Social Marketing Plan

for

Broward County Energy Training Partnership Program d.b.a.

South Florida Green Jobs Collaborative



THE INTERSECTION OF

ECONOMICS. EDUCATION. ENVIRONMENT. EMPLOYABILITY

BCMBC, Inc.
Broward County Minority Builders Coalition, Inc.



Supporting the Professionals and Entrepreneurs that Build our Communities.

Crafting the Job Development Pipeline

- Social Marketing
- Recruitment
- Training
- Consumer Education

- Employer Education
- Consumer & Employer Support

- Consumer & Employer Resources

To increase the number of job placements for graduates of the Green Jobs Trainings

Community Outreach:

Products

- Palm Cards
- Banner

Outcomes

- Six (6) Outreach Workers
- Twelve (12) Communities
- Approximately 850 Direct Contacts

South Florida Green Jobs Collaborative

The South Florida Green Jobs Collaborative exemplifies an effective partnership of members of the private and public sectors committed to growing and sustaining a local green economy. Led by Broward County Minority Builders (BCMBC), Energy Training Partnership (ETP), in collaboration with Opportunities Industrialization Center of Broward's (OIC), POP Program.

Free Trainings for Minorities, Women, Veterans, the Unemployed and Under-employed.

Become A:

- Solar Thermal Installer
- Solar PV Installer
- Weatherization Technician
- LEED Green Associate

Register Online Today: www.oicofbrowardcounty.org/greenjobs

Through January 2012, the Collaborative will ensure:

- Job creation and placement of over 600 South Floridians
- An increase in the demand for Green goods, products and services
- An increase in the number of municipalities with sustainability polices
- Increased awareness of conservation and climate issues
- Increased number of businesses attached to sustainability initiatives
- Changes in behavior that adopt habits of clean energy and conservation

Members of the Collaborative :

MGrill & Associates, Inc. · The Energy Store · WorkForce One Employment Solutions · McCormack Baron Salazar · Advanced Green Technologies · angela m. turner consulting · Broward County Minority Builders Coalition, Inc. · Atlantic Technical Center · Reliance Housing Foundation · OIC of Broward County, Inc. · IBEW the right choice · AKUM

For more information contact:
The Broward County Minority Builders Coalition
665 SW 27th Avenue, Suite 14
Fort Lauderdale, Florida 33312
Phone: (954) 792-1121 Ext. 22
www.minoritybuilders.org

South Florida Green Jobs Collaborative

An effective partnership of members of the private and public sectors committed to growing and sustaining a local *green economy.*

The Collaborative:

- Focuses on People, Planet, Profit and Progress
- Increase in the number of certified:
  - Solar Thermal Installers
  - Solar PV Installer
  - Weatherization Technicians
  - LEED Green Associates
- Create Jobs for 600 South Floridians
- Increases in the demand for Green goods, products and services
- Promotes sustainability policies
- Fosters awareness of conversation and climate issues
- Changes in behavior that adopt habits of clean energy and conservation

Atlantic Technical Center · OIC of Broward County, Inc. · Broward County Minority Builders Coalition, Inc.

Led by the Broward County Minority Builders (BCMB) Energy Training Partnership (ETP) and Opportunities Industrialization Center of Broward's (OIC), Pathways out of Poverty Program; this workforce solution is funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration.

Introduction to Green Jobs:

- Ribbon Cutting and Launch of the Green Ready Institute at Atlantic Technical Center
- Green Jobs Expo and Training Recruitment Fair

Right: E-Flyer
Below: Banner

SOUTH FLORIDA GREEN JOBS COLLABORATIVE

GREEN JOB FAIR & EXPO

Thursday October 14th, 2010
12:00pm-4:00pm
The Inverrary Vacation Resort
3501 Inverrary Blvd. Lauderhill, 33319

A Green Jobs Expo and Fair intended to expose South Floridians to current, future and possible employment and economic development resources in the Green Jobs Industry.

- **Employment Resources for Minorities, Women, Veterans, the Unemployed, the Underemployed, Skilled and Unskilled Construction Workers will be available.**
- **This event will engage employers and potential employers in activities and workshops that will enhance their abilities to compete in the rapidly growing Green Labor and Employment Markets.**
- **Elected Officials interested in *"greening"* their constituencies and developing policies for sustainability are encouraged to attend.**
- **This event will provide resources to Employers interested in receiving technical assistance and capacity building to compete in the Green Labor and Employment Markets.**
- **Home owners interested in resources on making their homes energy efficient and saving money in the process are also invited.**
- **This Free event is made possible through a workforce solution funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration.**

For attendance or booth information contact:
954-792-1121 ext 22



GREEN JOBS EXPO & TRAINING RECRUITMENT FAIR

Forty-Seven (47) Vendors/Exhibitors Demonstrating Economic Opportunities in Green Sectors

650 Attendees **50 Training Applications Accepted**







Social Marketing Tactics: Press Releases ; PSA/Community Announcement- HOT 105-Urban Radio; Email Blasts

Inside the Green Jobs Expo & Training Recruitment Fair



Welcome!



L-R: Broward County Commissioner, Kristen Jacobs; Rob Kornharens.CEO, Advanced Roofing; Dr. Gassman, Director Broward Climate Change Taskforce.



Enrolling Trainees

South Florida Green Jobs Collaborative



Opening Plenary: Standing Room Only

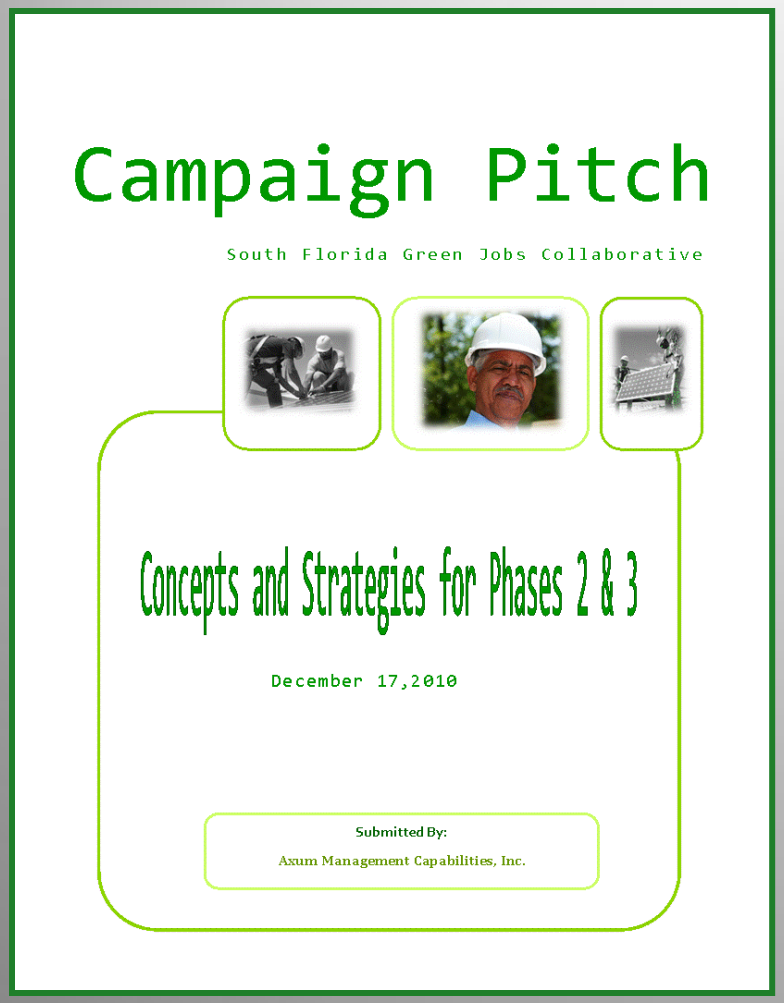


Exhibition Hall

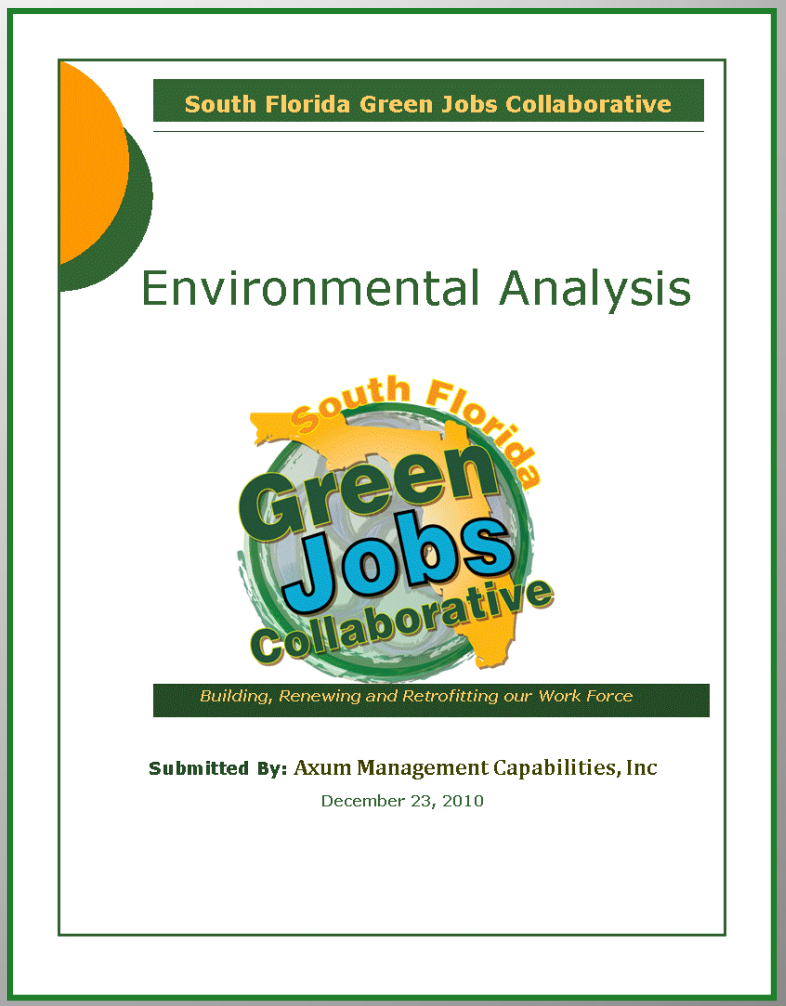


Exhibitors: Solar Panel Installers

REPORTS



Radio, Social Media, Electronic

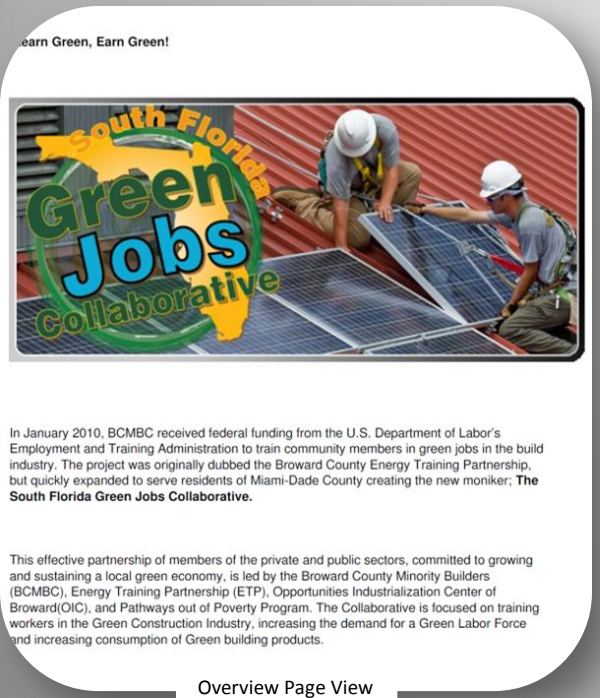


Political, Environmental, Social, Technological, Educational

Electronic Communications

www.Minoritybuilders.org

SCREEN SHOTS



Overview Page View





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Enrollment Page View

Electronic Communications

Newsletters

865 Recipients **27% Readership**
16% Click Through



"Scott Carver Development: Built with the help of Green Grads"





Sample Headline:

"By 2015 The Green Non-Residential Building Market Will be Worth Approximately $145 Billion"

Social Media & Radio Advertising:

http://facebook.com/MinorityBuilders
292 Friends and Growing

Follow us on twitter

http://Twitter.com@bcmbc
49 Followers and Growing

Green Jobs
Enrollment
MP3 File
Click on Grey Area for Audio

In Production:

- 5 Minute Video; Capturing the Impact of the Job Development Pipeline
- Radio Advertising for Employer Engagement
- Evaluation of the SFGJC Processes