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

“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

*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

INDUSTRIAL MAINTENANCE TECHNICIAN

CLICK HERE FOR AVAILABLE JOBS ONLINE AT MISSISSIPPIWORKS.ORG

SALARY RANGE POTENTIAL: $40,000 - $100,000+ PER YEAR + BENEFITS

EDUCATION REQUIRED: APITUDE TEST AND/OR CC DEGREE

SKILLS NEEDED: ATTENTION TO DETAIL, TROUBLE-SHOOTING, + INNOVATION

SECTORS HIRING: SHIPBUILDING, AUTOMOTIVE, + ENERGY

INDUSTRIAL SUPERHERO TO THE RESCUE OF ALL THINGS MECHANICAL. A CAREER FOR THOSE WHO VALUE PROBLEM-SOLVING AND EFFICIENCY.

Interested in training? See available training courses in Mississippi for this career below. You can also check out available openings below.

AVERAGE YEARLY SALARY COMPARISON

- BANK TELLERS - $34,140
- PHARMACY TECH - $27,340
- FIREFIGHTERS - $30,790
- COMPUTER SUPPORT - $40,860
- INDUSTRIAL MAINTENANCE TECH - $42,979
- DENTAL HYGIENISTS - $50,248

THE PRODUCT

AVAILABLE TRAINING PROGRAMS

INDUSTRIAL MAINTENANCE TECHNICIAN
Cypress Lane
915-209-9533

Mississippi Gulf Coast CTC
867-209-9533

Boonville

SELECTED OPENINGS FROM MISSISSIPPI WORKS

RECENT OPENINGS FOR INDUSTRIAL MACHINERY MECHANICS IN MISSISSIPPI WORKS

CNC Field Service Technician V 1st Shift (#NLX8f4925)

ACCOM (Boonville, MS)
February 14, 2017

Excavator Operator 3602 / Macon (#202938)

The CPI Group, LLC (Macon, MS)
February 13, 2017

Maintenance Mechanic (#NLX8333679)

Randstad (Olive Branch, MS)
February 11, 2017

Front End Loader Operator 317193 / Macon (#202592)

The CPI Group, LLC (Macon, MS)
February 10, 2017

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**
BEST PERFORMING ADS

*Over 1800 Likes

*Over 66,000 views
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.
*Multiple page visitors stay longer than new visitors
*19% of all sessions are from return visitors
*Returning visitors stay 125% longer than new visitors
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