

COMPANY NAME	BCW Workforce OMJ		
OBJECTIVE ONE	Awareness - To increase awareness and outreach to job seekers (adults/youth) in Butler, Clermont, & Warren counties	PROGRESS	
KEY RESULT 1:	Implement a comprehensive strategy of traditional and modern advertising tactics (Television, postcards, google advertising, social media advertising & landing pages).		
KEY RESULT 2:	Increase social media presence with more support from Dimalanta Design Group		
KEY RESULT 3:	Utilize postcards, videos, improved school presentations & landing page to reach the youth while utilizing drivers education as the clear hook.		
OBJECTIVE TWO	Engagement - To improve touchpoints jobseekers/employers have with our brand(s) in order to maintain a cohesive and seamless interaction	PROGRESS	
KEY RESULT 1:	Create new brochures, packets, and OMJ landing pages directed to job seekers		
KEY RESULT 2:	Create new marketing materials directed towards employers/partners including leave behind packets (print & digital)		
KEY RESULT 3:	Intentionally utilize OMJ logo on all material directed towards job seekers. BCW brand standards will now only be used when addressing partners.		
OBJECTIVE THREE	Delight - To ensure jobseekers have an excellent experience from beginning to end after the initial point of engagement.	PROGRESS	
KEY RESULT 1:	Execute onsite visits of all centers (starting with Butler) and make recommendations to improve first-time visitor experience.		
KEY RESULT 2:	Create certificates		
KEY RESULT 3:	Produce testimonial videos to help communicate the value of OMJ to jobseekers		