

MARKETING APPRENTICESHIP

Connecting with your audience

PRESENTED BY

Andrea Messing-Mathie

Vanessa Bennett



JFF

AGENDA

Brief introductions: Your name/College/What kind of ads inspire you to learn more?

Getting to know your audience

Connecting with your audience

Telling the story: How to get it out there

Next steps: Creating an apprenticeship brand: working together to create materials for each other.





ANDREA MESSING-MATHIE

JFF

Andrea Messing-Mathie is a director at JFF focusing on building integrated strategies that help communities develop the capacity and will to execute on the promises of work-based learning, including youth apprenticeship.



VANESSA BENNETT

JFF

Vanessa Bennett is an associate director at JFF who works to create equitable pathways to careers and education for young people and adults through pre-apprenticeships, registered apprenticeships, and work-based learning programs



INTRODUCTION

BRIEF INTRODUCTIONS

Your name

College

Quick answer: what kind of ads inspire you to learn more?

What makes you want to “click”?

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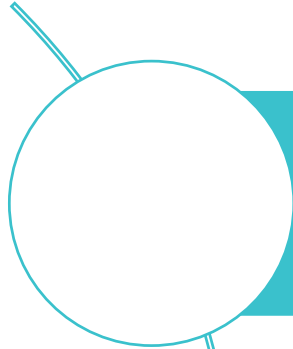
GETTING TO KNOW YOUR AUDIENCE

WHO IS YOUR AUDIENCE?

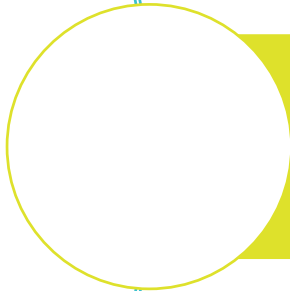
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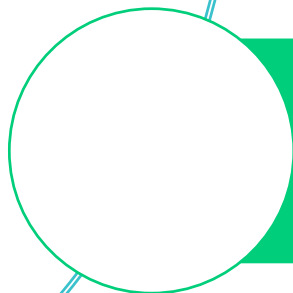
WHAT DOES YOUR AUDIENCE NEED?



Students need easily understood on-ramps, clear lines to opportunity, exit strategies & a plan



Faculty need to understand how workforce strategies connect to their field,



Employers need strategies directly connected to hiring needs , how apprenticeship fits into DEI goals, connection to the community

UNDERSTANDING YOUR AUDIENCE

MARKETING TO YOUR AUDIENCE

Who is your audience? | What do they want? | What do you want from them? |What are your possible messages?

Audience	What They Want	What You Want From Them	Possible Messages
Student/ Participant	I want help navigating my options, to earn money while I'm learning, to know that the classes I am taking will mean something	We want them to want to join our program	Learn how to do interesting jobs while earning a paycheck and avoiding student debt
Employers	We want well-trained, productive workers	We want to offer apprentices meaningful work experiences	Apprenticeship gives employers access to a sustainable pipeline of diverse talent.



UNDERSTANDING YOUR AUDIENCE

UNIQUE NEEDS OF YOUR AUDIENCE

Think about the unique needs of your audience.

Participants: Veterans | High School Students | Returning Adults

Employers: Small Companies | Large Companies

Each of these audience members will need some message tailoring.

GETTING TO KNOW YOUR AUDIENCE

CREATING A COMMUNICATIONS STRATEGY

Apprenticeship programs can be community builders. A strong strategy helps you to communicate with your community.

Building a communications strategy helps you to connect with your audience .

Who is your primary audience? Participants

Who is your secondary audience? Employers



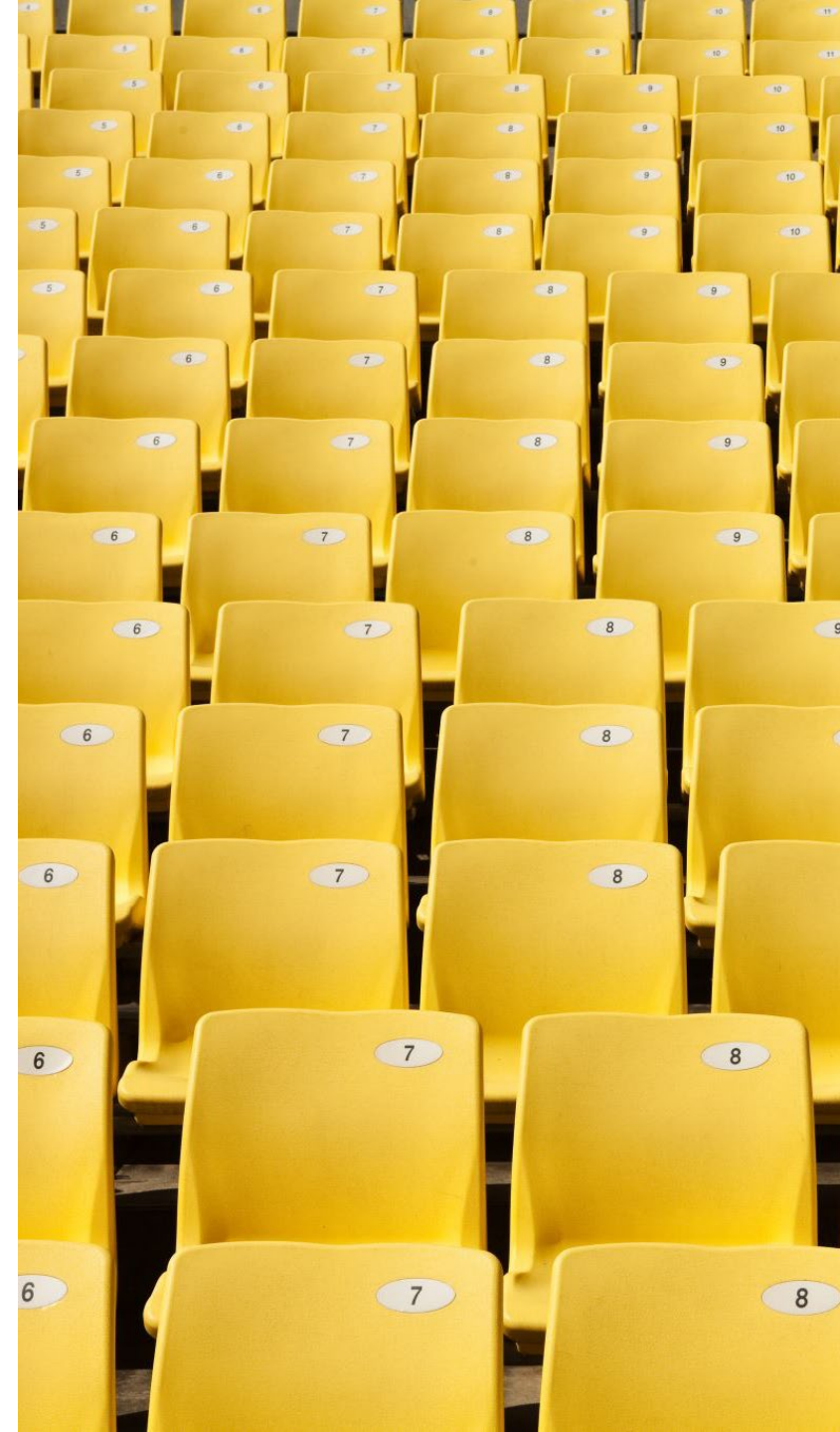
REACHING OUT TO YOUR AUDIENCE

OUTREACH STRATEGIES

Outreach materials should include a *Call to Action*

For instance, if you are reaching out to an employer:

1. Email: Introduce them to your program. How can it be beneficial?
Call to Action: Watch this video to see the experience of another employer
2. Video: highlight another employer's positive experience and Return on Investment. *Call to Action:* Check out our website to learn more.
3. Website: show more about the program and answer initial questions. *Call to Action:* Call our program director to discuss.





TELLING THE STORY

COMMUNICATION MATERIALS

Developing a “who, what, where, when, how, and why” detail of your program will allow your team to consistently describe your program across all methods of communication.

- **Create a profile of existing apprentices and employers**
- **Share this through video or written format, via social media, email, or on your website.**
 - <https://www.jevshumanservices.org/success-stories/>
 - <https://www.cesa6.org/services/youth-apprenticeship/>



TELLING THE STORY

COMMUNICATION MATERIALS

There are resources to draw from and customize.

- [Apprenticeship.gov](https://www.apprenticeship.gov)
- Other community college partners-share with each other!
- [Success stories](#)
- [Videos](#) (Why I Apprentice)
- [Videos](#) (Discover Apprenticeship)

CONNECTING WITH YOUR
AUDIENCE

COMMUNICATION CHANNELS

- Website
- Social Media
- Email
- Word of Mouth (from peers, teachers, community support)
- Events
- Posters/Flyers/News Outlets





CONNECTING WITH YOUR AUDIENCE

MESSAGES

Discussion:

How are you leveraging these channels?

What are some of the messages that you are trying to share with your community?

CREATING A BRAND

MAKING THE CASE FOR CHANGE

[Community colleges were made for this moment.](#)

“it’s kind of like the future of work just dropped down on top of us all of a sudden”

[There is an opportunity right now to capture stories from the community and make the case for change.](#)

