

South Boston Virginia Workforce Center Customer Marketing Plan 2013-2014

The Centers marketing plan targets the following customers: veterans, unemployed, under employed, ex-felons, food stamp recipients, TANF recipients, older workers, people with disabilities and youth. Customer services are specifically designed with employment being the ultimate outcome for all customers.

The plan identifies and aligns applicants with local Employer Industry Clusters for specific labor needs, qualifications and skills. This marketing plan is dependent on strong open communication between local Business and the Center's Business Services Team members.

The following will be utilized to market Center services;

- Local Newspapers (The News and Record -Tucker McLaughlin) (Gazette-Virginian -Patricia Seat)
- Local Radio Public Service Announcements (WHLF 95.3 -Holly Melton) (WSBV-Lamont Logan)
- Brochures
- Center Marquis
- Center's Business Services Web Page (southbostonvaworkforcecenter.org)
- South Central Workforce Investment Area 8 Web Page (southernvajobs.com)
- Center Staff attending local Community Events/Job Fairs/Public Speaking Engagements
 1. Tri County Community Action Agency Community Partners Fair
 2. Halifax County Chamber of Commerce Business After Hours
 3. National Night Out
 4. Business Expo
 5. South Central Community Partners meetings (Keysville and South Hill)
 6. Halifax Young Professional Entrepreneurial
 7. Southside Employer Network
- Center Business Services Team
- UTube Video
- Linked In
- Text Messaging
- Partner Staff Name Tags with Virginia Workforce Network Logo
- Center Partner Letterhead with Virginia Workforce Network Logo
- Business Services Team Industry Matrix

INDUSTRY MATRIX CATEGORIES	
1	Agriculture, Food & Natural Resources- Terra Napier
2	Architecture & Construction –Mikal Townsend
3	Arts, Audio/Video Tech. & Comm. – Landon Mason
4	Business, Management,& Admin.- Loretta Williams
5	Distribution, Marketing, Sales & Service –Pam Taylor
6	Education & Training - Terra Napier
7	Finance - Terra Napier
8	Government & Public Administration – Landon Mason
9	Health Care & Human Science –Terra Napier
10	Hospitality, Tourism & Recreation – Pam Taylor
11	Law, Public Safety, Corrections & Security - Landon Mason
12	Manufacturing - Pam Taylor
13	Transportation & Logistics – Mikal Townsend

Time Table for Activities to Commence:

Action Items	Strategies	Responsible Parties	Partners Involved	Outcomes	Completion Times
1. U Tube BST Video 2. Linked In	To have a medium that is available and recognizable to Business	Business Services Team	Landon Mason as the developer	Available to the Business Community Highlighting Center Services	July 2014