



**Client: Goodwill Central Coast, Workforce
Development Services (WDS)**

Serving: Monterey & Santa Cruz Counties

Cost of services/ programs: Free to low cost, some programs have eligibility requirements

Facebook: <https://www.facebook.com/goodwillcentralcoast>

Instagram: <https://www.instagram.com/coastgoodwill/>

Twitter: @GoodwillCoast



Section A: Required collateral/ deliverables to complete/ create for your client including:

- A campaign theme
- A campaign logo that INCLUDES the National Steinbeck Center/ Goodwill Central Coast official logos
- Completed slide-deck client presentation (Template provided)
- Marketing and social media campaign branding board (PDF & screenshot in presentation-Template provided)
- 11x 17 campaign poster (PDF & screenshot in presentation-Template provided)
- Tri fold brochure (PDF & screenshot in presentation)
- 12 month social media campaign including creative image or video posts for **one or more of the required social media** platforms (Facebook, Twitter, Instagram)(Showcasing 1 post per month minimum)
- 1 minute client commercial/ public service announcement (MP4 or Youtube link)
- At least 1 custom required promotional item for the campaign & cost (embedded in presentation)
- >15 minute persuasive pitch recording of your/your team's campaign



Section B: Scenario/ Client Needs Assessment:

Problem Statement:

The Goodwill Central Coast Workforce Development Services division needs to brand itself as a workforce development expert in Monterey and Santa Cruz Counties. They want to support more individuals with new, updated skills, and to get involved in using their services to find jobs and work towards better paying careers, market themselves, and gain new employability skills in this post-pandemic workforce. They hope to increase visibility across social media and through networking in the community, to increase their engagement and awareness with this campaign.

Need to engage **two or more** of these new client types/target markets:

- High School/ College, 18-24 entering the workplace for first time
- Persons 18-36 displaced by the pandemic or looking to change jobs/ careers in near future
- Women entering/ reentering the workplace
- Veterans
- Justice-involved humans looking to reenter the workforce
- Minority adults ages 37+ looking to start a new career or reenter the workplace/ gain technology skills

Campaign will need to create a **Theme** for the 1 year campaign

Campaign will need a **new logo** for the program, must use the current approved Goodwill logo within the program logo and the website

The **Goodwill** Colors with **Hex & RGB Codes** has 3 colors which are Raisin Black (#231F20), White (#FFFFFF) and USAFA Blue (#0053A0)

Key Measurements (Key Performance Indicators):

- Monthly social media posts
- Increased “Likes” and “Shares” on social media
- Increased followers on social media
- Increased enrollment persons using Goodwill services who engaged with marketing/ social media

Task:

You are a marketing consultant/s bidding on this job with the client, Goodwill Central Coast, Workforce Development Services. Create a 1-year Awareness/ Promotional integrated marketing and social media campaign for one or more of the new client types/ target markets, that Goodwill hopes to engage and increase participation among.

You may use any creative apps, resources, or software to create your campaign as long as the final products are uploaded into the presentation. The slidedeck template has additional support resources in the slide notes.



Section C: A few social media calendar/ theme ideas These are just a few ideas that **your client has provided**. You can design around these or you may develop your own. All aspects of your campaign **MUST** tie and promote the Goodwill Central Coast Workforce Development Services Program services and opportunities:

December

- Promote→ April 15th DUE:[Free Tax Prep / Goodwill Workforce Development partnered with United Way](#)
- Monthly Professional Character Trait that Employers look for: Leadership
- December 7, National Letter Writing Day
- December 13, National Salesperson Day
- December 17, National Device Appreciation Day

January

- New year, new job and new skills
- January 28, National Fun At Work Day
- Monthly Professional Character Trait that Employers look for: Critical thinking and problem solving

February

- [Enrolling for Training Workforce Innovation and Opportunity Act \(WIOA\)](#)
- **April 15th DUE:**[Free Tax Prep / Goodwill Workforce Development partnered with United Way](#)
- Monthly Professional Character Trait that Employers look for: Professionalism

March

- March into a new job
- March 29, National Mom & Pop Business Owners Day
- March 31, National Farm Workers Day
- Monthly Professional Character Trait that Employers look for: Teamwork

April

- Spring into new Skills
- April 15, Tax Day
- April 22, Earth Day
- Monthly Professional Character Trait that Employers look for: Oral and Written Communication Skills

May

- New Job skills help you bloom and blossom
- May 17, National Graduation Tassel Day
- Monthly Professional Character Trait that Employers look for: Planning and Research skills

June

- New graduates College / HS
- Resumes
- Interview coaching
- June 30, National Work From Home Day



- National Rebuild Your Life Month
- Monthly Professional Character Trait that Employers look for: Adaptability

July

- Hot Jobs available if you have marketable skills
- July-National Culinary Arts Month
- July 25, National Hire a Veteran Day
- July 29, National Intern Day
- Monthly Professional Character Trait that Employers look for: Attention to detail

August

- Back to School / Back to work
- August 31, World Distance Learning Day
- Enroll in the Workforce Innovation and Opportunity Act (WIOA) to start a new career in a high-demand industry
- Monthly Professional Character Trait that Employers look for: Oral and Written Communication Skills

September

- Update your Resume Month
- [Local Success stories \(Humans of Goodwill-WDS style\)](#)
- Sept 5 Labor Day
- Sep 16, Working Parents Day
- September 17 National Tradesmen Day
- Monthly Professional Character Trait that Employers look for: Work Ethic

October

- October 1, World Smile Day
- October 27 National Mentoring Day
- Take the “scary” out of job Hunting
- Monthly Professional Character Trait that Employers look for: Self-management

November:

- November 1, Job Action Day
- November National Career Development Month
- Thankfully tons of jobs are available for persons with the right skills.
- Monthly Professional Character Trait that Employers look for: Technology Skills