

A Deeper Dive into Our Target Population

Recruitment Strategies – Target Population Sources and Creating Access for Non-Traditional Students

HPOG Annual Conference

Dec. 1, 2016

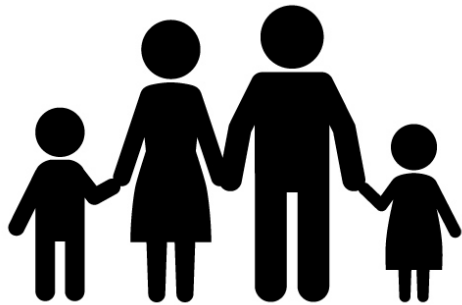
Past Recruitment Strategy

- Two- Generation; CAP Tulsa early childhood families
- Family support staff
- School staff; Family Support, Teachers, Administration
- Flyers
- Call blasts



Shift in Target Population

- RCT = increased enrollment objectives
- Expanded target population to include low-income families with wounded children in the community



Market Research

- Engaged with Lake Research Partners and GMMB (creative firm) to gather information on our expanded target population

Market Research

- Facilitated 8 focus groups ages 18-40; Tulsa County, OK; HHI <\$50k; child ≤ age 8;
 - CAP Fathers
 - Non CAP White Fathers
 - Non Participant CAP Mothers
 - Latina Non Cap Mothers
 - White Non CAP Mothers
 - FSP CAP Mothers
 - African American Non CAP Mothers
 - Waitlisted CAP Mothers



Market Research

- They want a stable financial future for themselves and their kids
- They know people who have earned certificates (from other programs), but still can't find jobs
- They're familiar with student loans and for-profit programs... "free" is too good to be true
- They're familiar with a variety of healthcare jobs, but are unsure how well they pay

Lake Research Partners *Findings from Focus Groups of CAP Parents and Non-CAP Parents* March 23, 2016

Market Research

- They're skeptical. They want to know that the program is real. Once they *believe* it's real (accredited programs, offered by CAP, paid for by grants), they value the benefits of the program (childcare, classes day or night, career counselors, good-paying careers in as few as 8 weeks and up to 15 months) and are open to learning more.

Lake Research Partners *Findings from Focus Groups of CAP Parents and Non-CAP Parents* March 23, 2016

Market Research Take-Aways

- “career” not “job”
- “No cost to you” is better than “free”
- Prefer images of people in the work setting (vs. images of family or education)
- Want to hear from people who have been in the program and are working now
- Want to know that the program is accredited
- Connection to local job opportunities and employers.
- Parents like you, who are balancing family, education and career goals.

Lake Research Partners *Findings from Focus Groups of CAP Parents and Non-CAP Parents* March 23, 2016

GMMB Creative Pieces

Poster/Flyer



**STOP LOOKING FOR
A BETTER JOB.**

**START BUILDING A
BETTER FUTURE.**

**NOW ACCEPTING CareerAdvance®
APPLICATIONS FOR NO-COST TRAINING & SUPPORT**

Call Today at (918) 442-2200

CAPTulsa.org/CareerAdvance®

- Train for high-demand healthcare careers
- No cost for tuition, books and childcare
- Most certificates earned in 18 weeks or less
- Career coaching and connections to local employers.

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HPHG is a 501(c)(3) funded by the federal government which is being conducted to deliver on our vision for high opportunity employment that is in demand and better jobs. During the study, all non-eligible applicants will be notified by email to apply to our training opportunities. Non-eligible applicants will be notified by email to apply to our training opportunities.

GMMB Creative Pieces

Organic Facebook Posts

Post Text:

Don't just imagine a career in healthcare. Make it happen.

CareerAdvance® offers no-cost training and support with most [insert track] certificates earned in about [#] months.



THERE ARE
1,963
MEDICAL ASSISTANT
JOBS IN TULSA

You could have one of them.

HP&G THE OKLAHOMA COMMUNITY FOUNDATION cap Tulsa



THERE ARE
4,270
CERTIFIED NURSING ASSISTANT
JOBS IN TULSA

You could have one of them.

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THERE ARE
1,214
DENTAL ASSISTANT
JOBS IN TULSA

You could have one of them.

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THERE ARE
377
PHLEBOTOMIST
JOBS IN TULSA

You could have one of them.

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THERE ARE
2,601
LICENSED PRACTICAL NURSE
JOBS IN TULSA

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THERE ARE
1,143
PHARMACY TECHNICIAN
JOBS IN TULSA

You could have one of them.

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THERE ARE
77
PATIENT CARE TECHNICIAN
JOBS IN TULSA

You could have one of them.

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Facebook Ads

CAP Tulsa Sponsored Like Page

CareerAdvance® offers no-cost training and support for high-demand healthcare careers.



CAP Tulsa **ELSA COMMUNITY WORKFORCE** **HP&G**

A new future starts here.

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Start right now.

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Mobile Ads



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Banner Ads

CAREER COACHING & EMPLOYER CONNECTIONS
TO HELP YOU LAND A HEALTHCARE CAREER.

APPLY NOW

728x90

NO COST FOR TUITION, BOOKS & CHILDCARE
WHILE YOU TRAIN FOR A CAREER IN HEALTHCARE.

APPLY NOW

300x600

NO-COST HEALTHCARE CAREER TRAINING.
SIGN UP FOR AN INFO SESSION.

LEARN MORE

300x250

NO-COST HEALTHCARE CAREER TRAINING.

APPLY NOW

320x50

NO-COST HEALTHCARE CAREER TRAINING.
SIGN UP FOR AN INFO SESSION.

LEARN MORE

160x600

Where is Our Target Population?

Growing Together (CAP Tulsa)

Consider cross-promotion through CAP Tulsa's Growing Together program. Provide *CareerAdvance* materials at resident council meetings, block parties and community picnics.

Community Centers, Libraries and Houses of Worship

Work with the City of Tulsa Parks, YMCA of Greater Tulsa, Tulsa City-County Library and local houses of worship to distribute materials at community centers, libraries and churches offering activities and events for families.

Service Organizations (WIC, DHS), Health Clinics and Medical Centers

Coordinate with service organizations and health clinics/centers that reach low-income families and identify touch points to distribute materials. This may include on-site opportunities as well as materials sent directly to families via email or direct mail.

Child Care Facilities

Focus on outreach to local child care facilities that accept DHS subsidies as well as those facilities offering Early Head Start/Head Start programs.

Businesses

Outreach to local businesses that reach potential participants may include Laundromats, thrift stores, hair dressers or check-cashing facilities, low-cost cell providers (e.g. Cricket Wireless, Boost Mobile) and big box stores (e.g., Walmart).

Free Family Events

Free or low-cost events like the Mayfest that attract families should also be considered as an opportunity to distribute materials. Also think about health fairs, multicultural days and other community events.

GMMB *CareerAdvance*® Recruitment Marketing Strategy June 2016

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