



situation

Due to unprecedented population growth as well as devastation resulting from the 2005 hurricane season, Florida faced a serious shortage of trained construction workers. After Hurricane Katrina, many Florida-based construction companies moved their operations to the Gulf Coast region (primarily Louisiana and Mississippi). According to a study by the Florida Agency for Workforce Innovation (AWI), there were more than 13,000 construction

job vacancies in Florida after the 2005 hurricanes. During the 2006 Legislative Session, the Florida

Florida faced a serious shortage of trained construction workers

Legislature allocated \$12 million to study and address the shortage created by these problems. The Agency for Workforce Innovation

(AWI) was tasked with creating and overseeing a program that would raise awareness about the crisis, educate job seekers about opportunities available in construction trades and train individuals in careers in the construction industry. AWI hired Moore Consulting Group (MCG) to conduct a comprehensive marketing campaign, including media relations, public relations and partner-recruitment efforts.

challenges

With Florida in a state of emergency after these hurricanes, the need to address the construction shortage was vital. Due to the immediate demand for workers, AWI leadership accelerated the original August

2006-July 2007 timeline to complete project objectives by December 31, 2006. MCG was tasked with raising awareness among both the general public and the construction industry about the opportunities available in

the construction trades among Florida residents and encourage them to participate in the training program, which aimed to recruit at least 4,000 individuals.

strategies

Developed a logo and tag line for the project and ensured that these tools resonated with the target audience by conducting three focus groups.



Developed support materials, including a backgrounder, fact sheet, Top 50 Job Vacancies in the State one-pager and Job Vacancies and Salary Statistics for Florida

Developed a fully integrated advertising campaign, which included producing TV and radio spots (:20 and :30 versions in Spanish

and English), partnering with the Florida Association of Broadcasters to make the best use of advertising dollars, and creating and placing print ads in strategic markets.

Created collateral materials for the program, including flyers, a multi-purpose brochure for job seekers and construction company owners/contractors, posters, web banners and promotional items (golf balls, koosies and coolers).



Conducted a one-day kick-off media event to launch the campaign in Miami, Tampa and Orlando.

Implemented editorial meetings with eight key daily newspapers.

Created a recruitment kit that provided information about the crisis and targeted educational institutions, vocational technical institutions, trade associations, workforce/employment centers, construction companies and home improvement companies to enlist their support for the program.

Conducted local "Build-A-Job" events to help secure local participation.

results

More than 7,400 job seekers were recruited for Florida reBUILDS training. Media relations efforts generated more than 150 stories, resulting in more than 58 million impressions. Major daily papers printed eight

favorable editorials about the program. As a result of partnership recruitment efforts, more than 100 organizations partnered with Florida reBUILDS, including Lowes, Workforce Florida, Caterpillar, Florida Home

Builders Association, Employ Florida, Florida's 24 Workforce Development Boards and Florida's Community College Network.