

Talent Transition

What it is:

- A marketing campaign designed to assist workers in transitioning from dying industries into high-demand and growing sectors including manufacturing, construction, hospitality/tourism and healthcare.
- The budget for this campaign is \$500,000, to be spent by December 31, 2026

Talent Transition Update

- DWS's Strategic Operations Team prepared and launched an RFP in summer 2023.
- Three companies responded; the RFP was awarded to Warehouse 21.
- Contract has been fully executed.

Talent Transition

Next Steps:

- On Nov. 6, the DWS team was presented with “discovery questions” in preparation for a November 13th strategy meeting with W21.
 - This will be a close collaboration between W21 and DWS, which will include:
 - In-depth exploration of target audiences.
 - Determining key messaging, channels of communication, assets and calls to action.

Talent Transition

Next Steps:

- W21 identifies target markets and audiences.
- W21 crafts key themes and messages.
- W21 presents an Execution Plan.
- DWS expects design and production to begin in January 2024.