partners)



Experience Ecosystem Copyright © 2018 Kathleen Wolf

Visual Experience

- Modernized visual experience to display more of a simplistic brand
- Included more colors (based on color theory model)
- More inviting and welcoming visual experience, less of a governmental or mandated feel



Visual Experience: 2016-2018

Old

Workshop Title

PRESENTED BY: SUNSHINE PLATO

MICHIGAN WORKS! SOUTHEAST

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Proud Partner of the American Job Center Network | Michigan Relay dial 7-1-1 | Toll-free telephone number 1-800-285-WORK (9675)

"The team is exceptional at offering the highest level of service to our customers! We are honored to be nominated as one of the Best in Lenawee and thank the community for their support!"
 - Misty Shulters, Service Center Manager

Michigan Works! Southeast is on the front lines, meeting the talent demands of local employers and responding to the unique needs of our communities.

Last year we served over 15,000 job seekers in Lenawee County!

Contact us today to find out how we can help you!
(844) 200-3206

Michigan Works! Southeast is an Equal Opportunity Employer/Program. Auxiliary aids and other accommodations are available upon request to individuals with disabilities. | Supported by the State of Michigan | Proud Partner of the American Job Center Network | Michigan Relay dial 7-1-1. Toll-free telephone number 1-800-285-WORK (9675)

www.mwse.org
 (844) 200-3206



Visual Experience: 2019-2020

New



You have career plans.
Let us help.

Get Started



Digital click through ads



You have career plans.
Let us help.

Get Started



You have career plans.
Let us help.

Get Started





Emotion plays a large role in our brand identity, which is why we focus so heavily on the people in our images.



Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1

 www.mwse.org
(844) 200-3206
TTY: 711
   



**Opportunity
Awaits You!**

**STRIKING OUT IN YOUR
JOB SEARCH?**



Let us help!

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1



**Opportunity
Awaits You!**

**NERVOUS FOR YOUR
UPCOMING
INTERVIEW?**



Let us help!

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1



**Opportunity
Awaits You!**

**DON'T LET YOUR FEAR
OF TECHNOLOGY HOLD
YOU BACK!**



Let us help!

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1



**Opportunity
Awaits You!**

**WE CAN HELP YOU
DESIGN THE PERFECT
RESUME!**



Ask us how!

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1



**Opportunity
Awaits You!**

**WANT TO EARN MONEY
WHILE TRAINING FOR A
NEW CAREER?**



Ask us how!

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1

Digital Advertisement Campaigns

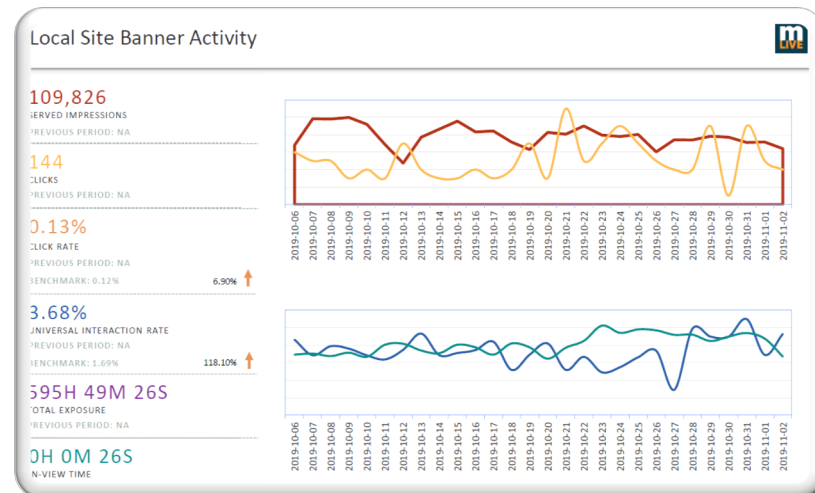
- WILX Commercial
 - (Business Resource Networks)
- Mlive
 - Job Seeker Focused
- Concentrate Media
 - Job Seeker Focused
- TED Newsletter
 - Employer & Job Seeker Focused

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1

Digital Advertisement Campaigns | MLive

October – December, 2019

- 595 hours+ total exposure
- 0.13% click rate
- 219,652 served impressions
- Investment \$1,240



FLINT

Moving work from Mexico emerges as sticking point in GM-UAW talks

Today 10:00 AM



UAW picketers continue strike against GM int...

MICHIGAN WORKS! SOUTHEAST
 You have career plans. Let us help. **Get Started**



MICHIGAN WORKS! SOUTHEAST

OUR SEARCH

Federal judge makes jail threat after saying Betsy DeVos didn't follow 2018 student debt ruling

Updated 12:39 AM, Today 12:12 AM



Neil Blake | MLive.com
 U.S. Education Secretary Betsy DeVos in a May 2018 MLive file photo

230 f t 6k shares

By Matt Durr | mattedurr@mlive.com
 U.S. Secretary of Education Betsy DeVos could face possible jail time if a federal judge rules she is in violation of a court order from June 2018 regarding

MICHIGAN WORKS! SOUTHEAST
 Opportunity Awaits You! **Get Started**

RECOMMENDED FOR YOU

\$699 average annual savings for drivers who switch and save. Progressive

Tensions flare at UAW picket line outside



Concentrate Media

Digital Advertisement

Investment is included in our membership fee with Concentrate Media (Issue Media)

MICHIGAN WORKS! SOUTHEAST

You have career plans.
Let us help.

Get Started

MICHIGAN WORKS! SOUTHEAST

You have career plans.
Let us help.

Get Started

Digital Advertisement Campaigns | TED Newsletter

- Now Labor and Economic Opportunity
- Former iteration included metrics driven ads in TED newsletter

Going PRO IN MICHIGAN

\$8+ MILLION awarded to **189 EMPLOYERS** in 4 years!

REGIONAL SNAPSHOT

Year	Companies	Revenue (Million)
2015-2014	33	\$1.4+
2016-2015	27	\$1.4+
2017-2016	61	\$2.4+
2018-2017	68	\$2.3+

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1

MICHIGAN WORKS! SOUTHEAST

You have career plans. Let us help!

Visit our website to learn more!

www.mwse.org



Print Advertisements

- Jackson Magazine (30 & Under)
- Michigan Works! Impact Awards
- Jackson Chamber Annual Meeting
 - Reach HIRE Award
- JAMA Directory
- Michigan Works Agency Directory
- Michigan Makers Magazine (Association)

Social Media Profiles



2,400 followers since 7/1/16



794 followers



340 followers

Events on Social

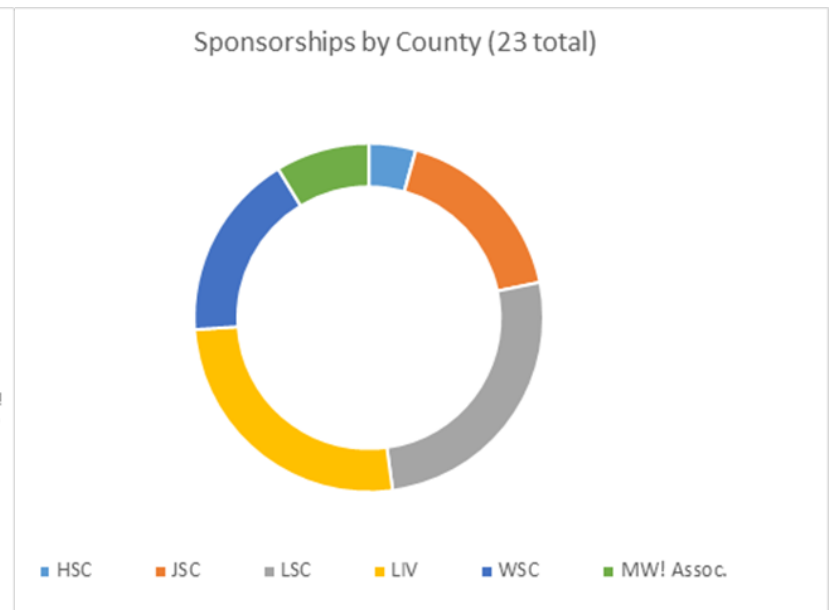
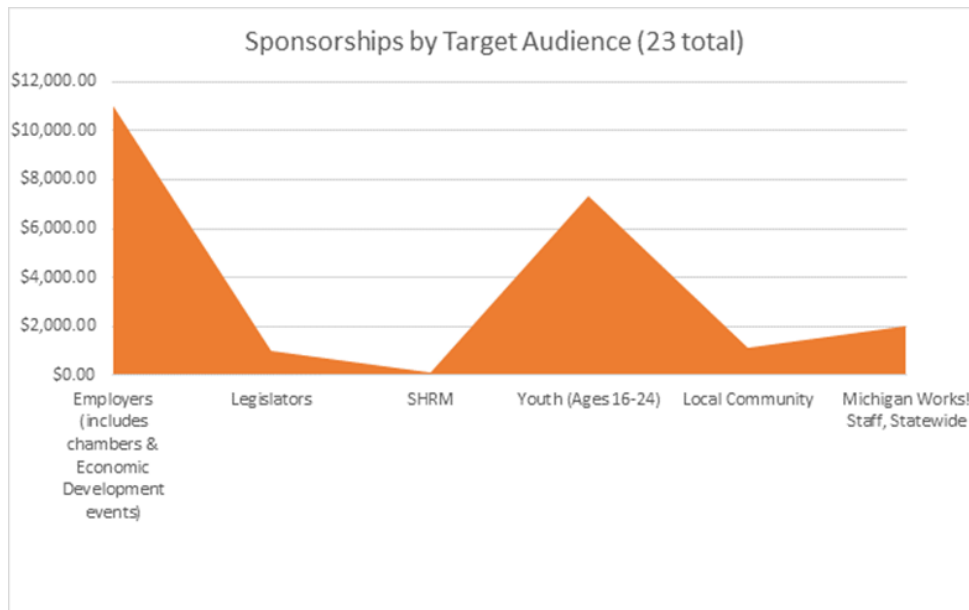
- **Expungement Fairs: 19,731** people reached
- **Hotel Hiring Extravaganza (Lenawee): 955** people reached, 20 responses
- **SummerWorks Employer Mixer (W): 1,600** people reached
- **Livingston Regional Job Fair: 1,900** people reached

24,186



Sponsored Events

Total requests: 23 | Total investment (from my records) \$22,559.00



MWSE Publications

- **Connect** – Employee Internal Newsletter
 - Redesigned format from a monthly newsletter to a quarterly publication (extended version)
- **The Link** – External Newsletter sent to (#) of recipients

	MWSE	Industry Benchmarks
Open Rate	27%	25.20%
Click Rate	1.3%	2.60%

MWSE In the News

27 Earned Media Coverage



Workforce Development Awards Presented



More than 600 jobs open in Jackson County despite coronavirus pandemic



State of the Workforce



Job turnover, thousands in lost revenue spur innovation from Jackson businesses



Expungement fair gives Jackson residents second chance at finding work, housing



Date	Media Outlet	Article	Platform
7/21/2019	MLIVE	https://www.mlive.com/news/jackson/2019/07/high-school-students-tackle-business-problems-for-scholarships-in-ichallengeu-competition.html	Online
7/22/2019	WHMI	https://www.whmi.com/news/article/michigan-works-southeast-turnover-study-transportation	Online
8/10/2019	MLIVE	https://www.mlive.com/news/jackson/2019/08/expungement-fair-gives-jackson-residents-second-chance-at-finding-work-housing.html	Online
8/21/2019	WLX (10)	https://www.wlx.com/content/news/Expungement-fair-happening-in-Jackson-this-weekend-538520311.html	TV & Online
8/26/2019	WEMU	https://www.wemu.org/post/washtenaw-united-building-futures-expunging-past	Radio & Online
9/19/2019	WHMI	https://www.whmi.com/news/article/michigan-works-southeast-award-livingston-washtenaw	Online
9/25/2019	Concentrate	https://www.seconwavemedia.com/concentrate/innovationnews/summer19wrap0519.aspx_(Summer19)	Online
10/4/2019	Daily Telegram	https://www.lenconnect.com/news/20191003/event-offers-chance-to-clear-criminal-record	Online
10/14/2019	MLIVE	https://www.mlive.com/news/jackson/2019/10/jackson-area-workers-to-be-honored-for-innovation-leadership-and-service.html	Online
10/22/2019	Daily Telegram	https://www.lenconnect.com/news/20191022/first-fair-to-help-get-second-chance-success	Online
10/28/2019	Daily Telegram	https://www.lenconnect.com/business/20191027/workforce-development-awards-presented	Online
11/5/2019	MLive	https://www.mlive.com/news/jackson/2019/11/job-turnover-thousands-in-lost-revenue-spur-innovation-from-jackson-businesses.html	Online
11/19/2019	MLive	https://www.mlive.com/news/jackson/2019/11/jackson-business-trains-students-for-robotics-jobs-right-out-of-high-school.html	Online
12/8/2019	MLive	https://www.mlive.com/news/jackson/2019/12/30-and-under-awards-for-2019-handed-out-by-jackson-magazine.html	Online
1/17/2020	WLNS (CBS)	https://www.wlns.com/news/tips-for-acing-your-interview-and-landing-the-job/	TV & Online
1/24/2020	WLNS (CBS)	https://www.wlns.com/news/michigan/jackson-company-lays-off-100-workers/	TV & Online
1/31/2020	WKHM	https://www.wkwm.com/2020/01/31/jackson-county-chamber-of-commerce-annual-meeting-2/	Radio & Online
3/1/2020	Dailey Telegram	https://www.lenconnect.com/news/20200301/9-people-have-felony-cases-set-aside	Print and Online
3/5/2020	Concentrate Media	https://www.seconwavemedia.com/concentrate/features/stateofworkforce0539.aspx	Online
3/4/2020	Daily Telegram	https://patch.com/michigan/clintontwp/lenawee-county-government-march-news	Online
3/2/2020	LenaweeConnect	https://www.lenconnect.com/news/20200301/9-people-have-felony-cases-set-aside	Online
3/28/2020	Concentrate Media	https://www.seconwavemedia.com/concentrate/features/covid19resources03272020.aspx	Online
3/28/2020	WHMI	https://www.whmi.com/news/article/michigan-works-southeast-unemployment-covid-19	Radio & Online
4/2/2020	Daily Telegram	https://www.sentinel-standard.com/news/20200401/lenawee-county-offices-closed-other-than-those-performing-essential-services	Online
4/13/2020	Daily Telegram	https://www.lenconnect.com/opinion/20200412/lenawee-community-must-rally-around-its-homeless-population	Online
3/25/2020	WHMI	https://www.whmi.com/news/article/michigan-works-southeast-unemployment-covid-19	Online
4/25/2020	WLNS (CBS)	https://www.wlns.com/news/local-news/michigan-works-south-east-ready-to-virtually-assist-unemployed-workers/	TV & Online

Legislator Engagement

- At 58% as of 3/1
- State and Federal Legislators are recipients to *The Link*, our external newsletter.
- We have a positive working relationship with the majority of our legislators and their team members.



Events

- iChallengeU – July, 2019
- Awards Celebration – October, 2019
- Manufacturing Day – October, 2019
- Legislative Breakfast – February, 2020
- Impact Awards – March, 2020
- MiCareerQuest – April, 2020 [postponed]



Videos Produced

- [SummerWorks](#) (now known as #MISummerInternship)
- Adult Education Graduation
- [Business Resource Networks](#)

Looking Ahead

- Focus on content marketing
- Guiding the conversation around Industry 4.0 in our region
- Blogs & Podcasts



Thank you!

Questions?