

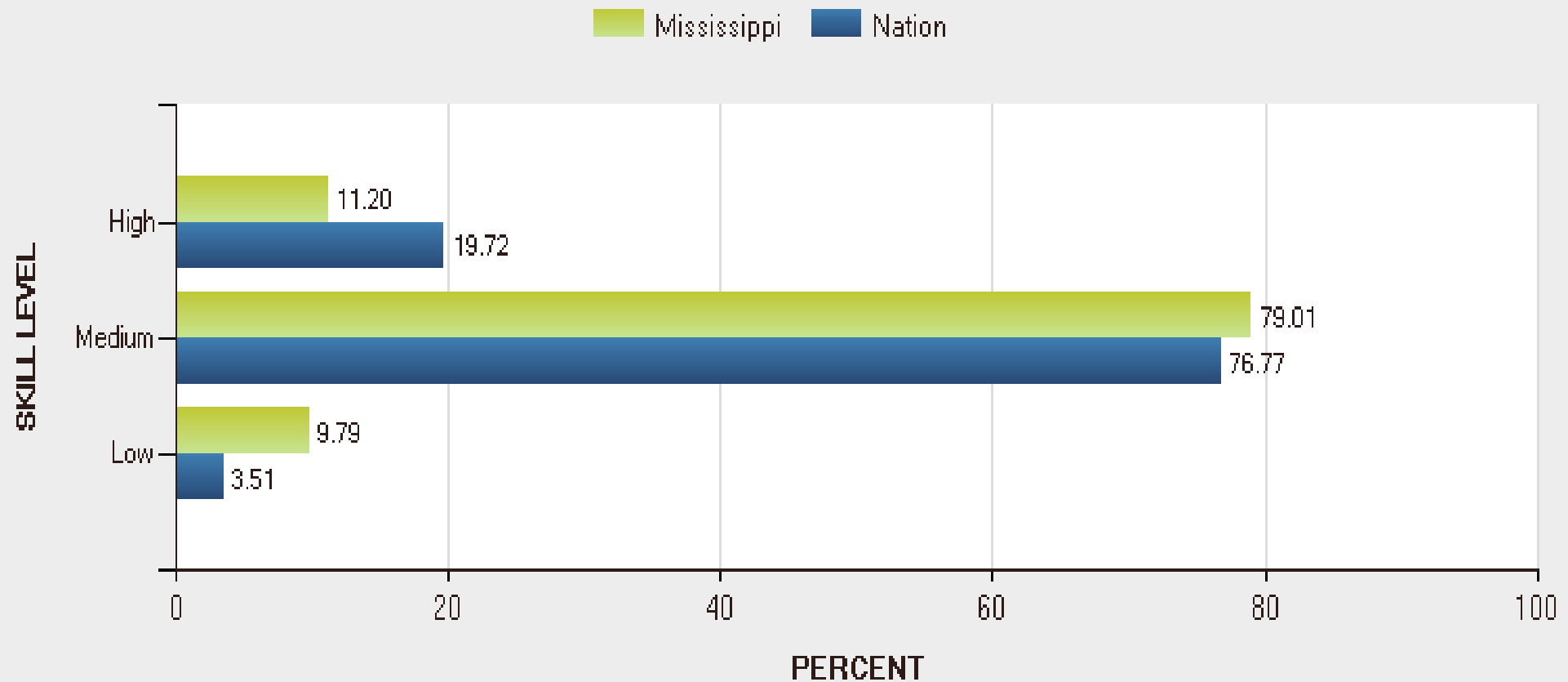


GET ON THE GRID

RAISING AWARENESS FOR CAREERS IN
ENERGY AND ADVANCED MANUFACTURING

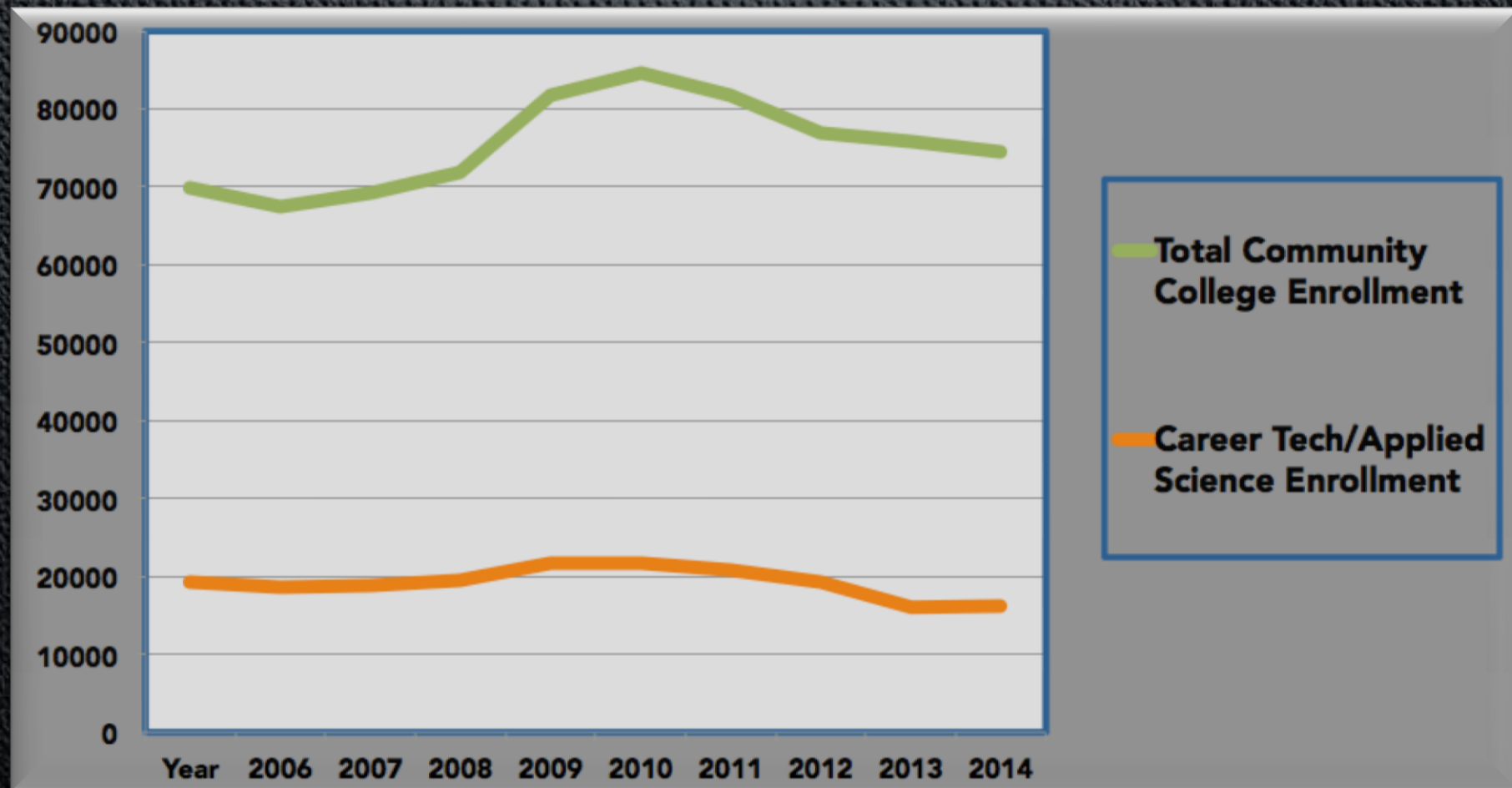
IDENTIFYING THE PROBLEM

PROJECTED WORKFORCE SHARE OF EDUCATION AND SKILL LEVEL REQUIREMENTS: MISSISSIPPI AND UNITED STATES



*Source: MS State Workforce Investment Board

IDENTIFYING THE PROBLEM



*Source: Lifetracks by nSPARC at Mississippi State University

IDENTIFYING THE PROBLEM

Mississippi Works: Job Resources

About MS Works

Media Kit



“As I said in my inaugural address, my first job is to make sure every Mississippian who wants a job can find a job.”

- Governor Phil Bryant

MS JOBS AVAILABLE

40,218

Job Seekers

Find a Job



Employers

Post a Job

Type a Keyword and **Find Yourself** A Mississippi Dream Job

Search

*Source: Mississippi Works: Job Resources



WHAT DO WE WANT TO ACHIEVE?

PROGRAM OBJECTIVES

- RAISE AWARENESS
- CHANGE PERCEPTIONS (FROM "HOT AND DIRTY" TO "HIGH TECH")
- ALTER BEHAVIOR (INCREASE SUPPLY OF IN-DEMAND SKILLS)

MEASURABLE OUTPUTS

- INCREASED SITE TRAFFIC
- ON-SITE BEHAVIOR AND ASSOCIATED BEHAVIORAL CHANGES (W/ CLASSROOM EXERCISE)
- REFERRALS TO TARGETED PARTNERS
- RETURN VISITORS

ULTIMATE GOAL: INCREASE WORKFORCE SUPPLY WHERE IT IS NEEDED

THE PRODUCT

Mobile app interface for "GET ON THE GRID". The header shows the status bar (C Spire, 2:46 PM, 79% battery) and the website URL getonthegridms.com. Below the header is the "GET ON THE GRID" logo and a search icon. The main content features a large image of a smiling man in a yellow hard hat and safety vest. Overlaid text reads: "DISCOVER YOUR FUTURE JOBS IN ENERGY & MANUFACTURING CAN PAY TWICE AS MUCH AS OTHER JOBS". At the bottom, it asks "WHY GET ON THE GRID?" and mentions "In Mississippi, careers in energy and".

Desktop website interface for "GET ON THE GRID". The header includes the logo and navigation links: HOME, CHOOSE YOUR CAREER, FIND TRAINING NEAR YOU, RESOURCES, GET TO KNOW US, and a search icon. The main section is titled "INDUSTRIAL MAINTENANCE TECHNICIAN". Below the title is a button: "CLICK HERE FOR AVAILABLE JOBS ONLINE AT MISSISSIPPIWORKS.ORG". To the left is an icon of a woman holding a wrench. To the right, the text lists: "SALARY RANGE POTENTIAL: \$40,000 - 100,000+ /YEAR + BENEFITS", "EDUCATION REQUIRED: APTITUDE TEST AND/OR CC DEGREE", "SKILLS NEEDED: ATTENTION TO DETAIL, TROUBLE-SHOOTING, + INNOVATION", and "SECTORS HIRING: SHIPBUILDING, AUTOMOTIVE, + ENERGY". On the far right, a paragraph describes the role as an "INDUSTRIAL SUPERHERO TO THE RESCUE OF ALL THINGS MECHANICAL". Below this is a link to "available training courses" and a link to "check out available openings". At the bottom, a video player shows a technician working on industrial equipment. To the right of the video is a section titled "AVERAGE YEARLY SALARY COMPARISON" with a table of salaries for various professions.

AVERAGE YEARLY SALARY COMPARISON	
BANK TELLERS	\$24,140
PHARMACY TECH	\$27,340
FIREFIGHTERS	\$30,700
COMPUTER SUPPORT	\$40,860
INDUSTRIAL MAINTENANCE TECH	\$42,970
DENTAL HYGIENISTS	\$50,240

THE PRODUCT

AVAILABLE TRAINING PROGRAMS

INDUSTRIAL MAINTENANCE TECHNICIAN

Copiah Lincoln CC

Jackie Martin
601-643-8323
Wesson

East Mississippi CC

Dr. Raj Shaunak
662-243-1911
Mayhew

Holmes CC

Sherrie Cheek
662-472-9121
Goodman, Grenada, Ridgeland

Meridian Community College

Dr. Richie McAlister
601-484-8704
Meridian

Mississippi Gulf Coast CC

John Shows
601-928-6397
Gulfport

INDUSTRIAL MAINTENANCE TECHNICIAN (TOYOTA ADVANCED MANUFACTURING TECHNICIAN PROGRAM)

Itawamba CC

Barry Emison
662-620-5100

INDUSTRIAL MAINTENANCE TECHNICIAN (INSTRUMENTATION TECHNOLOGY)

Pearl River CC

Dr. Ed Pinero
601-403-1102
Poplarville

INDUSTRIAL MAINTENANCE TECHNICIAN (CONSTRUCTION ENGINEERING TECHNOLOGY)

Holmes CC

Sherrie Cheek
662-472-9121
Ridgeland

Mississippi Gulf Coast CC

John Shows
601-928-6397
Gulfport

Northeast Mississippi CC

Jody Presley
662-720-7299
Booneville

INDUSTRIAL MAINTENANCE TECHNICIAN (INDUSTRIAL MAINTENANCE MECHANICS PROGRAM)

Coahoma CC

Ann Shelton-Clark
662-621-4220
Clarksdale

INDUSTRIAL MAINTENANCE TECHNICIAN (INDUSTRIAL MAINTENANCE TECHNOLOGY)

Northeast Mississippi CC

Jody Presley
662-720-7299
Booneville

SELECTED OPENINGS FROM MISSISSIPPI WORKS

RECENT OPENINGS FOR INDUSTRIAL MACHINERY MECHANICS IN MISSISSIPPI WORKS

CNC Field Service Technician V 1st Shift (#NLX88459295)

AECOM (Booneville, MS)
February 14, 2017

“Requisition/Vacancy No.” 152324BR “Position Title” CNC Field Service Technician V 1st Shift “Job Category” Maintenance

SELECTED OPENINGS FROM MISSISSIPPI WORKS

RECENT OPENINGS FOR INDUSTRIAL MACHINERY MECHANICS IN MISSISSIPPI WORKS

CNC Field Service Technician V 1st Shift (#NLX88459295)

AECOM (Booneville, MS)

February 14, 2017

“Requisition/Vacancy No.” 152324BR “Position Title” CNC Field Service Technician V 1st Shift “Job Category” Maintenance

“Business Line” ... [more](#)

Excavator Operator 34802 / Macon (#202938)

The CPI Group, LLC (Macon, MS)

February 13, 2017

This Position is for an Excavator Operator with a location in Macon, MS. Duties and Responsibilities: Operate excavator to cut up logs to size; Cut ... [more](#)

Maintenance Mechanic (#NLX88330679)

Randstad (Olive Branch, MS)

February 11, 2017

Maintenance Mechanic “Location:” Olive Branch, MS “Salary:” US\$ 15 \- US\$ 17 per hour “Date Posted:” Thursday, February 9, 2017 “Job Type:” ... [more](#)

Front End Loader Operator 34753 / Macon (#202692)

The CPI Group, LLC (Macon, MS)

February 10, 2017

This Position is for a Loader Operator with a company location in Macon. You will be responsible for operating a front end loader and operating ... [more](#)

[CLICK HERE FOR AVAILABLE JOBS ONLINE AT MISSISSIPPIWORKS.ORG](#) 



THEN TO NOW

STARTING POINT

- **GET ON THE GRID** LAUNCHED ON MARCH 15, 2015
 - 11,777 TOTAL VISITS TO SITE BEFORE OCTOBER 1, 2016
 - AVG. OF 11.1 VISITS PER DAY BEFORE CAMPAIGN
- INCAPABLE OF TRACKING REFERRALS TO POST-SECONDARY EDUCATION RESOURCES
- INCAPABLE OF REFERRING TO MSWORKS

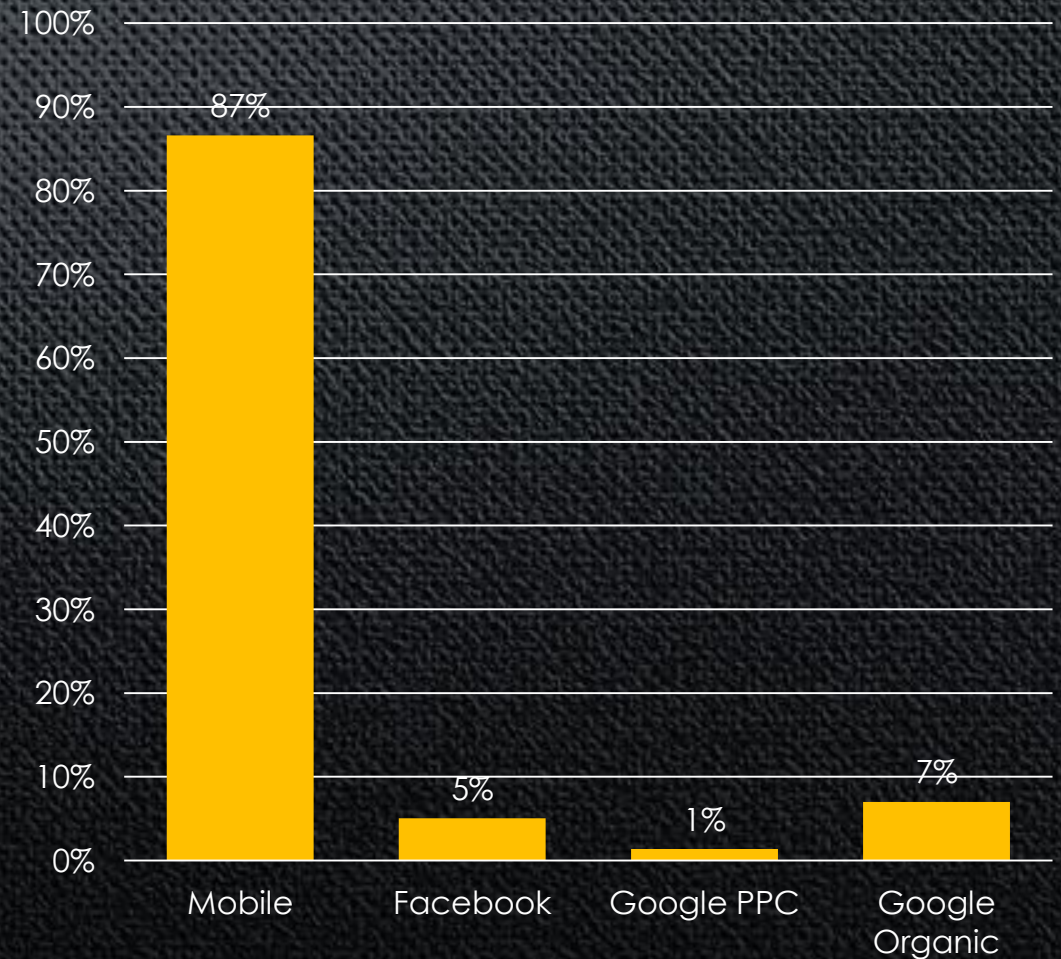
TWO MONTH NUMBERS

- DIGITAL AD CAMPAIGN START DATE: **OCTOBER 3, 2016**
 - **60,354** SITE VISITS SINCE 10/3/16
 - AVG. OF **434** VISITS PER DAY
- 1075 REFERRALS TO TARGETED PARTNERS
 - AMOUNTS TO 1.78% OF ALL VISITORS



WHAT IS INCLUDED IN OUR DIGITAL CAMPAIGN?

- GOOGLE SEARCH ENGINE OPTIMIZATION(SEO)
- FACEBOOK
- MOBILE





MOBILE VERSIONS

Version 1



Version 4



Version 2



Version 5



Version 6



Version 3





BEST PERFORMING ADS

 **Get On The Grid**
Sponsored

Mississippi's Hiring! See Jobs Near You Or Train For Big Money. Start Here.



Get On The Grid
Engineering Service
653 people like this.

 Like Page

***Over 1800 Likes**

 **Get On The Grid**
Sponsored · 

Be the first to know about Mississippi's high-paying jobs in energy and other growing fields where you can earn up to \$100k a year.



Machinist
Measure twice and cut once — if that's your daily philosophy, check out what it takes to become a machinist and #GetOnTheGrid.

[HTTP://WWW.GETONTHEGRIDMS.COM/NOW/](http://www.getonthegridms.com/now/)

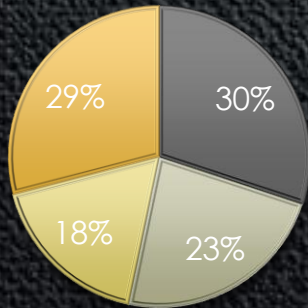
[Learn More](#)

***Over 66,000 views**



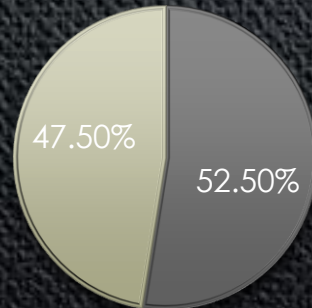
SO WHO ARE THESE PEOPLE?

AUDIENCE DEMOGRAPHICS



Age

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-100

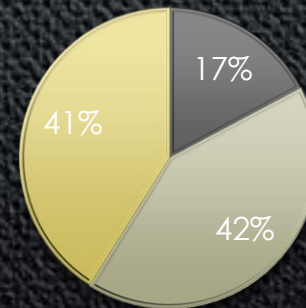


■ Male ■ Female

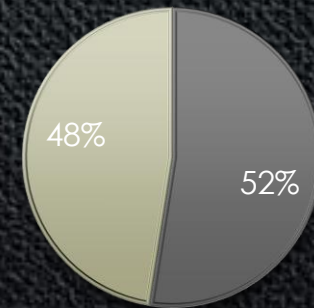
**Google Analytics will not measure traffic of visitors under 18 years old or traffic from apps.*

**Based on 3rd party data from our Mobile vendor, we can confidently estimate ages 13-18 to be roughly 50% of all traffic*

FACEBOOK DEMOGRAPHICS



■ 13-17 ■ 18-24 ■ 25-35

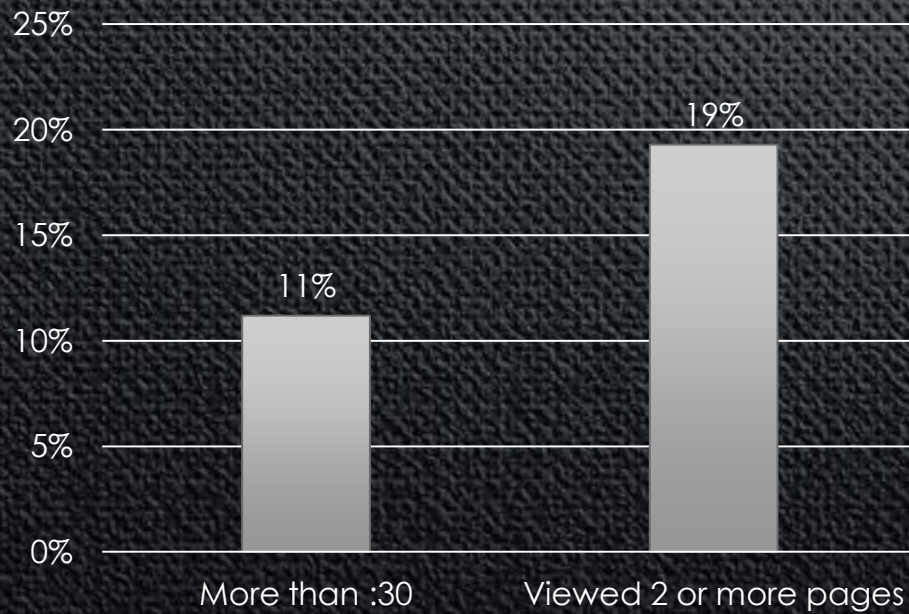


■ Female ■ Male



WHAT HAPPENS WHEN THEY GET TO THE SITE?

USER SESSIONS

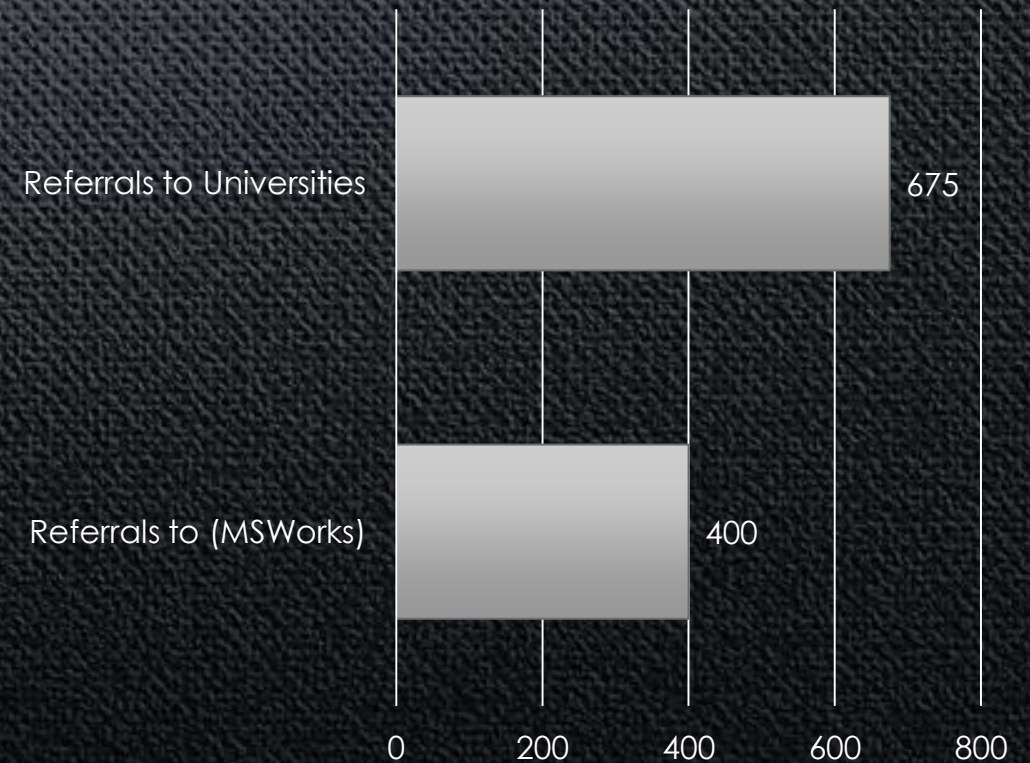


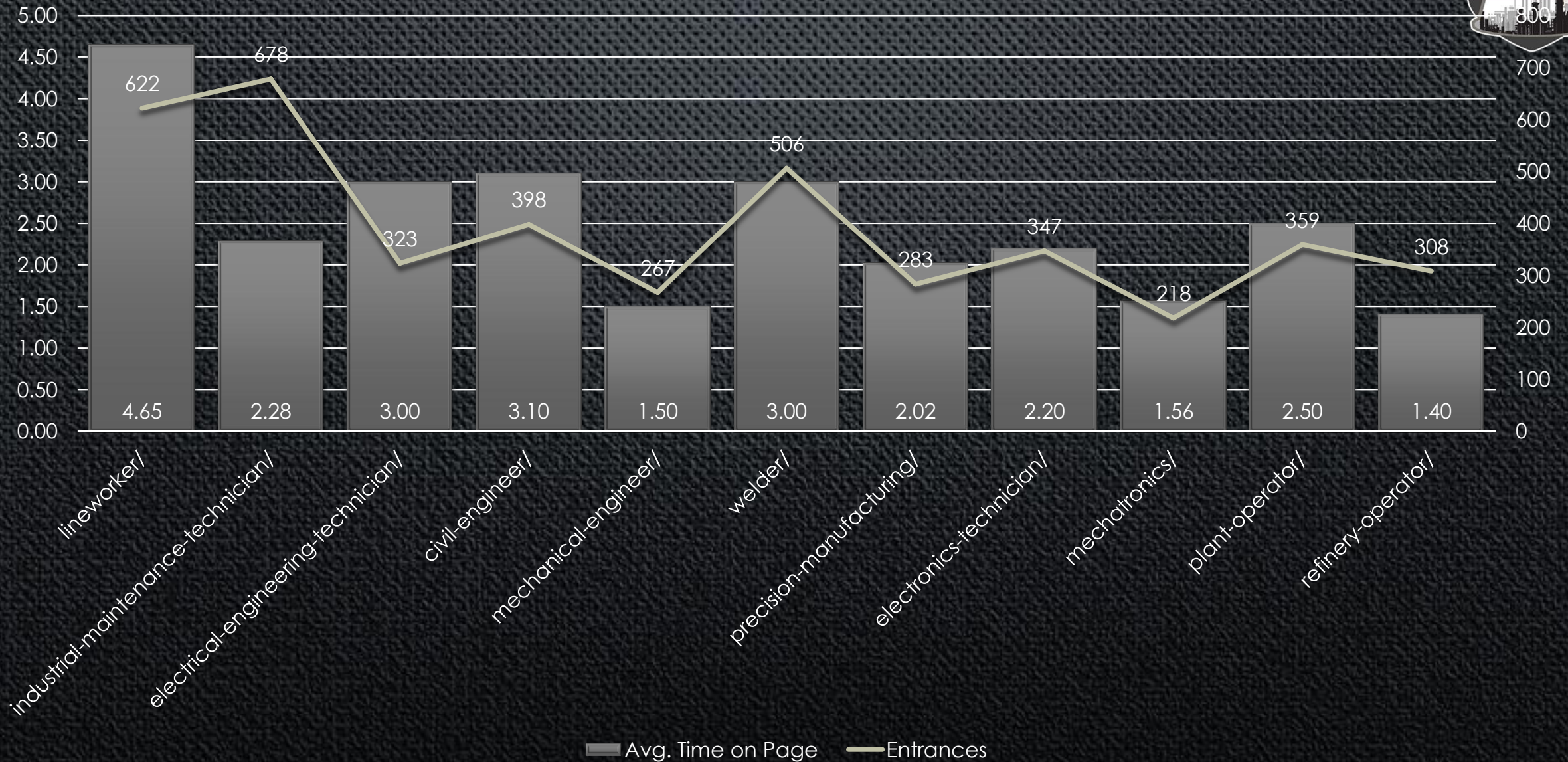
***Multiple page visitors stay longer than new visitors**

***19% of all sessions are from return visitors**

***Returning visitors stay 125% longer than new visitors**

OUTBOUND REFERRALS







PROJECTIONS FOR THE CAMPAIGN

INITIAL TARGETS

- GENERATE 4X AMOUNT OF PRE-CAMPAIGN VISITS TOTALING 47,108 BY THE END OF APRIL
- GENERATE OVER 1000 CONVERSIONS TO EITHER POST-SECONDARY PARTNERS OR MSWORKS
- ENSURE AT LEAST 5% OF ALL VISITORS EITHER STAY FOR MORE THAN 30 SECONDS OR VISIT TWO OR MORE PAGES ON THE SITE

CURRENT PACE

- ON PACE TO SURPASS 80,000 VISITS TO THE SITE BEFORE END OF SCHOOL YEAR
- SURPASSED 1000 CONVERSIONS IN EARLY FEBRUARY (ON PACE TO OUTPERFORM GOAL BY 50%)
- 30% OF VISITORS HAVE MET ONE OF THE TWO IDENTIFIED CRITERIA AND WE EXPECT THAT TO CONTINUE