



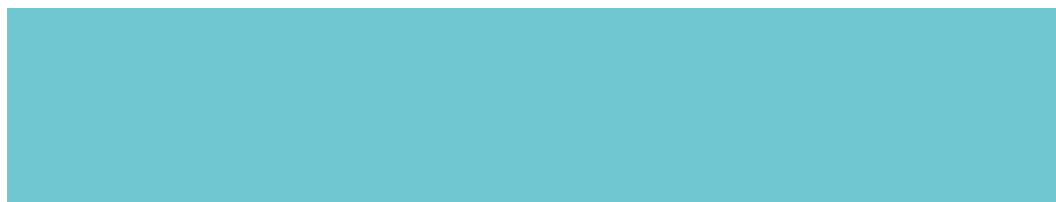
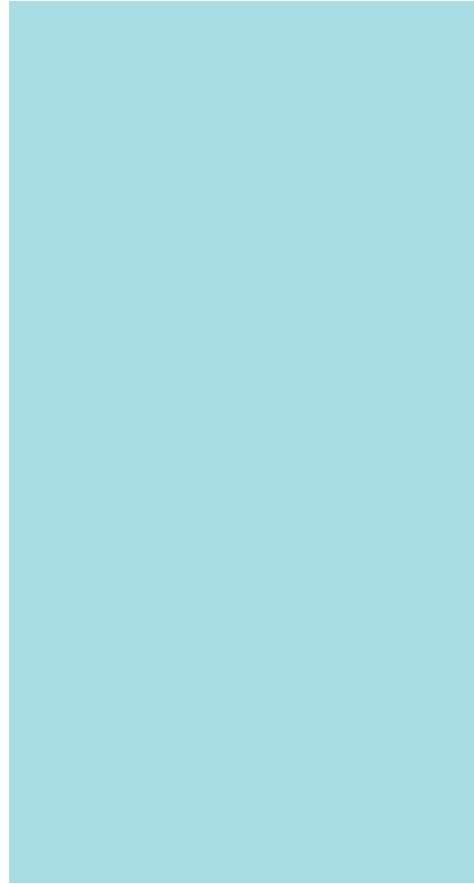
Greater Wichita  
Partnership

# A TALENT ATTRACTION STRATEGY FOR GREATER WICHITA

A Marketing Blueprint to Elevate Wichita as a  
Top Location to Work and Live



Submitted by  
Development Counsellors International  
SEPT. 26, 2018



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## EXECUTIVE SUMMARY

In spring of 2018, Partnership engaged with Development Counsellors International (DCI), a New York-based marketing firm that specializes in economic development, talent attraction and tourism marketing, to develop a marketing blueprint to attract talent to the region. Rooted in research, this blueprint will serve as a guide for the next three years and focuses on driving traffic to the Greater Wichita Partnership's new talent website, engaging with employers and local influencers, and building third-party credibility. The following recaps six months of focused work from March 5 – September 7, 2018.

### Research and Discovery

To conduct a 360-degree assessment of Wichita's offerings, DCI began by taking an intensive look at your "product" and what the region offers from a talent attraction standpoint. Elements of the research and discovery phase included:

- **Immersion Tour:** DCI conducted two days of meetings, tours and focus groups with more than 60 stakeholders, partners, regional leaders, local employers and talent.
- **Target Market Research:** We identified four target markets that are "best bet" locations for Wichita to draw talent from. Target markets include:
  - Dallas-Fort Worth, TX
  - Kansas City, MO
  - Los Angeles, CA
  - Oklahoma City, OK
- **Target Talent Perception Surveys:** DCI conducted an online survey of 250 residents in each identified target market (for a total of 1,000 responses) to gauge potential talent's current perceptions Wichita.
- **Review of Existing Research and Marketing Materials:** We reviewed the Chung Report, marketing and strategic planning materials, previous talent research, previous Wichita brand research and more.

For the purposes of this blueprint, we refer to the greater Wichita region as simply Wichita.

- **National Talent Research:** We took into account two national studies conducted by DCI, including “Talent Wars: What People Look for in Jobs and Locations” (2017) – a survey of working individuals across the country, and “Go Fish: How to Reel in Tomorrow’s Talent” (2018) – which looked at what influences career and location decisions for the rapidly growing workforce segment of millennials and Gen Z.
- **SWOT Analysis:** Synthesizing existing and new research, as well as on-the-ground findings from our immersion tour, DCI developed a concise analysis of the region’s strengths, weaknesses, threats and opportunities (SWOT).

### **Target Audience**

In today's day and age, the term “talent” is used by companies and communities to describe human capital in-need. DCI believes the best way to think of talent is simply just as “people” – which means talent attraction marketing is B2C. At the end of the day it's *people* who make the decisions on jobs and locations. We recommend that the Partnership focus on the following target audiences:

#### **Internal Audience (local/regional)**

- Company HR executives/recruiters
- “Influencers” in the relocation process, such as real estate agents, local businesses and educators
- Private and public sector leaders
- Students attending Wichita colleges and universities
- Current residents

#### **External Audience (outside the region)**

- Prospective “boomerangs” (those who previously lived in Wichita, but moved away)
- Prospective talent in target markets and target industries

## Brand Strategy

Once the foundation was in place, DCI developed the brand strategy, which included the following elements:

- **Brand Voice:** Based on the brand archetype developed by the Partnership, DCI developed an aspirational brand voice that the Partnership is working to fine-tune with Howerton+White (H+W). The brand voice should be reflected in talent attraction marketing efforts moving forward.
- **Key Messages:** DCI developed a set of key messages to serve as an “elevator speech” on the top reasons why Wichita is a great place to live, work and thrive.
- **Tagline:** DCI presented 10 tagline options and held an interactive brainstorm between the Partnership and H+W, where we came up with dozens of additional ideas. The Partnership and H+W are working to finalize the tagline this fall.

## Marketing Blueprint

DCI developed a marketing strategy to highlight the strengths of Wichita as a place to live and work, while addressing the threats, capitalizing on the opportunities and countering the region’s perceived weaknesses. Each marketing tactic we recommended is either an innovative new idea, or a strategic best practice. Our recommendations break down into the following categories:

- Engagement with Local Employers and Influencers
- Talent Marketing Collateral
- Talent Attraction Website
- E-Newsletters
- Social Media
- Paid Media
- Student Marketing
- Ambassadors Program
- Public Relations

## **Metrics**

The blueprint goes into detail on tracking and measuring key performance indicators related to talent attraction marketing. Metrics range from website and social media engagement to feedback from local employers and impressions/advertising equivalency.

## **Budget**

The budget provides recommended allocations for the major marketing tactics over a three-year period.

## **Timeline**

A three-year timeline, from October 2018 – October 2021, outlines DCI's recommendations on when marketing activities should take place.

## RESEARCH AND DISCOVERY



See Appendix B for key findings of the perception survey results, which were presented in-depth to the Greater Wichita Partnership.

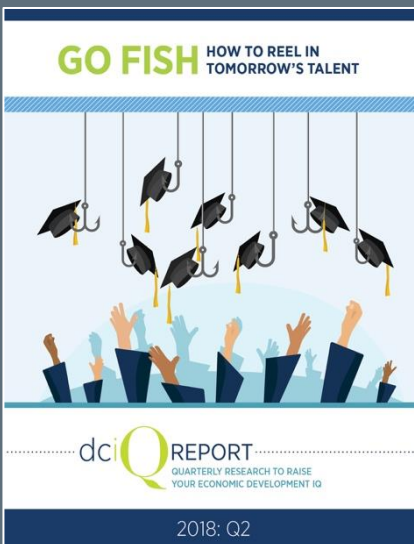
**At DCI, we believe all great marketing is rooted in research.** To fully understand Wichita’s unique talent attraction challenges and advantages, DCI conducted extensive internal and external research from March through May 2018, including:

- **Immersion Tour:** DCI conducted two days of meetings, tours and focus groups with more than 60 stakeholders and partners, regional leaders, local employers and talent.
- **Target Market Research:** We identified four target markets that are “best bet” locations for Wichita to draw talent from. DCI based this research on a review of existing material/research, the Immersion Tour and an extensive analysis of secondary data, including, but not limited to:
  - In- and out-migration patterns
  - Target industry data
  - Employment concentrations
  - Quality of life factors
  - Cost of living
  - WSU alumni/ae concentrations
  - Other labor force/demographic indicators

The four target markets identified include:

- Dallas-Fort Worth, TX
  - Kansas City, MO
  - Los Angeles, CA
  - Oklahoma City, OK
- **Target Talent Perception Surveys:** We conducted an online survey of 250 residents between the ages of 21 and 45 with at least a high school diploma in each identified target market (for a total of 1,000 responses) to gauge potential talent’s current perceptions of Wichita. The survey questions were designed in cooperation with the Partnership and administered over a two-week period in April 2018.
  - **Review of Existing Research and Marketing Materials:** DCI reviewed the Chung Report, marketing and strategic planning materials, previous talent research, previous Wichita brand research and more.

## DCI'S NATIONAL TALENT RESEARCH



In addition to tailored talent research on Wichita, DCI applied what we know from our national talent attraction research to this project. The blueprint recommendations are also based on DCI's national research on talent, combined with our 58 years of experience in marketing places for talent, business, investment and visitors.

DCI's original talent research includes:

- **“Talent Wars: What People Look for in Jobs and Locations” (2017):** DCI surveyed more than 1,000 working-age individuals across the country to understand what they look for in a job and a community—and what factors will seal the deal when they're considering relocating for a new job opportunity.
- **“Go Fish: How to Reel in Tomorrow's Talent” (2018):** To gain a deeper insight into what influences career and location decisions for the rapidly growing workforce segment of millennials and Gen Z, DCI conducted a survey of more than 1,000 current students and recent graduates (ages 19-25), asking questions to uncover where they are most interested in looking for employment opportunities, the most important factors when considering where to live and the most helpful tools when considering a move to a new location.
- **Talent Attraction Marketing Experience:** In addition to the above research reports, DCI drew upon our knowledge of what works and what doesn't from multiple talent attraction marketing campaigns—ranging from rural communities like Cleveland County, NC to entire states like Vermont.

For a summary of these research findings, please see Appendix A.



# SWOT ANALYSIS

Synthesizing existing and new research, as well as on-the-ground findings from our immersion tour and focus groups, DCI developed a succinct top-line analysis of greater Wichita’s strengths, weaknesses, opportunities and threats (SWOT) for talent attraction.

## STRENGTHS

- Cost of living
- Housing diversity and affordability
- Presence of major companies
- “Air Capital of the World”
- Short commute times
- Entrepreneurial history and spirit
- Higher education institutions

## WEAKNESSES

- Diversity of industries
- Humble to a fault
- Lack of awareness/lack of identity
- Negative perceptions
- Perceived lack of diversity/inclusivity
- Public transportation

## OPPORTUNITIES

- Transformation of downtown, riverfront and other neighborhoods
- Young, new leadership
- Local college students
- Local flag pride
- Talent exodus from high cost, larger cities
- Undiscovered arts, culture and outdoor recreation

## THREATS

- State of Kansas politics and perceptions
- Cyclical nature of aviation industry
- Nationwide competition for talent
- Technical jobs are stigmatized
- Recruiters living elsewhere don’t know how to sell Wichita



# TARGET AUDIENCE

Nearly every company and community in the U.S. is talking about talent—but not everyone is on the same page. This section outlines *what* talent is, *who* is the target talent audience, and *where* are they located. The blueprint will provide the roadmap for *how* the Partnership can market to elevate perceptions of Wichita as a top location to live and work, to ultimately attract talent in Wichita’s target industries.

## What is Talent?

McKinsey first brought the definition of "talent" to light in 1997 in "War for Talent" and described talent as "bright young people" and "highly skilled and high performing individuals." In today's day and age, talent is used by companies and communities to describe human capital in-need. For one community, talent might mean software engineers, in while it might mean manufacturing trade workers in another. As marketers, DCI believes the best way to think of talent is simply just as "people"—which means talent attraction marketing is B2C. At the end of the day it's *people* who make the decisions on jobs and locations.

The process of the multiple factors that go into attracting talent, based on DCI’s research, is outlined below. Marketing is designed to build interest in your community’s jobs and lifestyle opportunities, but ultimately the actions of the Partnership and local employers will be the final catalyst for attracting talent.





## “We need to start thinking a lot more aggressively about how we end up growing talent, fostering talent and harnessing talent in Wichita.” – James Chung

Based on our talent research, it is critical that your talent attraction marketing efforts focus both on **internal** audiences, as much as – or even more than – **external** talent audiences.

Reach Advisors data analyst James Chung identified talent as one of Wichita’s top exports. Not only is Wichita’s local talent leaving – it is also being poached. Just recently, a major aviation company held a job fair in Wichita to recruit workers to its operations in another city.

Your local talent (your internal audience, also referred to as “current residents” or “residents” in this blueprint) is a critical target for these marketing efforts not only for talent retention, but because of the following as well:

- **Local Talent Perceptions Have a Ripple Effect:** If local talent does not see the job and lifestyle opportunities in Wichita, it’s unlikely they will want to stay and even worse, they may share those negative perceptions with friends and family locally and in other markets. As shown on the graph on the previous page, friends and family and word of mouth carry tremendous weight in job and location decisions for talent.
- **Local Talent Can Reach Potential Boomerangs:** Local talent can also help Wichita attract more boomerangs (those who have roots in Wichita, but have left then decided to move back), as these residents share information about Wichita with their network, which may include potential boomerangs currently living in an external market.
- **Local Talent Influences External Markets:** While you ultimately want to attract new talent, your current residents – especially new residents – are a major influencer when it comes to marketing. You should think of new residents as living and breathing billboards for Wichita. People want to share their new lifestyle with their friends and family across the globe. Attracting new residents is like growing a free, organic, authentic advertising campaign.

In this blueprint, DCI has identified the right key messages to communicate the region’s top advantages, but if your current residents don’t know about these messages and are not sharing them – you are missing out. Internal marketing does not negate external marketing – but it is an uphill battle to do the latter well without doing the former great.

## **Wichita Target Audiences**

### **Internal Audience (local/regional)**

- Company HR executives/recruiters
- “Influencers” in the relocation process, such as real estate agents, local businesses and educators
- Private and public sector leaders
- Students attending Wichita colleges and universities
- Current residents

### **External Audience (outside the region)**

- Prospective “boomerangs” (those who previously lived in Wichita, but moved away)
- Prospective talent in target markets and target industries

#### **Target Markets**

- Dallas-Fort Worth, TX
- Kansas City, MO
- Los Angeles, CA
- Oklahoma City, OK

#### **Target Industries**

- Advanced Manufacturing/Materials & Aviation
- Data & IT
- Transportation & Logistics

# BRAND STRATEGY

## BRAND ARCHETYPE AND BRAND VOICE

DCI worked with the Partnership to define the characteristics, values and tone for Wichita's talent brand, and the Partnership worked with several community partners to gather feedback and input. The brand voice should be applied to all forms of communication – from copy, to talking points, to photography.

### ◀ WICHITA BRAND ARCHETYPES ▶

#### Creative Innovator

- At our core we are a city of innovators (Pizza Hut, White Castle, Coleman, aviation companies)
- We lead (and want) technological advances
- We are unexpectedly cool
- We have more culture and edge than one might expect
- We have pockets of very unique, creative and diverse experiences
- We encourage self-expression, provide choices and options
- We help foster innovation and creativeness

#### Unexpected Hero

- We are change makers and entice people to take action
- We believe we can change the world and never give up
- We fight above our weight class
- We pull off the impossible
- We are humble/value team approach
- We are down to earth, not flashy

### ◀ WICHITA'S BRAND VOICE ▶

#### Current brand voice

How Wichita comes across to others:

- Humble
- Honest
- Realistic
- A Hidden Gem
- More Than Expected

#### Aspirational brand voice

How Wichita *should* come across to others:

- Confident
- Forthright, but fun
- Casual and warm
- Excited and energetic
- Unexpectedly cool and unique

## KEY MESSAGES

### **Purpose of Key Messages:**

Key messages are your elevator speeches—they serve as the “top reasons” why Wichita is a great place to work, live and thrive. Instead of communicating all points, it is important to communicate your most important points well.

The key messages are meant to quickly capture the attention of talent audiences in situations where time or space is limited, such as interviews, presentations, emails, and marketing materials from brochures to websites. In each set of key messages, the text in bold is meant to be the overarching message that can be said verbally in a meeting or presentation. All text in the key messages can be used verbally or in written materials.

Each of the information-packed bullets are designed to further support why Wichita is a unique location and strategic choice for talent.

### **Strategic Topics to Communicate to Talent:**

- Low cost of living, short commutes, all with access to the best resources
- Affordable and diverse housing options
- Abundant career opportunities
- Outstanding arts, culture and recreation

### **Wichita’s Four Key Messages:**

#### **1. Get Way More Out of Life in Wichita.**

In Wichita, you’ll find out what it’s truly like to live free—free from the hassle, the humdrum, and high-costs of other places. Wichita’s low cost of living (nearly 10% below the national average) and some of the shortest commute times in the country mean more money and time to create the life you want. You’re never fighting the crowds or breaking the bank when you hit up your favorite brewery, concert or restaurant. Here, paying less doesn’t mean settling for less. As the largest city in the state, Wichita is home to more than a dozen colleges, universities, and technical schools, and reaps the “college town” benefits of pride, culture, diversity, and innovation. Whether it’s your career, home, or hobby—in Wichita, you’ll find there is plenty of runway for your dreams.

## **2. Your Dream Home is a Reality in Wichita.**

When it comes to real estate in Wichita, you'll find infinite possibilities all within one region—and it's amazingly affordable. The median selling price of single-family homes in the Wichita metro area is just \$135,700, and apartment rental rates are nearly 30% lower than the national average. Choose between river or lakeside living, historic homes in tree-lined neighborhoods, new lofts in downtown Wichita, upscale homes in luxury gated communities, or country living just outside the city. So yeah, get ready to start singing, "I'm going to Wichita."

## **3. Innovation is Our Life's Work in Wichita**

If you can dream it—you can do it, create it, and make it, here in Wichita. Our region's ideal size, inspired minds, and inclination for innovation offers you the perfect intersection to turn your big ideas into reality. In fact, we've been creating iconic brands and revolutionary products for 100-plus years. Known as the "Air Capital the World," we deliver almost half of all general aviation planes in the nation, and our entrepreneurial spirit is part of our DNA as the birthplace of Pizza Hut, White Castle and Coleman. Here, you don't just make a paycheck—you make your mark. Contribute to our cutting-edge companies in one of thousands of jobs ranging from software engineer to supply chain manager at a global company like Cargill or Koch Industries, or at one of our burgeoning local businesses. And we're not stopping there—other growing industries in Wichita include IT, transportation and logistics, healthcare and more. So if you want to turn your dream into a reality, our region stands ready to support you. We're basically the "maverick of the Midwest."

## **4. Find Inspiration and the Unexpected in Wichita.**

In Wichita, we serve inspiration and creativity daily in everything we do. In fact, some say we're "one of the coolest cities in America,"—just ask *Thrillist*. Wichita has long been a hub for artists, musicians, foodies and more. Our cultural gems include music festivals, a nationally-known symphony, opera and theater, 30-plus museums that showcase everything from Matisse to Native American heritage, and a pulsing arts scene with murals, abundant public sculptures, and art gallery crawls. Plus, the region's dining scene is exploding with food trucks, farm-to-table restaurants, craft breweries and more. When it comes to recreation, Wichita boasts one of the country's largest zoos, 125 parks and greenways, 60 miles of bike-friendly paths, and easy access to nature nearby, from rivers and lakes to the stunning Flint Hills, one of the only tallgrass prairies left in North America. We're also an easy drive to Kansas City, Colorado, Oklahoma City or Dallas for a quick getaway. Prepare to pursue your passions and expect the unexpected in Wichita.

Tailored  
online  
keywords for  
each target  
market are  
included in  
Appendix D

### Strategic Topics for Each Target Market

In addition to the key messages on the previous pages, below are ideas for tailored messaging topics for each target market, based on our target market research and perception study responses. For each target market, it is important to keep in mind that jobs are your most important selling point. At the time this data was pulled, each of your target markets had lower unemployment rate, which means it is generally more difficult to find a new job in those markets than it is in Wichita.

#### Dallas, TX

- Job opportunities/ease of finding a job in aviation and aerospace, logistics, and manufacturing
- Housing costs and availability
- Commute times

#### Kansas City, MO

- Jobs opportunities/ease of finding a job in transportation and distribution, manufacturing, and technology
- Accessibility, including drive/flight times to other major markets

#### Los Angeles, CA

- Job opportunities/ease of finding a job in aerospace and logistics
- Housing costs and availability
- Commute times

#### Oklahoma City, OK

- Jobs opportunities/ease of finding a job in aviation and aerospace and logistics
- Accessibility, including drive/flight times to other major markets



# BRAND PYRAMID

DCI developed the following brand pyramid to crystallize our thinking and set the stage for Wichita's brand essence.



## MARKETING BLUEPRINT

The marketing recommendations included in this document are designed to highlight the strengths of Wichita as a place to live and work, while addressing the threats, capitalizing on the opportunities and countering the region's perceived weaknesses.

Every single marketing tactic we recommend in the following pages is either an innovative new idea, or a strategic best practice. We want Wichita to execute creative, bold ideas, but to also have the common sense marketing foundation behind them—the latter is where most communities fail.

The Partnership already has several solid talent attraction marketing tactics in place, such as the successful 2018 intern event at Riverfest, community presentations to HR teams and “Welcome to Wichita” sessions. We took into account the Partnership's current efforts and included strategic marketing ideas to take your talent attraction program to the next level.

**We want Wichita to execute creative, bold ideas, but to also have the common sense marketing foundation behind them—the latter is where most communities fail.**



## ENGAGEMENT WITH LOCAL EMPLOYERS & INFLUENCERS



**Wichita’s local employers know how to sell the job. The Greater Wichita’s Partnership’s charge is to help them sell the community.**

Arming those who interact with prospective talent on a day-to-day basis – including employers, educators and real estate agents – with the right information and tools will be essential to the success of Wichita’s talent attraction efforts.

As you kick off this talent initiative, we recommend launching a “Wichita Talent Training Day” to get your local audience and stakeholders informed and engaged in Wichita’s new talent attraction program. We recommend inviting employers, HR executives/recruiters, real estate agents, educators and other private and public sector leaders to a half-day interactive event to better understand what talent looks for, Wichita’s key messages and top strengths, and the tools they can use to “sell” the community.

We recommend kicking off the day by sharing some of DCI’s research on what talent looks for in jobs and locations, and showcasing Wichita’s new talent brand, website and the goals of the Partnership’s talent attraction efforts. From there, we suggest bringing in a few engaging speakers, such as an influential business leader who is backing this initiative, who can speak about the need for talent and how employers can leverage the Partnership’s efforts; the mayor, who could speak to exciting developments and the momentum happening in the city; a young professional who has recently moved to Wichita and loves it; and/or the CVB, which could provide updates and share key events surrounding Wichita’s lifestyle.

Not to mention, this would be an opportunity for Greater Wichita Partnership to be an innovator when it comes to talent attraction (this would be the first-ever community wide “Talent Training Day” DCI has witnessed across our client communities).



For the second half of the event, we suggest breaking into groups based attendees' roles (HR executives, real estate professional, educator, etc.) for interactive sessions and discussion. These tailored discussions will give you the chance to communicate with each group on the specific resources available to them. The Partnership could also bring in a talent "transplant" to talk to each group about why they made their move to Wichita, what made their decision easier and any previous perceptions or concerns.

We also recommend leveraging this event as an opportunity to educate attendees on your new website, arm them with talent marketing materials and Wichita's key messages, and as get them signed up as ambassadors for Wichita. (More details on ambassador program on page 56).

Following the event, we recommend that the Partnership continue its great work in conducting presentations throughout the community to HR professionals employers and investors. We suggest expanding on these presentations and reaching out to new groups such as key business or HR associations, educational leaders, residential real estate professionals and more.



## TALENT MARKETING COLLATERAL

When most communities hear “talent marketing collateral,” they think relocation guides. These guides tend to be upwards of 100+ pages and jam-packed with advertisements in order to supplement the hefty cost of printing. And because printing relocation guides is so expensive, most communities ask that people request them first before mailing them (yet another expense). Did we mention relocation guides need a content “refresh” every year *at least*?

Instead of this intensive investment of time and money, DCI suggests the following for Wichita’s talent marketing collateral:

- **Keep All Content Digital:** Wichita’s new talent attraction website should include everything (and more) that a traditional relocation guide features. Not to mention, a website is searchable and content can be easily updated and expanded. This ensures talent will always find what they need *when* they need it. Full details on the new talent attraction website are included on page 23.
- **Capitalize on Existing Collateral:** Visit Wichita’s Official Visitors Guide has great lifestyle content that’s also applicable to talent. Work with Visit Wichita to either link to (or offer a download) of the guide digitally on the new talent attraction website. The content on events, outdoors, dining, and things to do (really, all content except for the hotels directory) can also be re-purposed as blogs on the new website and can link back to Visit Wichita’s website for cross-promotion. The Chamber’s relocation packet includes multiple documents and some information is either redundant to what Visit Wichita offers (i.e. shopping and entertainment), or are good resources for those relocating, but not for attracting talent (i.e. the resources, utilities and useful numbers info can be featured online).
- **Print Selectively:** While we don’t recommend a large relocation guide, we do suggest smaller, more strategic collateral pieces offered as PDF downloads on the new talent website *and* to be printed selectively. Those suggested collateral pieces are outlined below. All marketing collateral should contain contact information and a call-to-action to visit the talent website.
  - Key Messages Handout
  - Tough Questions FAQ
  - “A Perfect Day in Wichita”
  - What’s in it for Spouses/Partners?
  - Launch Your Career in Wichita
  - Talent Swag

# INFINITE POSSIBILITIES

HOUSTON. THE CITY WITH NO LIMITS

Houston is one of the youngest, fastest growing, and most diverse populations anywhere in the world. People from across the globe relocate to Houston every year to take advantage of the abundant opportunities the region provides. Whether a millennial or boomer, you have access to a great quality of life. For those willing to work hard and dream big, Houston is the place where you can make the impossible become possible.

You can succeed in Houston.  
The City With No Limits.

## HOUSTON FIELD NOTES

### HOUSTON IS THE MOST DIVERSE CITY IN AMERICA

- Houston is not a one-size fits all city. We are a great mix of ideas, people, culture and industries. We are the future of America.

### HOUSTON IS FUN AND AFFORDABLE

- Houston is America's fastest growing region attracting nearly ¾ of a million people since 2010. Whether a millennial or boomer, you have access to a great quality of life.

### IF YOU WORK HARD AND DREAM BIG, ANYTHING IS POSSIBLE IN HOUSTON

- Houston has a CAN Do spirit. Our city is built upon achievement and doing things well. The harder you work, the better you do. You can succeed in Houston.

#### GET TO KNOW HOUSTON

- Facebook.com/HoustonNoLimits
- Twitter.com/HoustonNoLimits
- Instagram.com/HoustonNoLimits

TheCityWithNoLimits.com

#HoustonNoLimits

1Q/2016

## 1. KEY MESSAGES HANDOUT

With your key messages identified, we recommend developing a one-pager or pocket-sized brochure that makes it easy for employers, partners, stakeholders and other local players to reference Wichita's key messages.

While this piece is not meant to be handed out directly to talent, we heard from employers that they do not always know how to "sell Wichita." Knowing Wichita's key benefits and selling points will be critical for employers as they face tough competition from outside companies looking to attract Wichita talent, as well as when they go into other markets to recruit to Wichita. The key messages piece should serve as an easy reference for those having direct conversations with talent considering a job in the area.

Below is a pocket-size example from Cincinnati on how the region communicates its seven key messages to regional partners.

To the left is an example of key messages from employers on Houston's talent website, [TheCityWithNoLimits.com](http://TheCityWithNoLimits.com)



## 2. TOUGH QUESTIONS FAQ

Almost every community across the country faces some negative perceptions or misperceptions. Based on our research and immersion tour, we heard that some of the negative perceptions of Wichita revolve around diversity, inclusivity, salary and crime. Rather than brush challenging questions under the rug, we recommend addressing them head on by developing an FAQ that answers some of the tough questions employers receive from job candidates. Work with your employers to determine the most frequently asked questions that they struggle to answer, and develop a one-pager that addresses these questions with tangible information and facts that can be used as an internal resource for recruiters. As a second step, repurpose this information into an external-facing format that addresses some of Wichita's perceptions head on with clever copy.

Below is an example of how Dallas addresses myths about its community on its talent attraction website.

The screenshot shows the Dallas Mythbusters website. The header includes the logo "yes Dallas" with the tagline "It's More Than You Might Think" and navigation links for HOME, JOBS, LIVING, PARKS & OUTDOORS, and CULTURE. The main heading is "DALLAS MYTHBUSTERS" with "DALLAS" in a larger font. Below the heading is a sub-header: "The Dallas Region's population increases by an average of about 400 people each day. Some of these folks might arrive with a few erroneous, preconceived notions in their heads. That's why the 'Say Yes to Dallas' team morphed into an urban-legend wrecking crew to fill the vacuum of misperceptions with solid, hard-earned intel. Without further adieu:"

**Myth: The Cowboys are the only team you'll have to root for**

Will Dak Prescott continue the Dallas Cowboys' streak of Cinderella-story quarterbacks? Will the Dallas Mavericks return to title contention anytime soon? Will the Texas Rangers be battling their new in-state rivals, the Astros, in the playoffs? Once you settle into North Texas, it won't take long to be sucked into the drama of the professional sports scene here. Contributing to much of this frenzy is that Dallas is home to one of the nation's **top-rated sports radio stations**. **The Ticket** (KTCK-1310 AM/96.7 FM), which stokes the sports-gossip mill with unmatched fervor. The Dallas Cowboys telenovela is a fun distraction for migrants who choose to keep their allegiance to their original team, proudly flying their team flags on their cars and in their homes, and attending sports bars to root for their teams with like-minded fans. A Google search readily identifies sports bars frequented by non-Cowboy teams with strong followings (the New Orleans Saints, the Pittsburgh Steelers, etc).

**Myth: It's always hot here**

Local blogger Dallas Whisperer says it goes like this: "Rainy Spring" starts in February and continues until the beginning of May. "Pleasant Summer" picks up with clear skies and temps in the 80s or 90s until mid-July. That's when "So!" season kicks in through August. "Glorious Fall," a.k.a. porch weather, hits in September until December, when the "Northerners" appear. It's our version of winter. Out of nowhere, temps instantly drop, and sometimes we even see snow! The Northerners disappear as quickly as they come, but pop in sporadically into February. So keep your coats. You'll need them now and again.

**Myth: Dallas is isolated from other cities**

Dallas is home to one of the nation's busiest airports (Dallas/Fort Worth International Airport) and to one of the most convenient (Dallas Love Field). Combined, these venues provide the perfect launch pad for a past time we like to call "travel roulette." Or, perhaps, "random acts of traveling." Whatever the phrase, this activity involves booking last-second flights out of Dallas to any destination that's cheapest, or is cheap-yet-highly intriguing. Round-trip flights out of Dallas to Denver, NYC, Las Vegas or even LA are available for less than \$150 including tax – less than a night out on the town.

**Myth: Things move slower around here**

Few assumptions are further from the truth. While Dallas doesn't have the hustle and bustle of NYC, there's a whole lot of moving and shaking going on. Most Dallas people are helpful, and as such, the Dallas Region is home to countless high-energy individuals with networking in their blood. Many outsiders pick up on this vibe shortly after arriving. People love getting things done here – from business, entrepreneurial, and philanthropic perspectives – and they're always looking for others to join in on the action.

### **3. “A PERFECT DAY IN WICHITA”**

Develop an itinerary for recruiters and real estate agents to share that showcases the best of Wichita’s arts, culture and recreation scene. Our qualitative research found that even Wichita locals aren’t aware of all of the region’s cultural offerings – let alone people living outside the region. We recommend making this piece visual with lots of photos and infographics, a short itinerary and potentially even a map that highlights a day’s worth of Wichita’s best dining, arts and recreation activities.

### **4. FOR SPOUSES & PARTNERS: WHAT’S IN IT FOR ME?**

We know that job opportunities for spouses/partners are one of the top five most important factors that talent consider when it comes to relocating. We also heard firsthand from employers that attracting spouses who aren’t familiar with Wichita can be a challenge. To help address this, we recommend developing a short collateral piece geared towards spouses or partners that highlights your key messaging, as well as specific resources for finding a job, career opportunities and getting connected in the community.

### **5. LAUNCH YOUR CAREER IN WICHITA**

Only 13 percent of the current students and recent graduates are interested in looking for employment in the community where they attended college (*Go Fish, 2018*). We asked respondents to specify the reasons why they were not interested in staying in their college communities, and while most simply wanted to experience a new location, 30 percent said a lack of job opportunities was a deterrent, followed by a lack of attractions and amenities.

As you work with WSU and other higher-education institutions within the community, we recommend developing a collateral piece specifically geared towards college students that highlights resources for finding a job, major employers in Wichita and key industries – in addition to your overall key messages. Bring the piece to life by including quotes and photos from young professionals working the region about how easy it is to get involved and advance your career in Wichita.

### **6. WICHITA SWAG**

When targeting talent, we recommend creating some high-quality pieces of swag that are fun, useful and attention-grabbing to get people excited about the new brand. A few ideas include:

- T-Shirts
- Pint glasses
- Water bottles
- Coffee thermos
- Mobile device chargers
- Stickers/bumper stickers
- Reusable canvas bags
- Cell phone covers
- Baseball caps



## TALENT ATTRACTION WEBSITE

### Talent Website Vision:

A brand-building website that connects targeted talent to Wichita's vast career and lifestyle opportunities through compelling storytelling and cutting-edge technologies.

In the attached appendix, you'll find the following materials for building a talent-focused website:

- Site map
- Pages to wireframe
- Page mandates
- Keyword list

**In today's digital age, your online presence may be your first introduction and first impression—make it count.** A talent attraction website is vital to showcasing Wichita's strengths as a superior place to live and work. In fact, 62 percent of working-age talent surveyed cited Internet research when asked how their impressions of a community are formed (*Talent Wars, 2017*).

A community's talent attraction website must be informative, easy to navigate and visually appealing. **The goal of your website is to convert talent interest into talent action – whether that's signing-up for more information, contacting you, or following your social networks.** Equally important, the website must maintain a relevant digital presence that is search engine optimized (SEO). If talent can't easily find your website, it's not working. It must also contain the functionalities and content that we know prospective talent need to make an informed decision about their career and choice of residence.

With the right strategy in place, a talent attraction website for Wichita can serve as the gateway to your location's job opportunities, area employers and quality of life potential. Combining 2018 website best practices with DCI's in-depth knowledge on talent behavior, we suggest the following website strategies.

### SHOWCASE YOUR LOCATION

Millennials and Generation Z say that chance to see and experience a location by visiting it firsthand is the most helpful tool for when considering where to relocate (*Go Fish, 2018*). If potential talent hasn't been to, or has no plans to visit Wichita, showcasing the location visually throughout the website is the next best thing.

### VISUALS

High-resolution, compelling images are essential to telling the story of Wichita's best assets and interesting companies that make the area a great place to live and work.

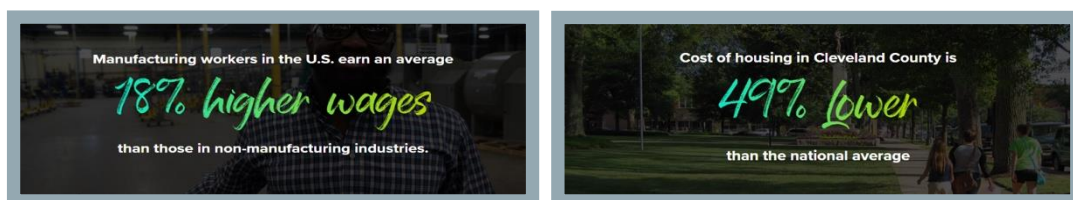
Consider investing in creating an interactive visual experience like a 360 degree tour (similar to Google’s street view), virtual reality content, or a video compilation of drone shots that can take the website user from place to place within Wichita. Atlanta Convention & Visitors Bureau’s [360 degree city tour](#) plays a prominent role in its marketing strategy. DCI has yet to see a community take this bleeding edge technology and apply it to talent attraction.

## STORYTELLING

Leverage a blog to showcase the real time, inside scoop on the best of Wichita. Create content based on keywords and relevant lifestyle and career news items happening in your community. In addition to posting the blogs on your website, promote them through engaging social media posts and by linking to them from an e-newsletter. Some examples of campaigns with well-maintained blogs are [Prince George](#), [Omaha](#) and [Oklahoma City](#). Regular blog content will also help with your website’s SEO and search rankings.

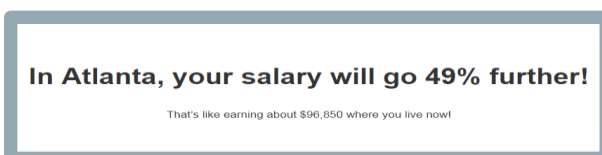
## HIGHLIGHT THE FACTS

Showcase the factors that matter most to talent when making job and location decisions. Based on our research, we know that data about salary range/take home pay, cost of living comparisons, employer benefits, housing stats, population and climate all play a role in potential talent’s decision to stay or relocate. Many locations can tout a low cost of living and high quality of life—but detailed facts can back-up these claims. Make these facts stand out by using unique design elements and placing them prominently on relevant webpages.



Cleveland County’s Charlotte’s Backyard, NC campaign features attention-grabbing infographic-style designs to highlight unique facts, figures and rankings.

Because cost of living is one of Wichita’s greatest strengths, we suggest letting the numbers speak for themselves through a cost of living calculator. Make it easy for talent to see how exactly how much further their salary will go in Wichita, categorized by housing prices, the cost of utilities, taxes, childcare, healthcare and other everyday essentials that factor into budgets.

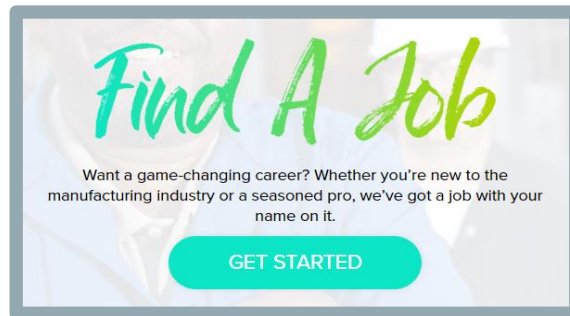


Choose Atlanta offers an interactive cost of living calculator which communicates how far your paycheck will go in Atlanta compared to a user’s current residence.

## JOBS, JOBS, JOBS

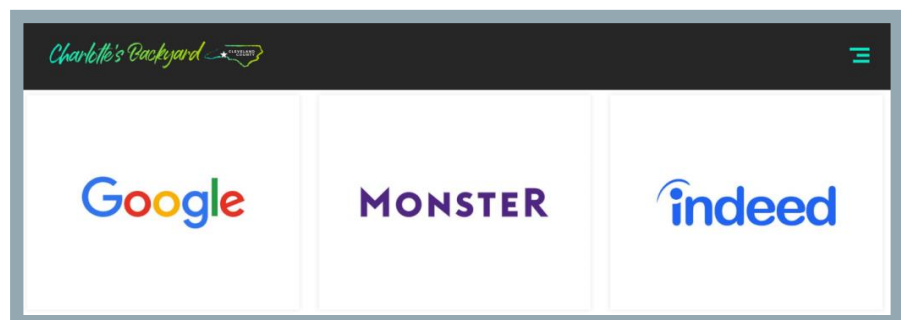
Job related factors such as salary, work-life balance, and benefits trump location when it comes to considering a new job opportunity (*Talent Wars, 2017*). While location is an extremely important piece of the talent attraction puzzle, jobs are the hook, line and sinker. With that mind, it's important that your talent attraction website serve as a hub for connecting talent (and their spouses/partners) to jobs, employers, professional residents and professional development resources. Here are some key website components that will help potential talent learn about the job opportunities in your area:

- **Strong Calls-to-Action:** Make it clear that the purpose of the website is to help users find a job in Wichita. We recommend that you place your call-to-action at the top of each webpage to emphasize its utility to users.



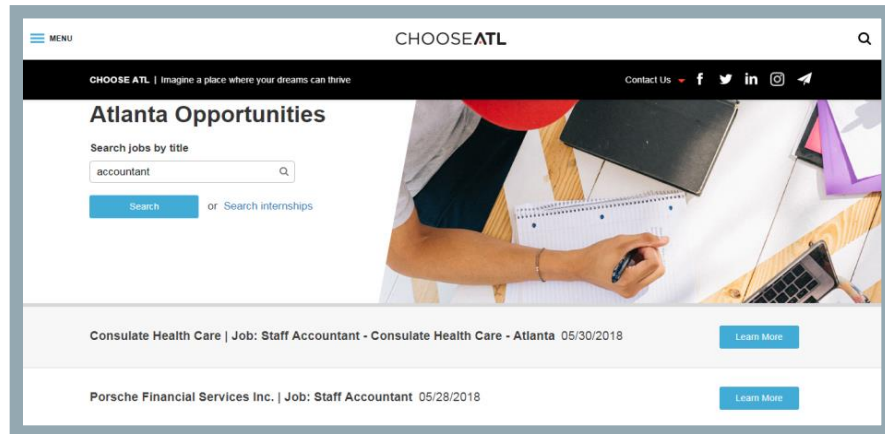
CharlottesBackyardNC.com features prominent and direct calls-to-action on every page of the website to connect users to job portal information.

- **Dedicated Job Page:** Job seekers are primarily using many of the available job search aggregator tools in their online job search. Create a reserve of popular job search tools that link out to pre-filtered jobs in your area. Include national job boards such as LinkedIn, Indeed, Glassdoor and Career Builder – as well as local job posting pages like on the [KansasWorks](#) and the [Wichita Eagle](#) websites.



Outbound links to job searches on popular sites pre-filtered by job type and location make it easy for a user to access hundreds of relevant job opportunities through just one click.

- Another option is to create an on-page job search tool which will aggregate area jobs and display them directly on your website. Either way, make sure you showcase the job opportunities available in Wichita and help users to access them.

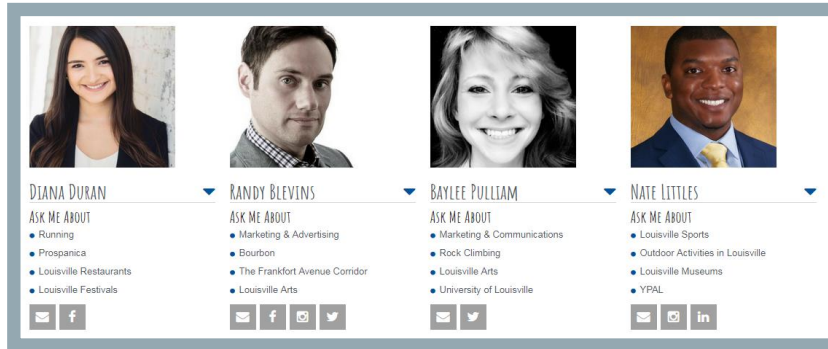


ChooseATL.com features an on-site job board that aggregates job listings from Indeed.

- **Resources for Job Seekers:** Because many open jobs require highly skilled applicants, it's not enough to post a job—you need to publicize the *path* to the job. Offer up valuable resources for job seekers with links to KansasWorks and other area workforce assistance organizations, local training programs and career coaching services. For example, WSU Tech shared with DCI that they offer an eight week program “that can take you from delivering pizza to a technical worker on the manufacturing floor in eight weeks.” Make career paths crystal clear for job seekers.

## START BUILDING RELATIONSHIPS

It's no surprise that friends and family are top job search sources and top location factors for talent. Firsthand accounts from a trusted source are invaluable to an individual making an informed job or location decision. Additionally, a job seeker's professional network also has a heavy influence on his or her job opportunities. To capitalize on these trusted sources, Wichita should leverage existing residents to tell the story of living and working in the region to potential talent. Sixty-five percent of millennial and Generation Z talent reported that the ability to talk to someone in their industry who is currently living and working in the location under consideration, would be the most helpful tool to them when considering a move to a new location (*Go Fish, 2018*). Dedicating space on your website to profiling successful young professionals across your key industries and offering a point of connection with them will not only help users build their professional network, but gain a firsthand account of moving to, and thriving in Wichita from someone who has already walked in their shoes. Tell your local talent's story and offer up an email and LinkedIn profile so that interested users can get in touch.



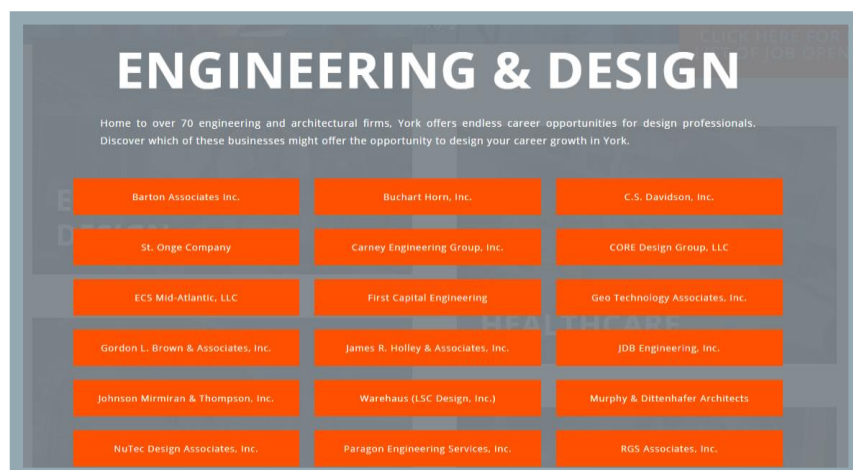
LiveinLou.com features a City Champs program which connects prospective talent with community ambassadors through interest-driven profiles.

We also recommend having a dedicated space on your website where local residents can get involved to help tell your story and connect with prospective talent. We've included several ideas surrounding a Wichita Ambassadors Program on page 56, and would envision a call-to-action on your website for ambassadors where they can see a variety of opportunities to get involved. For example, calls-to-action could include options such as:

- Be featured as a success story
- Connect with prospective residents (leveraging the Wichita Connect app)
- Mentor the next generation of Wichita talent
- Share good Wichita news on social media.

### GET YOUR EMPLOYERS (AND INDUSTRIES) INVOLVED

Employers are on the front lines of talent attraction. After friends and family, company websites are the most utilized source to look for job opportunities by talent (*Talent Wars, 2017*). Include a section on your website dedicated to your target industries and the major employers hiring for those industries in Wichita. These industry spotlights can feature information about career salary ranges, other industry facts and figures, company benefits, and a link to each employer's careers page. We've even seen some communities include industry and employer features as a sponsorship opportunity to help fund the website.



York County, PA's creativityunleashed.com website features major employers by industry which assures job seekers that there are career opportunities for them at established companies in the region.

The screenshot displays the website's navigation bar with links for 'MEET YORK', 'LIVE HERE', 'WORK HERE', and 'PLAY HERE'. The main banner features a large image of three people in a lab setting with the text 'WORK HERE' and a sub-headline: 'York not only produces and distributes products globally, but we also design them here. While our heritage was forged by manufacturing, our future is being fueled by a spirit of innovation that is evident in our top-notch health care, engineering and design firms, and our highly competitive business and technology companies.' Below this is a button that says 'I'M INTERESTED. WHAT'S NEXT?'. To the right of the banner is an orange button that says 'CLICK HERE FOR FULL LIST OF JOB OPENINGS'. Below the banner are six category tiles: 'ENGINEERING & DESIGN' (with a person at a computer), 'HEALTHCARE' (with a person in a lab), 'PROFESSIONAL BUSINESS SERVICES' (with a building), 'MANUFACTURING' (with a factory interior), 'PROFESSIONAL NETWORKING' (with a group of people), and 'PLAY HERE' (in a large orange box). At the bottom right of the 'PLAY HERE' box is a small 'LEARN MORE' link.

## SHOWCASE HOUSING

We know according to our research that housing cost and housing availability is an extremely important factor for talent. We recommend integrating real estate information into your website by simply linking out to a pre-filtered search result like Atlanta does with a designed call-to-action on its [neighborhood profiles](#). Or, you can use an API feed to showcase available homes for sale right onto your webpage, exemplified by [Say Yes to Dallas](#).

Smyrna offers an affordable range of houses with a close proximity to various walking trails, parks, and shopping areas. For families, Smyrna is home to several top private and public schools. The city has a revitalized and active downtown area that includes a library, community center, retail and mixed-use development, city hall, and many charming homes.

[Find Homes on Zillow](#)

[Find Restaurants on Yelp](#)

*Choose Atlanta neighborhood profile*

### How much can I buy?

The image displays three real estate listings from Realtor.com. Each listing includes a photograph of the property, a price tag, and a specification of bedrooms and bathrooms. The first listing is a house with a price tag of \$380,000 and 4 bedrooms and 3 bathrooms. The second listing is a house with a price tag of \$492,000 and 4 bedrooms and 4 bathrooms. The third listing is a pool with a price tag of \$365,000 and 1 bedroom and 1 bathroom. Each listing also has a purple banner indicating the square footage and location: 3,015 SQ FT (3,015 SQ FT) ATLANTA, GA for the first; 3,872 SQ FT (3,872 SQ FT) FLOWER MOUND, TX for the second; and 1,240 SQ FT (1,240 SQ FT) DFW AREA, TEXAS for the third.

Property	Price	Bedrooms	Bathrooms
House (Atlanta, GA)	\$380,000	4	3
House (Flower Mound, TX)	\$492,000	4	4
Pool (DFW Area, Texas)	\$365,000	1	1

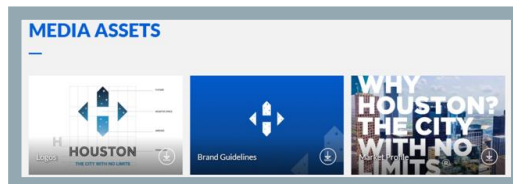
*Realtor.com feed on Say Yes to Dallas*

## BRAND TOOLKIT

In addition to having your employers and their career opportunities fully represented on your website, the website should serve as a tool in their recruitment efforts. Brand toolkits provide employers with everything they might need to help sell Wichita to prospective employees. Brand toolkits may include relocation guides, key messages/talking points, key data and information about Wichita’s quality of life, downloadable logos and collateral, and dedicated contact information for your organization’s talent attraction specialist. We recommend requiring that users fill out a form when accessing the tool kit so that you can track who is using your brand and why. In addition, we recommend a call-to-action to connect with Léah Lavendar at the Partnership to request that she speak at your company or meet with a new or prospective employee.

## INCORPORATE “WHY WICHITA” ON COMPANY WEBSITES

Urge employers to infuse the new key messages on their own website career pages. DCI’s research shows that company websites are one of the most influential sources for job seekers. Local employers should make sure they are not just selling the job, but the place, on their career pages. Once the new talent attraction website is launched, they can also re-direct visitors there for more detailed information on “Why Wichita.”



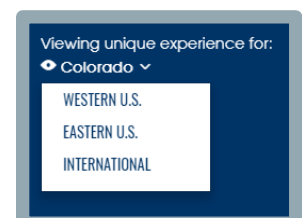
Houston’s [thecitywithnolimits.com](http://thecitywithnolimits.com) has an extensive employer toolkit with card-based links to everything a company could need for recruitment such as logos to infographics and ads.

## TARGET THE RIGHT USERS

We’ve already identified four distinct markets from which you can recruit qualified talent: Dallas-Ft. Worth, Kansas City, Los Angeles, and Oklahoma City. Geotargeting technology allows for users in each of these target markets to see a version of the site that is tailored with content specific to that region. We recommend creating a geotargeted homepage, employer and employee testimonials and cost of living content tailored for each specific target city, as well as content dedicated to all other North American users. For example, gear the homepage content to Los Angeles talent by touting the best city for first-time homeowners accolade, and feature profiles of workers who have relocated from the L.A. area for their dream job on the testimonials page. To our knowledge, Wichita could be one of the first talent attraction websites to include geo-targeting for talent.

Use the list of geo-specific keywords that DCI has provided in the appendix to tailor keyword copy and meta information to better reach each of these dedicated markets organically in search results.

Geotargeting technology allows for users in the regions you select to see market-tailored content.





## ENSURE 2018 FUNCTIONALITY IS IN PLACE

A well functioning website not only provides a more user friendly browsing experience, it also performs better in search results. On the following pages are two website functions that are required for 2018 digital optimization.

**Mobile-Friendly Design:** Make your website mobile friendly with a responsive design. According to Glassdoor, 89% of job seekers believe a mobile device is important for job searching. Additionally, Google's algorithm penalizes websites in search results that are not mobile-friendly and favors those that are, which could end up costing you valuable organic traffic.

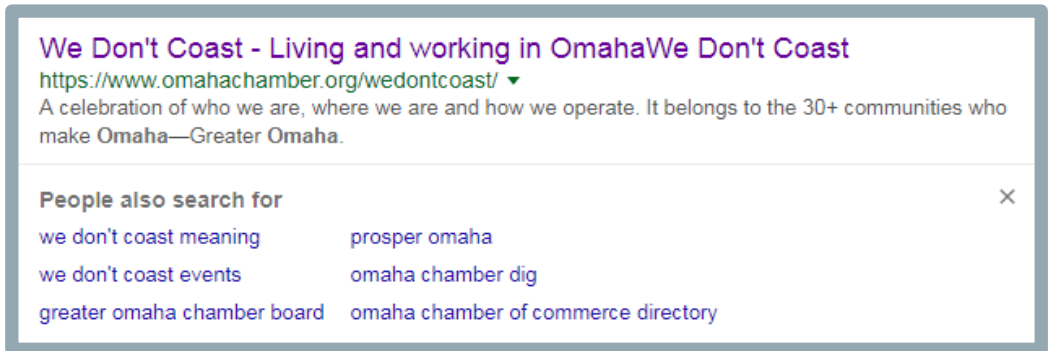
**XML Sitemap & SSL Certificate:** Your website also needs an XML sitemap and SSL certificate. An XML sitemap helps search engines better crawl the content structure of your site. An SSL certificate keeps your website secure from attacks and lets visitors know they can trust your website. This is designated by an "s" on the end of the "https://" web address prefix. Google gives a bump to websites that have an SSL certificate and penalizes those that don't. Your IT team and hosting service can assist you with ensuring these functionalities are in place for your website's launch.

## MIND YOUR SEO

On-page search engine optimization (SEO) elements are essential to determining how likely your website is to appear in search engine results, and what it looks like when it does. These items help search engines understand the content on your website and serve-up relevant search results in search engine queries on site such as Google and Bing. We recommend implementing the following SEO best practices:

- **Use Keywords:** In Appendix D, you'll find our recommended list of keywords relevant to each of your target markets. When integrated into your text and meta content, the keywords we provided can help improve your search engine rankings and help your website reach relevant users in targeted markets. When crafting content with keywords, it's important that your copy sounds like it is written for a human, not a computer. Avoid keyword stuffing and remember that valuable content that reads naturally is more important than the number of keywords you use.
- **Add Alt Tags for Images:** This is a simple description of an image and what search engines look for during an image search. These can be entered into the meta data of an image on the backend of your website. Having alt tags in place increase the likelihood of an image from your website showing up in an image search result.

- **Add Optimized Meta Titles and Descriptions:** The meta title is the name of the webpage, while the meta description is one to two sentences describing the page’s content and usually includes a call-to-action aimed at getting the user to click through a search result to the website. These descriptions populate in search results as a summary of webpage content. Page meta titles should have between 35-55 characters, while the meta descriptions should be between 120-156 characters. Include relevant keywords in your meta content to ensure they align with search user queries.



Optimized meta information helps search engines serve up relevant results to users during a web search.

## KEEP THE END USER IN MIND

While all of our recommendations stem from in-depth talent attraction research, user behavior and 2018 website and design best practices, we recognize that a website is never considered “finished.” As you begin to track your website’s performance and build benchmarks around your goals, you will want to adjust website elements to ensure that they are optimized for the goals you have for your user.

Some places to start to ensure that your website’s user experience has a solid foundation to begin measuring user engagement upon launch are:

- Make the navigation sticky so users always have access to additional content
- Make calls-to-action designed to contrast with the rest of the webpage’s background and text.
- Consider placing call-to-actions near social proof content on the webpages that have them. For example, pair a CTA with a major employers list and on the employee/resident testimonials webpage.
- Consider the mobile experience. CTA buttons should be large enough to tap on a mobile device.
- Track, test and optimize! With a great website foundation, you’ll have the flexibility to craft a website experience expertly curated for your four target markets as your talent attraction campaign evolves.

## RECOMMENDED FUNCTIONALITIES & ESSENTIAL WEBSITE ELEMENTS

Tools and experience are just as important as content when it comes to talent attraction websites. Below is a list of recommended functionalities to include on your talent attraction website, as well as a list of optional functionalities that can enhance the website experience even further depending on your budget and strategic priorities. Use the following checklist to ensure that you have all necessary design, content and technological elements in place as you begin to design and implement your website.

BEST PRACTICE WEBSITE ELEMENTS	NEXT LEVEL WEBSITE ELEMENTS
Strong, designed call-to-actions	Graphic animations
Jobs portal	Zillow or Realtor.com links; or other local real estate resources integration
Brand toolkit	Brand merchandise shop
Geo-targeted content pages	Video integration
Blog	VR or 360 degree photography experience
Area map	Social media integration
Cost of living calculator	Form submission to connect with a local employer or young professional
Local ambassador success stories	E-newsletter integration
High-res, local imagery	Events Calendar
Infographic-style designs	
Mobile-friendly	
Google Analytics integration	
HTTPS secure	
Branded favicon	

## E-NEWSLETTERS

E-newsletters are a critical piece of content marketing because they keep your audience engaged and most importantly, drive traffic back to your website. More than half of employed Americans are looking to leave their current jobs ([Gallup, 2018](#)). However, that doesn't indicate that people are applying for new jobs or relocating at a rapid pace. It can take a long time before someone decides to officially apply for a job and even longer to consider relocating. That's why it's important for Wichita to stay in constant communication with its talent audiences:

- **Prospective Talent:** Ensures website visitors who are not ready to apply for a job will continually be updated on career and lifestyle news from Wichita.
- **Job Candidates and Existing Employees:** Provides an opportunity for engagement and a means to “sell” the community for Wichita companies. Companies should encourage existing employers and potential hires to sign-up for the e-newsletter via the Wichita talent website.
- **Existing Wichita Residents:** Keeps existing residents and recent transplants connected to what's happening in the community. During our immersion tour, we heard from new residents that it can be difficult to find out “what's happening” in Wichita.
- **Talent Influencers:** Updates those who can benefit from staying up-to-date on Wichita's job and lifestyle opportunities, i.e. recruiters, realtors, etc.

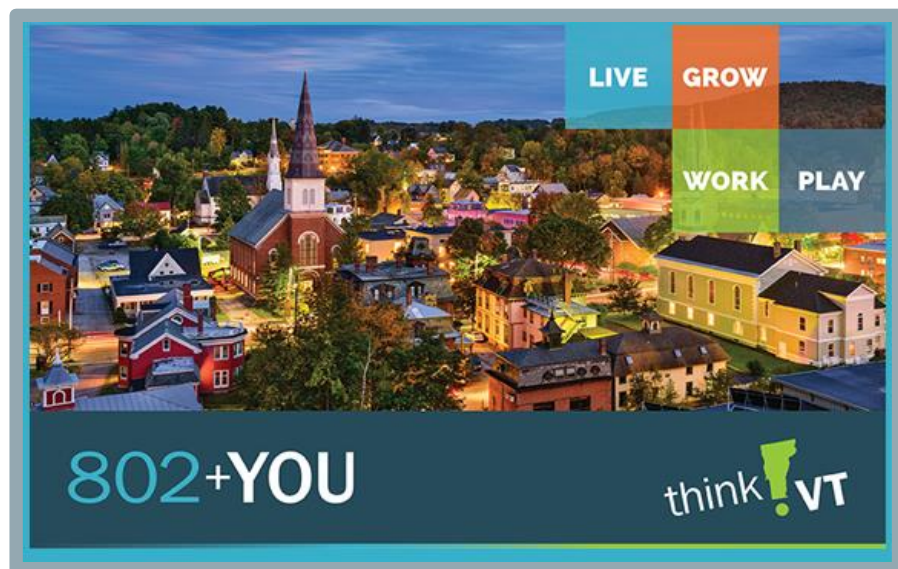
Proposed elements for an effective e-newsletter for Wichita:

- **Distribution:** The e-newsletter would be promoted both through calls-to-actions on the website, as well as on social media. As mentioned above, companies should also encourage job candidates and existing employees to sign-up.
- **Content:** Keep it short and sweet, visual, and mobile-friendly. Spotlight existing website content, featured jobs and employers, blog content, and upcoming events. As much as possible, the content should drive back to your website.
- **Management:** Whether weekly, monthly or quarterly, choose a frequency and stick to it. It is ok to break the frequency with urgent news, such as an upcoming event.

The goal is to give Wichita's talent audiences a steady stream of content that keeps Wichita jobs and lifestyle “top of mind” and in the top of their inboxes.

Examples of e-newsletter content (that don't require reinventing the wheel):

- Blogs already written for the website—simply feature the image, title, and a short synopsis
- Spotlight existing website pages—for example the neighborhoods page can be shown with an image and a “Wichita Neighborhoods 101” title
- Ask VisitWichita to share their content calendar and help promote similar local events that would appeal to both internal and external talent, such as RiverFest
- Ask local employers to submit a job they'd like to feature and pair it with a fun fact about the company or job
- Pull a “Did You Know” or “Fun Fact” from existing key messages or website copy. For example, “Did You Know: Wichita boasts one of the country's top rated zoos?” or “Fun Fact: Wichita is where Pizza Hut, White Castle and Coleman were born. Entrepreneurial spirit is in our DNA.”
- Show a “Best photo of the week/month/season” found or already re-posted from Wichita's new social media networks



## Welcome.

We're looking forward to sharing with you stories about the people, businesses, places, and opportunities that make Vermont such a special place to live.

Think Vermont recently launched the 802+YOU e-newsletter to keep in touch with those inquiring about the state's careers and lifestyle

## SOCIAL MEDIA



**Social media is a powerful talent attraction tool—but no organization should do social media for social media’s sake.** For talent attraction, social media is a vehicle to promote jobs through friends and family and drive traffic to job aggregator and company websites (all of which are huge talent influencers and sources, according to DCI’s research). In addition to jobs, social media content should promote location. Our research also shows that firsthand experience is a top influencer for location impressions. For those who can’t experience the location firsthand, seeing visuals and stories on social media may be the next best thing. Social media can spotlight a community’s lifestyle and increase the funnel of people visiting and experiencing the region firsthand. Social media is also a great way to build community pride. Both current and potential residents can benefit from seeing a positive portrayal of your community on social media.

Nowadays, with geo-locations on social media posts and “checking in,” it’s important that the Partnership showcases the interesting and innovative people, places, and companies that make Wichita unique.

The overall social media presence of the Partnership is active, professional and cohesive. There is a solid mix of types of content and branded tracking through custom bit.ly links, which create brand recognition. However, Wichita’s target talent audience is very different than the Partnership’s audience. **For this talent campaign, DCI recommends that the Partnership begin by honing in on the platforms that most reach your target audience – launching Instagram and LinkedIn accounts dedicated towards talent.** By focusing on these two accounts first, content creation can spill over to other platforms. Twitter and Facebook should be the Partnership’s secondary effort on social media, as staffing allows.

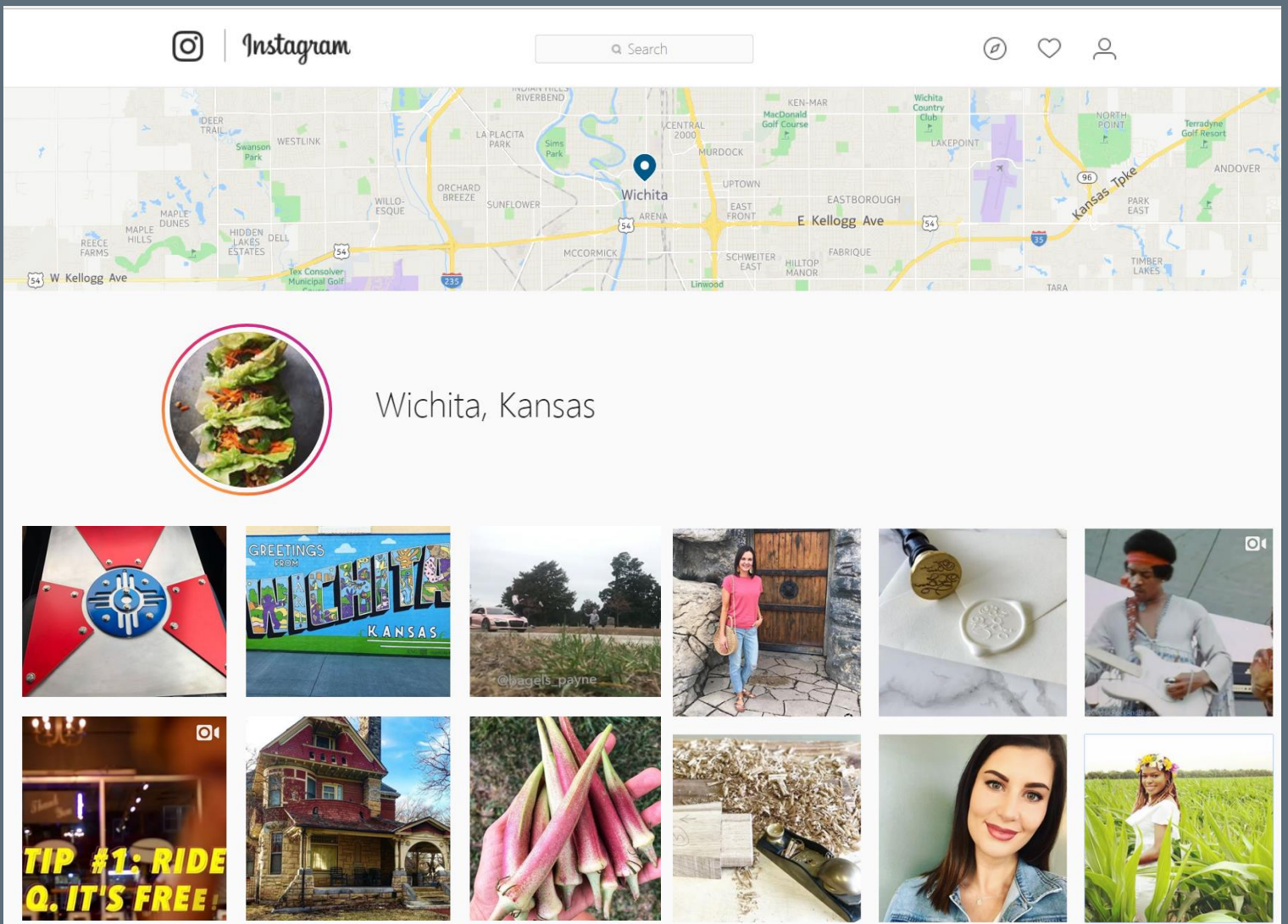
As many marketing managers know, keeping the hungry beast of social media alive is the toughest part of content creation. DCI’s social media recommendations will help you focus on the social media accounts that have the most power to influence talent, and provide you with a plan of attack to ensure your content is seen widely.

## LAUNCH INSTAGRAM

Instagram is a arguably the best platform to visually showcase Wichita's lifestyle. According to *National Geographic*, users are 10 times more likely to engage on Instagram than on Facebook. This platform is particularly popular among millennials and Gen Z, prime targets for talent attraction, with 60 percent of users ages 18 to 29 having an account on the platform.

We also know that firsthand experience is a top influencer of people's impressions of a location. Being present on Instagram will allow Wichita to combat the perception of "there's nothing to do." It should come as no surprise that [Agility recently reported](#) Instagram is now a brand's "homepage." For regional groups and economic developers, Instagram is where potential talent can "see" your place.

Set up your Instagram profile with the new talent logo, branded hashtag, links to your talent website, etc. The handle (@) should be something easy to find and remember. We recommend something talent related like @WorkinWichita, or simply keeping consistent with the Partnership's Twitter, by starting @Greater\_Wichita on Instagram. Below are examples of images people are already posting in and about Wichita. Recommended content and examples for the Partnership continue on the following page.



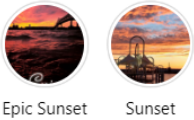


geauxdowntownbr ...

Follow

Geaux Downtown BR || Downtown Baton Rouge • Ambassador || Changing people's perception of downtown Baton Rouge one picture at a time! #GeauxDowntownBR to be featured! www.batonrougeoysterfestival.com

Followed by porktime, mad1214, and koehler26



1,213 posts

29.7k followers

1,325 following



DCI recommends the following content to build out an Instagram presence:

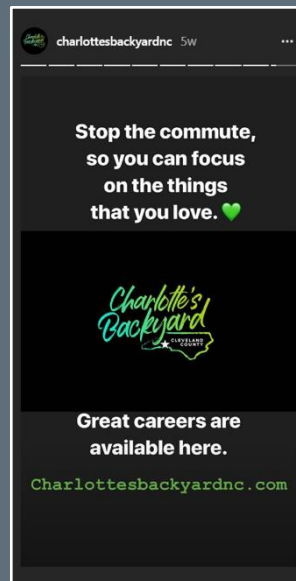
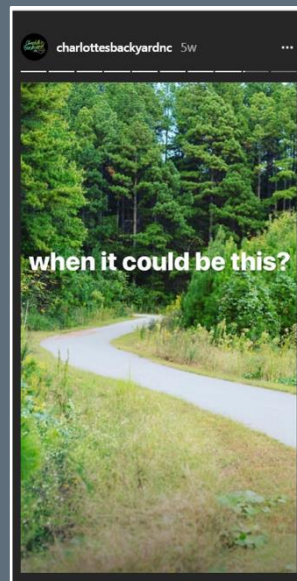
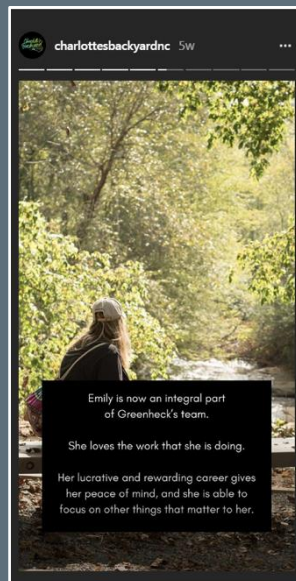
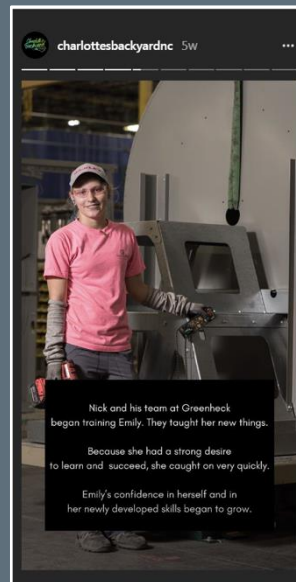
- Share photos/videos that showcase living and working in Wichita, with content such as:
  - Employees in the community with quotes on why they love where they work
  - Housing availability in various neighborhoods. Spotlight one neighborhood each week or month.
  - Where to eat, drink and shop
  - Wichita's art/music scene
  - Outdoor recreation
  - Local events from festivals to networking events
- Livestream local professional development panels or conferences
- Utilize Instagram stories and save them to your profile. Sometimes the best way to share content live is through a "story," which is only published for 24 hours. If it's a large event, save the Instagram story to the profile page. Create "highlights" for various categories such as things to do, places to work and places to live – think of them as "folders" to store evergreen videos of Wichita. DCI likes Instagram marketing platform [Later's instructions](#) on how to build out highlights for your Instagram stories.

While not a traditional talent attraction account, Geaux Downtown BR ([@geauxdowntownbr](#)) in Baton Rouge, Louisiana, is a great example of how a social media account can be extremely successful by capitalizing on User Generated Content (UGC). Nearly all of Geaux Downtown BR's posts are simply re-posts, which means yes—you can generate a highly engaged following by spotlighting others and being smart about the time you spend. Most people (76% according to Adweek) feel that UGC is more authentic than branded content.

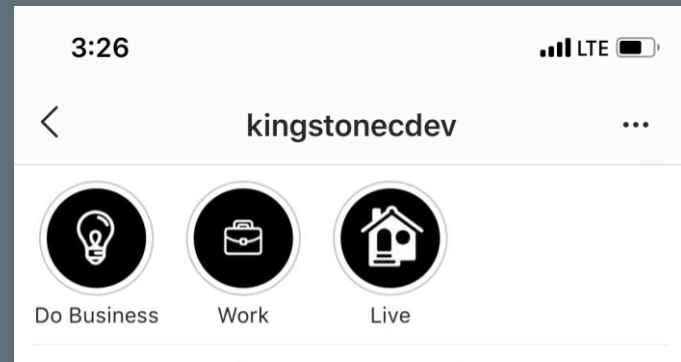
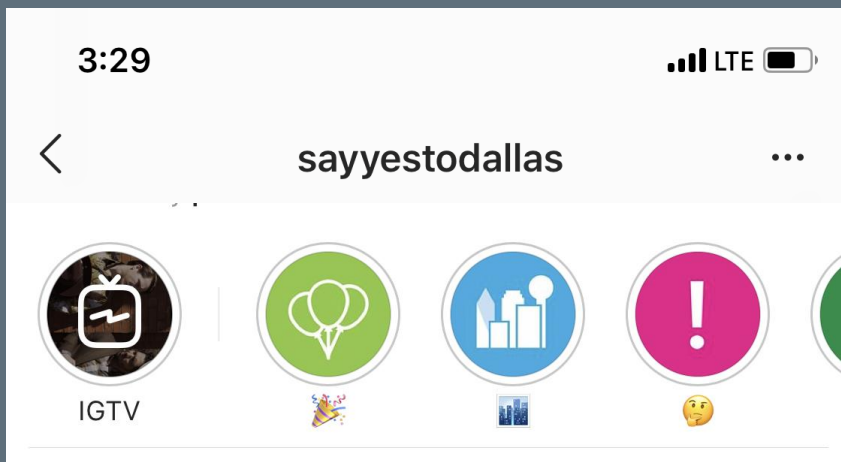
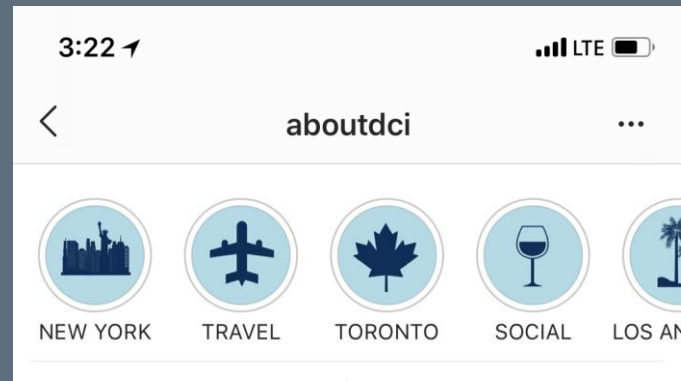
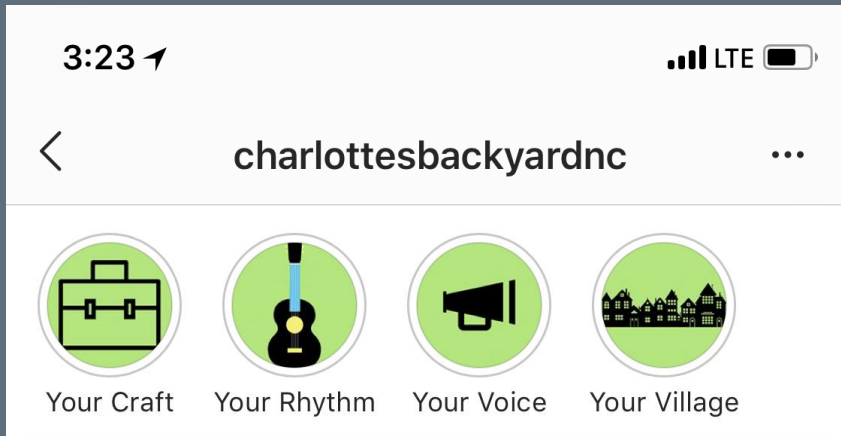
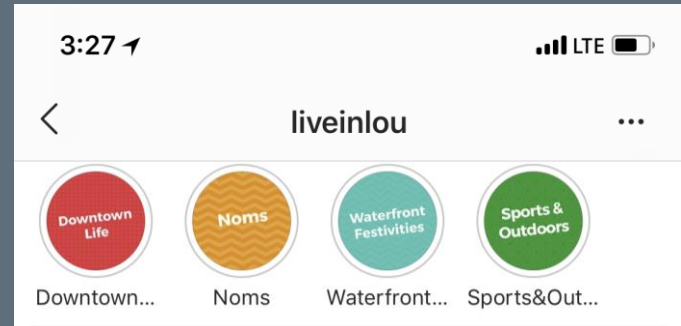
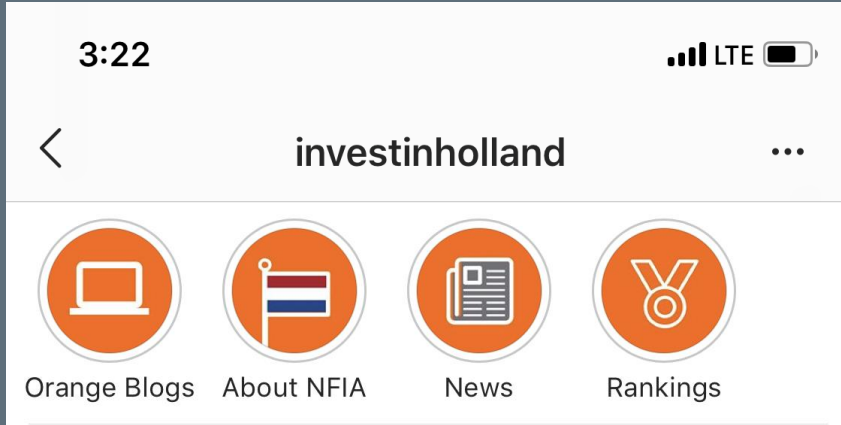
To re-post users' photos, DCI recommends always asking for explicit re-post permission and tagging the original source in the caption. If you aren't sure whether the original source owns the photo (or if another photographer/entity does), be sure to confirm. If clarification beyond permission in the comments is necessary, simply using the direct message function serves the purpose for communicating with Users. [RepostApp](#) can be helpful for downloading said photos for reposting.



Another best practice of a community using Instagram to attract talent is the recently-launched Cleveland County, North Carolina's [@charlottesbackyardnc](https://www.instagram.com/charlottesbackyardnc). You can see examples of Cleveland County's Stories on the following page.



Beyond posting live stories, we also recommend saving quality evergreen content on your profile as a "Highlight." DCI suggests having a Highlight category for each of your target industries. Below are some examples of how other profiles are using Instagram Highlights. To make a branded highlight, put a plain graphic in your Instagram story and proceed to add it to your highlight from the Archives ([instructions](#)).



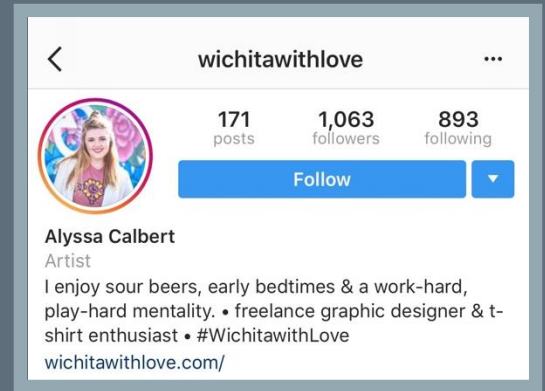
## LEVERAGE INFLUENCERS

Influencers are also a great way to grow your Instagram following and attract talent. Influencers provide social validation, have a trusted audience, and create authentic content. For those reasons, we recommend partnering with your CVB to work with influencers that can benefit both of your accounts. While a budget will likely be small to start, DCI recommends collaborating with micro-influencers—those with 1,000 to 10,000 followers. At this level, organizations and companies can usually pay as little as \$50-100 per post or be gifted promotional product, comped for gas or accommodations, or event tickets in exchange for promotion. At the micro-influencer level, you can also often reach out to pitch collaboration via direct message or email.

When working with influencers while keeping your budget low, non-monetary perks can also present value. Provide them with free entry to an event in exchange for them posting about it, and in return promote them on the Partnership's talent Instagram.

Identify and reach out to micro-influencers that are either local, but have a growing following, or are from our recommended target markets—Dallas-Ft. Worth, Kansas City, Oklahoma City, and Los Angeles. If you host an influencer from a target city and they post about fun things to do in the region, people will be intrigued to learn more about Wichita and visit themselves. While influencers with large followings may focus on specific content, micro-influencers often cover a broader variety of content. To attract talent, we recommend working with influencers that post about travel, food and the arts. Good micro-influencers to target would be people with original ties to the Wichita region (even if they've moved away) or those already living and posting content in the region, but traveling frequently with followers in target markets across the country. Many of these people would also be good candidates for your Wichita Ambassadors program, which is highlighted later in the blueprint.

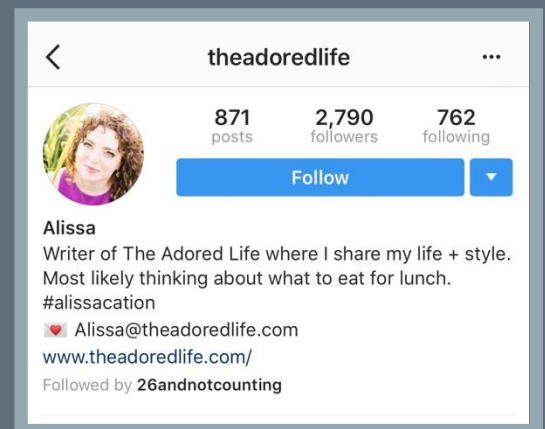
Some examples of influencers you could target are listed on the right.



*"I treated Wichita like a stepping stone. It was the next checkbox on my journey to somewhere far and beyond. I dreamed of NYC, LA, Seattle, Austin. Anywhere but here. Now, unless someone hands me an undeniable opportunity to do what I love, I want to call Wichita home. For good. Not only do I want to live in Wichita, I want to be active and influential in the city."*



*Jocelyn Galicia is a recent grad of Wichita State University and entrepreneur. She founded [Mobile Car Tune](#).*



*"Wichita, and Kansas, specifically, has a way of sucking you in by its charm before you realize it."*

## INSTAGRAM TAKEOVERS

DCI also recommends partnering with a unique local business, organization, photographer or young professional for an “Instagram takeover” – where another person or organization posts on your behalf for a week to showcase their pride in the region and a new perspective. Takeovers can also happen by outside visitors (for example someone from Kansas City or Oklahoma City) traveling to visit your community. Below are two examples of an Instagram takeover. This type of cross-promotion brings their followers to your Instagram page, and most importantly—your message.

You can find helpful tips on hosting a successful Instagram takeover [on the Buffer blog](#).



## LAUNCH LINKEDIN

LinkedIn is the leading social network for professional relationships. You'll find executives making location decisions and talent looking for their next job. It's important to post frequently on this network to reach your target audience. DCI recommends establishing a new LinkedIn company page for your talent attraction brand and growing your following through these steps:

- Upload a header image – this can be as simple as a landscape or panoramic view of the skyline, or a main street.
- Note that when publishing a LinkedIn post you must include “https://” before any URL for it to properly insert a hyperlink
- Post daily
- Link to other social profiles so that people can follow the Partnership in other places

For LinkedIn content, we recommend posting on topics such as:

- Job openings from partner organizations and local employers
- Information around the types of careers available in Wichita
- Testimonials of local workers
- Video testimonials of people working in Wichita
- Infographics with cool stats about job opportunities and cost of living

## OTHER SOCIAL MEDIA PLATFORMS

We recommend that the Partnership start by launching new a talent-focused Instagram and LinkedIn account. While Facebook and Twitter are also important, we recommend your efforts on these platforms be secondary to the other recommendations outlined. After building up Instagram and LinkedIn, when you do find the time and resources to put effort into Facebook and Twitter, we recommend creating specific talent accounts, separate of the Partnership's pages, and linking to your new talent attraction website. Content can be repurposed and tailored for each platform. DCI has seen organizations fail to follow best practices when they try to launch too many social media accounts at once. For when you do launch Facebook and Twitter, DCI has included detailed best practices on the following pages.

Consider joining and posting in LinkedIn Groups such as: [Wichita Kansas Professionals](#), [Wichita Business Networking Group](#), [Wichita Business Aviation Network](#), [Wichita Information Technology Professionals](#), [Alumni of Wichita State University](#), [Industrial and Manufacturing Engineering Department](#).

*Note that since DCI is not a member of these groups, and did not vet for quality, we recommend doing that before you join.*

## GENERAL SOCIAL MEDIA BEST PRACTICES

It's important that local employers and executives, visitors and prospective talent can find the Partnership's talent social media profiles with little effort. They should all be linked from your talent website on both the homepage and footer or navigation bar throughout. All social media profiles should have the full organization name and link back to website. Social media platforms can show up in search engines, so it's important to think of the Partnership's social media pages as an extension of SEO.

There are countless social media platforms for economic development organizations to be on nowadays. Before diving into platform specific recommendations, we encourage the Partnership to get back-to-basics with the following tips applicable across all social media:

- **Post regularly:** It's important to have a steady stream of content across profiles (specific post frequencies on page 43). Your followers expect a source of news and inspiration. The more you share, the more top of mind Wichita will be.
- **Drive traffic:** Posts should help drive traffic to the new talent attraction website. Similarly, use website content as inspiration for posts. For example, on behalf of the Netherlands Foreign Investment Agency, DCI transforms blogs into eye-catching videos through Lumen5 and [shares on social media](#).
- **Share the love:** It's important to tag partners and sources in all posts. If you're mentioning a company announcement or interview with their employee, tag the company. If you're sharing a local news story, tag the media outlet. The benefit to tagging other pages on social media is that tagged companies are more likely to share your post to their followers, their followers are more likely to see your original post through algorithms, and your SEO can improve as Google reads the social media pages as relevant and credible.
- **Find your voice:** When drafting posts for talent on Instagram, it's important to keep your tone lighter and more casual since people are often on these social networks during their personal downtime in the evenings and weekends. When drafting posts for LinkedIn, you may want to take a more professional tone. But regardless of the content you're sharing, the Partnership should always add its own comment. You should not simply post the headline of an article that automatically appears in the "preview." If you don't have an opinion or comment to add to a story, pull out a sentence from the article or website and put it in quotations, instantly adding third-party validation for whatever you're promoting in the region.



Below are examples of best-in-class talent-related social media posts.

**#1 Dallas**  
Best Cities for  
**Jobs**  
Forbes  
2017-2018  
yes Dallas

**sayyestodallas** • Follow  
Dallas, Texas

sayyestodallas When it comes to landing a job, #Dallas is the place to be. @forbes named Dallas the best city for jobs in America for the second year in a row. #SayYesToDallas

#jobs #dallas #jobsearch #youngprofessionals #dallasjobs #forbes #dfw

View all 25 comments

iolay\_Plano is the BEST CITY for jobs ☺

\_sydnipatrice Moving there in 2 weeks! 😊

384 likes  
JUNE 8

Add a comment...

**NFIA North America**  
@NFIA\_USCanada

Following

From Groningen to Maastricht, the #Netherlands' creative industry attracts artists and entrepreneurs from around the globe, making it one of the world's top locations for creative companies and talent  
investinholland.com/industries/cre...  
#InvestinHolland

4:50 PM - 30 May 2018

**Say Yes to Dallas**  
181 followers  
1mo

"In Dallas, the West End neighborhood of downtown has become a pilot for how smart cities technology could make life better in North Texas." #SayYesToDallas | via [The Dallas Morning News](#)

Check out how Dallas' West End has become a proving ground for smart city technology  
dallasnews.com

**Metro Denver EDC** @MetroDenverEDC · Jun 1

Exclusive: @Fidelity Investments looks to add 100-plus jobs in #Denver region  
#WorkAtYourPeakCO bizjournals.com/denver/news/20... via @denbizjournal

**Fidelity Investments looks to add 100-plus jobs in Denver region - De...**  
The company is hiring for most positions across all experience levels.  
bizjournals.com

**chachamber** • Follow  
Chattanooga, Tennessee

chachamber Take a seat. Cancel your meetings. Call in sick. What you are about to experience, has been known to change lives. You've been literally warned.  
#chachamber #CHA #litperf #chaperf #literallyperfect #Chattanooga #noogram

drexel\_a\_chrestersen What? WHAT?! Holding my breath. Tell me @! @chachamber TELL MEeeee!! @newschannelnine unetatomisicizini ?

215 views  
MARCH 22, 2017

Add a comment...

**The Cincinnati Experience**  
March 27 · 🌐

Still lots of work ahead, but Cincinnati is making serious strides in becoming a more inclusive city.

The 2018 Metro Monitor The Brookings Institution Report finds that "ultimately, out of the 100 largest metro areas, #Cincinnati and Greenville emerge as the only two that not only made consistent progress in overall growth, prosperity, and inclusion, but also reduced disparities in racial inclusion by improving employment, wages, and poverty among both whites and people of color."

The full report: <https://www.brookings.edu/research/metro-monitor-2018/>

## POST FREQUENCY

The Partnership should post consistently to build a following across social media platforms. Posting at regular intervals and engaging with other followers and organizations will also encourage them to do the same.

According to multiple sources, such as [Social Media Today](#), and put into practice by DCI, below are the optimal posting frequencies and times across platforms:

- LinkedIn: 1x per day, in the morning
- Instagram: 1x per day, either first thing in the morning, or in the evening
- Twitter: Up to a dozen times per day, at regular intervals
- Facebook: 1x per day, in the afternoon

As with all social media platforms, algorithms are constantly changing. DCI recommends regularly tracking and reporting on your social media performance, for tailoring moving forward.





## HASHTAGS

Hashtags allow for marketers to ensure target keywords in their content are searchable. They also allow social media platforms to show trending conversations locally and nationally. DCI recommends using a location-based/local hashtag in nearly every post for branding consistency, coupled with an appropriate number of hashtags related to the industry or topic being spotlighted. Use only 1-2 hashtags per post on LinkedIn, Twitter and Facebook, and up to 10 hashtags for Instagram. Below are hashtags that DCI recommends the Partnership deploy.

### Location-Based Hashtags

#GreaterWichita *(we recommend growing this hashtag rather than the longer and unused, #GreaterWichitaPartnership)*

#WichitaKS  
#WichitaKansas  
#Wichita  
#igwichita  
#AirCapital  
#WichitaFlag  
#ILoveWichita  
#VisitWichita  
#ChamberWichita  
#DowntownWichita  
#wichitajobs  
#workinwichita

\*For the purposes of this talent campaign, we do not recommend using #ICT, as it is not recognizable to people outside the region.

### General Hashtags

#JobOpening  
#Recruiting  
#Hiring  
#Joinourteam  
#madeinusa  
#manufacturingjobs  
#ITjobs  
#datajobs  
#logistics  
#logisticsjobs  
#qualityoflife  
#hometown  
#hometownpride  
#homesweethome  
#lovemycity  
#whereilive  
#mytown

Please keep in mind that DCI recommends using **one** branded hashtag per post. Though it takes time to build a following for branded hashtags, it's important to use and provide consistency among your own content.

## PAID MEDIA



Using paid ads and sponsored content on social media is an effective way to reach a targeted group of users and attract potential talent to Wichita. The below recommendations, broken down by platform, are designed to engage potential talent and drive them to learn more about the benefits of living and working in Wichita.

### INSTAGRAM

Before launching a paid campaign on Instagram, we recommend building a good base of content (at least 20 posts, but 100+ is really ideal), then using sponsored posts to build a following of both local users and potential talent in target markets.

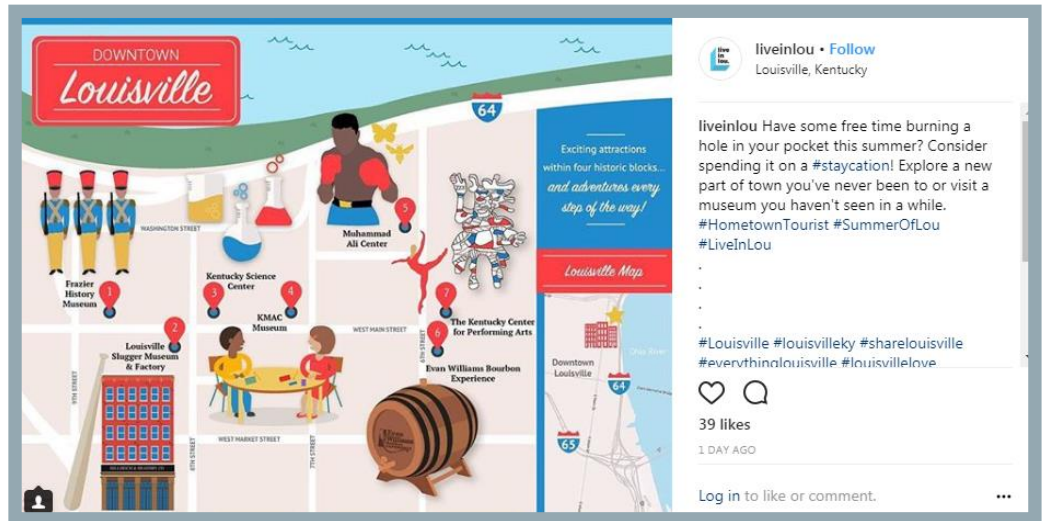
To reach the different segments of Wichita’s audience, DCI recommends running two Instagram campaigns targeted towards local residents, visitors and talent living in target markets.

#### 1. Local Residents Campaign

**Objective:** Build a Following and Increase Engagement.

The goal of this campaign is to generate a following of users who currently live in Wichita. These users can help generate content by encouraging locals to tag Wichita’s talent Instagram account in their posts for a chance to be featured on the page. Wichita locals will also be more likely to engage and share posts, which will extend the reach of organic content.

**Content:** The content of these ads focus on showcasing upcoming local events and things to do in the region, as well as spotlighting interesting local businesses and fun facts related to careers in Wichita. Add calls-to-action into the copy such as “Follow us to stay up to date with the latest happenings in Wichita” or “Tag #GreaterWichita (or similar branded hashtag) in your photos for a chance to be featured on our page.”



Live in Lou shares a map of things to do downtown to encourage locals to explore their own city



Springfield, Missouri uses their bio spacer to encourage users to tag photos with #lovespringfield and also includes a link to their talent website.



## 2. External Markets Campaign

Eighty percent of college students and recent graduates surveyed cited the chance to visit, see and experience a location firsthand as the most helpful tool when considering a relocation (*Go Fish, 2018*).

DCI recommends running a campaign to target potential visitors so they can experience Wichita firsthand. With this focus we suggest working with Visit Wichita for photos and content to be sure everyone is on the same page. We recommend targeting locations around the state (and perhaps in locations within a one-state radius of Kansas) that have a university population. Additionally, this campaign should target the talent target markets identified by DCI's research: Dallas-Fort Worth, Kansas City, Los Angeles and Oklahoma City.

**Objective:** Brand Awareness and Driving Website Traffic.

The goal of this campaign is to showcase the quality of life in Wichita and drive interest in actually visiting, with a bottom line goal of encouraging visitors to learn more about living in the region.

**Content:** The content of these ads should focus around the livability aspects in the region by highlighting regional amenities and recreation, experiences surrounding food, beverage and culture, and the arts scene, for example. As part of this, we also recommend finding ways to mix in the low cost of living in the region and showcasing successful businesses/entrepreneurs. Add calls-to-action to encourage users to "Click to Learn More" and link to relevant landing pages on the website, such as the 'Living & Working' and 'Cost of Living' pages.

Alternatively, using paid posts to drive traffic to articles from top tier media outlets is a great way to promote brand awareness and build credibility through a respected third-party source. The best articles to use are the ones that highlight the quality of life and benefits of living in Wichita, such as Thrillist's article, "[One of the Coolest Cities in America Doesn't Even Realize it Yet.](#)"

## Overall Instagram Budget:

You can run the two campaigns concurrently, or at separate times, as they are each targeting unique audiences. The recommended minimum budget for these campaigns is around \$1,000/month to ensure that the campaigns can achieve a wide reach and sufficiently penetrate the targeted audiences. After 2-3 months, re-evaluating the level of spend and performance may lead to a budget adjustment.



*Dallas highlights a top travel ranking*

Omaha's We Don't Coast Instagram highlights food trucks with a call-to-action to read more on their blog





## LINKEDIN

Advertising on LinkedIn is an effective way to build brand awareness and drive traffic to your website. The most beneficial part about advertising on LinkedIn is the specificity of the targeting options, which allows marketers to target users by granular demographics such as industry, job title, seniority level, geography, groups and more.

**Objective:** For Wichita, the best way to reach potential talent is to target users working in your key industries, such as IT and manufacturing, who are located in your target markets. We recommend engaging individuals employed in your target industries and driving them to your talent site to learn more about the opportunities and quality of life in Wichita.

**Content:** These ads are intended to capture the interest of targeted users, showcase the industry-specific opportunities and accolades of Wichita and drive users to your new talent website to learn more. The content of the ads should highlight industry facts, successful industry-specific companies in the area as well as job opportunities.

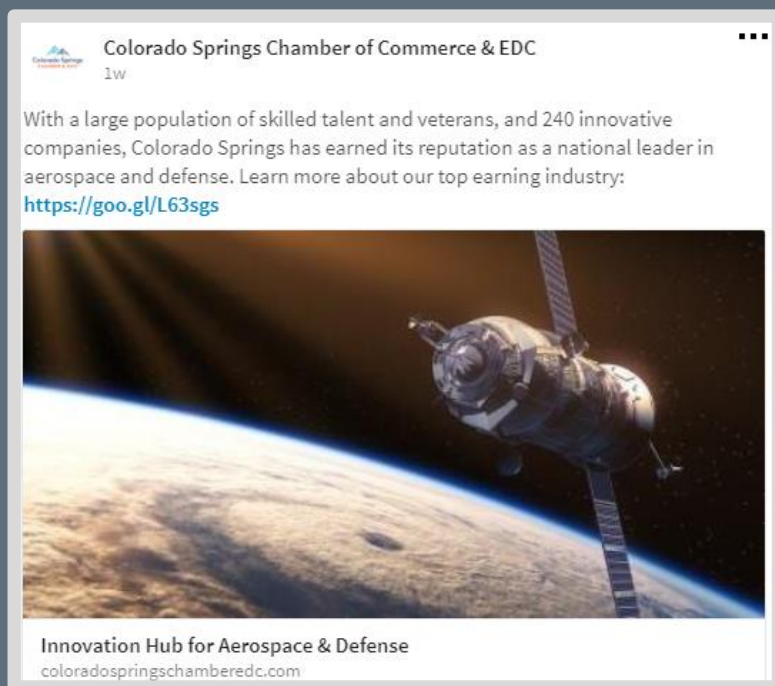
Another option for LinkedIn ads is to promote job openings in the region to users in key industries and targeted cities. The content of these ads can showcase the region's strength in these industries such as how Wichita is the "Air Capital of the World" or is home to "over 900 manufacturing firms," mixed with messaging about the low cost of living and high quality of life in the area. The links can then send users to aggregated job pages with available job openings and more options to learn more about quality of life and cost of living.

**Calls-to-Action:** Using strong calls-to-action such as "Contact Us" and "Launch Your Engineering Career in Wichita" helps users understand what steps to take next and encourages them to take conversion actions like reaching out to Wichita.

Examples, metrics to measure and budget are detailed on the following page.


## Budget:

If running two concurrent campaigns for two industries, the minimum recommended budget for each of these LinkedIn campaigns is \$1,500/month combined. This budget allows the campaigns to have a deep reach into the target audience and collect significant data regarding how the campaign is performing. Cost-per-click on LinkedIn is higher than on most platforms due to the granular targeting options, so this budget will go quickly. The tradeoff is reaching a more targeted demographic. We often find that campaigns with this budget run about a month to six weeks.



Colorado Springs Chamber of Commerce & EDC  
1w

With a large population of skilled talent and veterans, and 240 innovative companies, Colorado Springs has earned its reputation as a national leader in aerospace and defense. Learn more about our top earning industry: <https://goo.gl/L63sgs>



Innovation Hub for Aerospace & Defense  
coloradospringschamberedc.com

*Colorado Springs showcases one of its most successful industries, Aerospace & Defense*

*The Netherlands promotes facts about why it is an ideal location for IT companies*



INVEST IN HOLLAND  
Netherlands  
7,062 followers  
2w

Did you know that 60% of all Forbes 2000 companies active in the IT industry have established operations in Holland? <https://goo.gl/kMnXtT>



The Netherlands ranks

- #1 in Europe for connectivity
- #4 in Europe for overall digitization

The Netherlands Ranks No. 1 in Connectivity on 2017 Digital Economy an...  
investinholland.com



## SEARCH & DISPLAY ADVERTISING

With the launch of your new talent website, we recommend running a search campaign to drive qualified traffic to the site. This campaign should revolve around capturing search queries related to moving to and finding jobs in Wichita.

The below is the recommended campaign structure and keywords for a talent attraction search campaign. It is essential to incorporate these keywords into the corresponding landing pages so Google will see the pages as relevant to the keyword, resulting in higher rankings and lower costs. DCI has conducted extensive keyword research and recommended keywords to optimize the website for SEO (included in the appendix of this report). The keywords targeted in search ads should correspond with the keywords optimized on the website.

The below keywords have historical search volume and would good keywords to use in a paid talent attraction search campaign.

### Sample Keywords:

- Moving to Wichita
- Wichita jobs hiring
- Wichita jobs
- Jobs hiring in Wichita
- City of Wichita jobs
- Hiring in Wichita KS
- Jobs in Wichita
- Aerospace jobs in Wichita
- Wichita KS jobs hiring
- Wichita KS jobs
- Jobs hiring in Wichita KS
- City of Wichita KS jobs
- Jobs in Wichita KS
- Moving to Kansas

To reach users in target markets searching for jobs in target industries, such as aviation or advanced manufacturing, but who are not including “Wichita” in those search queries, we recommend implementing a LinkedIn campaign rather than a search campaign.

Due to the competitiveness of job related keywords, it is unlikely that the Wichita Talent website would rank well against job focused platforms such as Indeed. The LinkedIn section of this blueprint has more details on this strategy.



After implementing paid ad campaigns on Google, Instagram and LinkedIn, the Partnership will likely see an increase in conversions and site traffic, and an increase in organic social followers. As the campaigns collect data, it is a best practice to analyze the metrics and optimize budgeting, targeting and creatives as-needed.

## SEARCH AD BEST PRACTICES

**Keyword in the Ad Titles:** Including the keyword in the ad title helps both Google and the user see the ad as being relevant to their search query.

**Keywords on the Landing Page:** It is important to direct ads to landing pages that are optimized for the targeted keywords. Doing so will help Google see the page as relevant to the user's query, resulting in higher rankings and reduced cost-per-click.

**Calls-to-Action:** It is always best practice to include a call-to-action such as "contact us today" or "learn more about Wichita's low cost of living" in the description of the ad. This helps the user understand what they can expect from the landing page they will be directed to upon clicking the ad. This also increases engagement as it helps guide the user to take desired actions.

**Site Links and Call Out Extensions:** Utilize the sitelink and call out extensions available on Google AdWords to get more value out of the ad space. Call out extensions enable ads to highlight key benefits such as "low cost of living" and "abundant career opportunities." Site link extensions help users choose a page that is more directly related to their needs, such as a "contact us" or "cost of living."



Discover Jobs in Wichita | Greater Wichita Partnership  
Ad choosewichitaks.com

Explore the plethora of career opportunities waiting for you in Wichita.  
Affordable Cost of Living · Short Commute Times

Careers & Industries	Life in Wichita
Resources for Job Seekers	Cost of Living

Call 316.500.6650

Example of a Wichita talent attraction ad with callout extensions, sitelink extension and a call extension

## STUDENT MARKETING



**It's clear from the Chung Report and its latest follow-up report, that Wichita is losing the talent that's being grown in its own backyard.** Adding to this challenge, we also know that only 13 percent of current students and recent graduates report interest in the community where they are currently, or previously, attended college (*Go Fish, 2018*).

In order to retain more of this young talent, DCI recommends the following unique tactics:

**Turn Students into Storytellers:** It's not uncommon for students to be disconnected from their college communities while on campus—students are focused on completing their degrees and launching their careers. Capitalize on local college students as ambassadors for Wichita. Create a college ambassadors program that focuses on helping tell Wichita's lifestyle and career story to peers on campus. For example, the Public Relations Student Society of America (PRSSA) has a program where students run a volunteer "agency" for local businesses. The Partnership's talent campaign could be a client for students, allowing them to help with events, social media, and other facets of marketing. Or, simply engage students to join Wichita's Digital Ambassadors program (detailed in the next section).

**Inspire Students to take Internships:** According to DCI's national research, a majority (65 percent) of respondents have never had an internship. Many internships are unpaid and for those who are not from the area, paying for summer internship housing is expensive. This is problematic considering that internships are an important part of exposing students to local industries and companies. Launch a competitive summer internship experience with perks that can't be beat:

- Free housing (at local college dorms)
- Professional development sessions with local leaders to master "soft skills"
- Local volunteer opportunities
- Unique community experiences

This program marries two talent attraction trends—offering incentives to talent (in this case, through free housing) and immersing interns in the community ([such as InternBR and Bulldogs in the Bluegrass have done](#)).

**Take Internship Engagement to the Next Level:** Between events and programming done by employers, the Wichita Regional Chamber of Commerce/Young Professionals of Wichita (YPW), and the Partnership—it’s clear there are a lot of opportunities for interns to connect with each other and with the community, but there may be a lack of time and monetary resources to execute these to the fullest and gain the largest attendance possible. DCI recommends focusing on just two big events in the summer that offer an “Only in Wichita” experience, for example—continue the Wichita Riverfest cardboard regatta competition with YPW coordinating the logistics and the Partnership executing the creative and marketing for the event. Offer VIP tickets and access to a Wichita branded lounge for interns and up to two guests each, so they can invite their friends to be exposed to “Why Wichita” as well. The lounge could also be open to general festival attendees on certain days of the festival. Have something visual outside the lounge that people will want to take a picture of—like a large Wichita flag, or photobooth/step and repeat. In order for attendees to redeem their photo or entry, they simply have to follow Wichita on its newly launched Instagram account. Serve local Wichita food and drink sponsored by a local company, and hand out swag and collateral.

Another big event could be a “Wichita Bites and Brews” crawl for interns of age (or, just a bites crawl to be more inclusive). This would take interns on a tour of Wichita’s top restaurants and give them a chance to meet with local chefs and sample food from each restaurant. Each local chef should sit with the interns and discuss their “Why Wichita” story. YPW regular members can be invited to act as mentors to interns. The food samples should be sponsored either by the Partnership, or local employers.

No matter what event you decide to go “all in” on—make sure it is casual and engaging. Interns want unique experiences (that are free) and give them an opportunity to authentically connect with one another and are not “forced”.



*An example of a branded event lounge by WeDC*

## WICHITA AMBASSADORS PROGRAM

**When it comes to talent attraction, millennials and Gen Z consider the ability to speak with someone from their career industry in a city as one of the most helpful resources when considering a relocation** (*Go Fish*, 2018). We also know that word of mouth is highly influential when it comes to shaping perceptions of a place. With this in mind, DCI recommends creating a Wichita Ambassador program that will leverage your own residents who are passionate about Wichita to enhance and amplify your brand.

We recommend targeting local professionals, entrepreneurs, creatives, social influencers and “movers and shakers” who are engaged in the community and proud to live and work in Wichita. They will help welcome new residents to the region, and build an invigorated and collaborative local community that will also serve to retain existing residents.

There is an opportunity to engage and utilize ambassadors through some of the initiatives outlined below, as well as a number of the ones we’ve previously mentioned: give them swag as a thank you for joining the program, and to rep your new brand. Encourage them to show off their community pride by sharing their Wichita experiences on social media—tagging the Partnership’s talent attraction accounts in photos of the region on Instagram and connecting with you on LinkedIn. Share content from your new talent attraction website with them and encourage them to share it with their networks and promote Wichita as an inclusive, engaged, and energetic community.

Your brand is only as good as the community that supports it. With this group of dedicated Wichita Ambassadors, you’ll create a grassroots effort for your local community to embrace your brand culture, amplify its impact, and serve as trusted messengers of Wichita’s value proposition to potential new residents.

On the pages that follow, we recommend several initiatives for your Wichita Ambassador program. Each one may appeal to, or be a fit for, various types of people within your community.

## DEVELOP A DIGITAL AMBASSADORS PROGRAM

Launch a grassroots “Digital Ambassadors” campaign that galvanizes people to share Wichita’s assets on their own social media networks (all while driving traffic to your new talent attraction website).

Dubbed the “Wichita Digital Ambassadors,” or another branded name, the program would use greater Wichita businesses, community leaders, entrepreneurs and other Wichita-loving individuals both locally and cross-country to share lifestyle and business news, testimonials and other information that reflects well on Wichita as a great place to live, work, start a business and raise a family through their own networks. Wichita transplants, natives living in another location, and “boomerangs” are also prime targets since they typically have social networks that reach markets outside of just Wichita (sample targets are pictured below). Because ambassadors share the content, it has more credibility and reach than just coming straight from the Partnership.

DCI has created Digital Ambassador programs for communities using [SocialToaster](#) technology, which allows users to share content with the click of a button and offers detailed tracking and measurement. However, many communities have successfully done their own grassroots approach.

We recommend taking the following steps to launch the program.

- **Develop a Visual Identity:** The Wichita Digital Ambassadors should employ a visual identity that ties to your overall talent brand and key messages, and is stylistically consistent with your website and social-digital platforms. This can be identical or similar to your new brand.
- **Build Your Digital Army:** Assemble a “digital army” of the people passionate about Wichita to help tell stories about living and working in Wichita to a larger social audience. Identify individuals with a passion for the region and a large following through research and network outreach. From there, continue to recruit ambassadors at events and through your social-digital channels. Below are a few examples of the types of people you could target.
- **Create Engaging Content:** Push out positive news about Wichita by providing ready-made social content for your ambassadors via email. Compose a short description of the news and posts for Twitter, Facebook and LinkedIn, linking to evergreen content, news, or blogs on the website.
- **Measure Success:** Measure effectiveness of the program by tracking email open rate and post engagement, and tweak content as necessary. Aim to send at least two posts per month, with a focus on the quality and “share-ability” of the news, rather than the quantity of posts to ensure that you’re seen as a resource, not a source of spam.



Ashley Likes • 3rd  
Retention Specialist at WSU Tech  
Wichita, Kansas Area



Jason Middleton • 3rd  
Logistics Manager at Cargill  
Wichita, Kansas Area



hanh nguyen • 3rd  
manufacturing engineer at Spirit Aerosystems  
Wichita, Kansas Area

Charleston Open Source's Digital Ambassadors program actively works to recruit tech talent and build community. Here's an example of one of their emails with ready-to-share social media posts that drive traffic to a talent attraction website with more information.



**Hi Hanna,**

More than 250 diverse tech companies and startups fuel Charleston's tech sector, notes a recent post by Charleston-based Ceterus. Charleston's growing tech community includes mature software companies like Blackbaud and Benefitfocus, which lead the way for emerging companies. Meanwhile, Charleston's 10 incubators help launch new startups. Charleston's tech growth is gaining national attention too—Charleston ranks:

- #8 "Best City for Tech Outside New York and California" - DataFox
- #12 "U.S. Metro for High-Tech GDP Growth" - Milken Institute

Thanks to the hospitality and collaboration of Charleston's tech community, tech professionals will find plenty of resources ready to support them, including Charleston Digital Corridor, Silicon Harbor Magazine, Charleston Open Source and events like Dig South, which draw in venture capitalists, investors and global tech brands like Google and Twitter.

With companies continually adding new opportunities for tech talent of all levels, there's room for growth in Charleston's tech scene. Click below to share Ceterus' post on your social media network(s).

**SHARE NOW →**

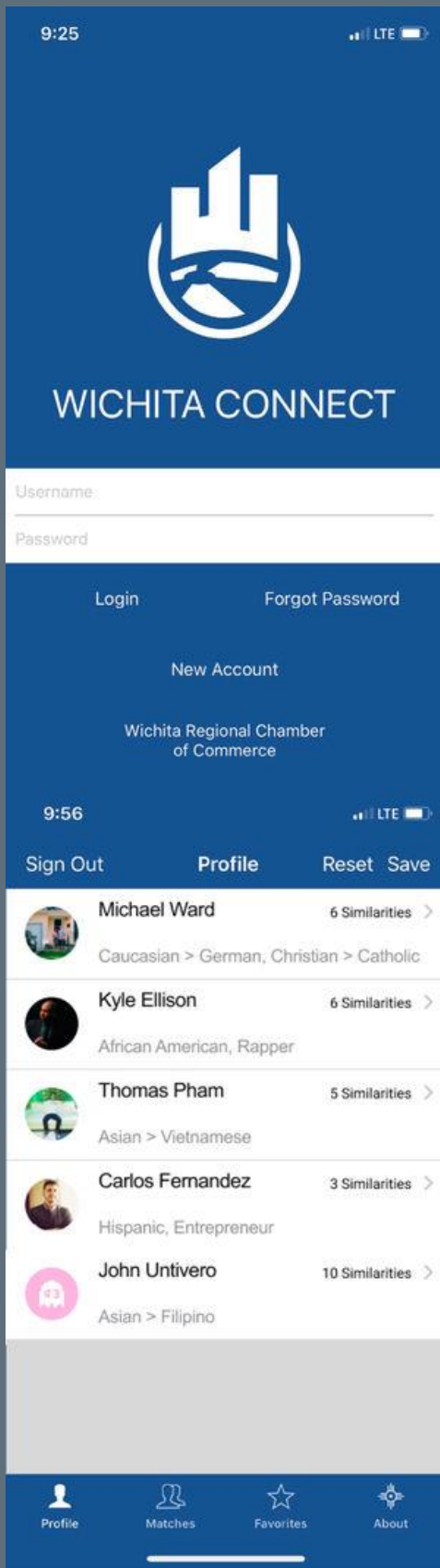
**HERE'S WHAT YOU'LL BE SHARING:**



**f Charleston Ranks Among the Best Cities for Tech**  
Rapid growth, resources and new opportunities make Charleston's tech scene dynamic, says Ceterus

**t Rapid growth, resources and new opportunities make Charleston's #tech scene dynamic says @Ceterus #CHStech**

**in Charleston Ranks Among the Best Cities for Tech**  
Rapid growth, resources and new opportunities make Charleston's tech scene dynamic, says Ceterus



## LEVERAGE WICHITA CONNECT

Wichita has the advantage of already having an existing digital platform that is designed to boost the region's talent recruitment and retention efforts: the Wichita Connect mobile app. Even better, the app focuses on matching job candidates with local ambassadors from Wichita, which aligns perfectly with your marketing strategy. DCI recommends capitalizing on this existing resource as a tool for your Wichita Ambassadors program, and exploring ways to expand it to increase the app's use and effectiveness.

First, we recommend working with the Chamber to take the app to the next level by making it accessible to a wider audience. If possible, we recommend removing the initial access code that is currently only provided to individuals already in the recruitment process with a local company, and opening up a baseline version of the app to anyone who might be interested in connecting with Wichita Ambassadors. We understand that the access code provides value exclusively to companies involved in the Wichita Connect program with the Chamber, but as a next step, we envision an open introductory level of the app where prospective candidates can fill out questions and perhaps submit their resume to learn more about opportunities in the region, and request to be partnered with a Wichita Ambassador.

Currently, the app can only be found by searching for it in the Apple App Store, and it requires a code to access the app and sign up. We recommend hosting a button or link to the app as a call-to-action on the homepage of your new talent attraction website, on your existing Greater Wichita Partnership site, and on the Wichita Regional Chamber of Commerce site. This will drastically expand the audience for the app, and will give prospective new talent a simple and direct resource for engaging with Wichita Ambassadors the minute they visit one of your community websites.

We envision the partnership with the Wichita Regional Chamber of Commerce on the Wichita Connect program to be an excellent way to not only spotlight this outstanding digital resource, but also to create one cohesive ambassador group across both organizations and incorporate the Chamber and its participating companies with your talent attraction efforts.

## **CONNECT STUDENTS WITH WICHITA AMBASSADORS AS MENTORS**

As we discuss in the previous section, engaging with your local students is an important way to build your retain talent to your region. While there are plenty of new online resources that connect students to employment opportunities, such as [STEM Premier](#) and [GoodWall](#), these sites are more about linking students to jobs nationwide, not just within Wichita. Make this process for students to talk to someone in Wichita in their industry seamless by identifying Wichita Ambassadors to serve as industry mentors. Make these industry mentors readily available through the on-campus “influencers” of students—professors and career services offices. These Wichita Ambassadors who serve as industry mentors should be trained on Wichita’s key talent messages to share with the students they work with.

## **AMBASSADOR SPOTLIGHTS: BLOG AND VIDEO CONTENT CREATION**

In addition to providing you with social media content by tagging Wichita in their photos on Instagram, ambassadors can also provide unique and colorful content for your new talent attraction website. DCI recommends highlighting individual ambassadors on your website as a way to not only recognize them for their participation in one of your Ambassador initiatives, but also to create a human interest element to your site that will engage site visitors and make Wichita feel more accessible and “real” to prospective newcomers.

Create short videos featuring ambassadors and their unique stories, and capitalize on existing videos that have already been created, [like this one](#) of Ken White from Howerton+White. Encourage ambassadors to show off their professional and personal sides, and discuss what they love most about living and working in Wichita. You could also allow ambassadors to self-submit their stories, a tactic that the “Say Yes to Dallas” campaign has rolled out with success. Post these intermittently to your site and share them on social media.

A simpler and more frequent way to spotlight ambassadors and create site content is through written blogs. Invite select ambassadors to write a guest blog on topics ranging from their startup company’s growth story, to their favorite Wichita breweries, to the top events coming up in Wichita this season. This is a great way to keep content fresh on your site and showcase the perspective of real people living and working in Wichita.





Orlando’s “O-bassadors” frequently meet up to learn new Orlando stories and discuss tactics for sharing content on social media.

## **DEVELOP AN AMBASSADORS GUIDE TO WICHITA**

Use your ambassadors to help you execute some of your other brand tactics, like developing your local’s guide to Wichita guide collateral piece. Survey your Wichita Ambassadors on their favorite places to eat, drink, explore the outdoors, see music or art, ride their bike, do yoga, and so on – and use their insider info to create a guide to Wichita that can be shared with newcomers and existing residents alike.

Go one step further and recruit select Wichita Ambassadors to serve as local guides to prospective new residents when they’re in town. They can either serve as a sounding board to answer questions and provide tailored recommendations, or even offer a walking tour of a cool area of the city, or meet business recruits for coffee to talk to them about what it’s like to live in Wichita.

## **CREATE A SENSE OF COMMUNITY: AMBASSADOR GATHERINGS**

Build a sense of pride and community among your ambassadors by hosting Wichita Ambassador gatherings quarterly or twice a year, depending on your bandwidth and budget. This is a great way to thank them for participation, gather new ideas for ongoing talent attraction efforts and offer them a perk for being part of the program. You could even offer an exclusive experience that the ambassadors may not have access to otherwise – such as a behind-the-scenes look and dinner at a hot new restaurant, an exclusive tour of a cool Wichita company, special access to a concert or festival, or backstage passes to another performing arts event. You may be able to get these events sponsored by local organizations in the community.

## PUBLIC RELATIONS

### Ingredients for Pitching National Media

- Your FUEL Assets – First, Unique, Extraordinary, Largest
- A high-level, compelling spokesperson
- A timely hook – why should reporters write about Wichita now?

### Good Stories...

- Are often what you don't expect
- Shock readers – by numbers or statistics
- Have a person or personality
- Are topical
- Have tension or two sides, a battle
- Answer or provide information, itch a curiosity about the world
- Provide useful or helpful information
- Show tangible results, proof of programs working

Based on our survey of Wichita's target markets, we know there is a lack of awareness around Wichita's lifestyle offerings and abundant career opportunities. To help elevate perceptions of Wichita, we recommend a public relations campaign to positively position the region in the minds of skilled professionals. Third-party endorsements from the media are a great way build credibility, raise awareness of your community, foster local pride and bolster your online presence. Positive media coverage also provides great fodder for all of your marketing efforts.

#### PROACTIVE LOCAL MEDIA OUTREACH

For many cities, the local media can be the most critical – sometimes perpetuating negative stereotypes within the community. When this talent campaign launches, we recommend pitching a bylined article by Jeff Fluhr, or a community leader who relocated to Wichita, talking about the talent initiative and its importance to the community in the *Wichita Eagle* or *Wichita Business Journal*. We also recommend pitching local podcasts and blogs to get the word out about the effort.

In addition to PR surrounding the launch, we recommend making an ongoing effort to continue building relationships with local reporters by continually reaching out with positive story ideas. While our recommendations below focus on stories for national media, they could all be repurposed for a local audience.

#### PROACTIVE NATIONAL MEDIA OUTREACH

DCI recommends launching a new effort to reach out to national reporters on a regular basis with Wichita story ideas. We have developed the following potential theme lines for pitching based on our immersion tour, knowledge of Wichita, and decades of experience in placing positive editorial coverage for cities, counties, states, regions and countries. Elaborate further on the theme lines on the following pages, and use a mix of email, phone and face-to-face communication to share these ideas with targeted reporters who demonstrate a keen interest in the topics.



Inspire Idaho promotes low-cost tech training programs for both urban and rural residents

ANNA HENSEL @AHHENSEL JUNE 17, 2018 10:25 AM



Image Credit: Shutterstock

### Unique Workforce Programs

As workforce continues to be a major topic in the national news, there could be an opportunity to highlight some of the unique workforce programs happening in Wichita. We recommend exploring those out of the National Center for Aviation Training, or industry partnerships with education, like the Aviation Pathway – a partnership between Wichita Public Schools and Textron Aviation that allows high school students to receive a technical certificate at graduation, creating the potential for immediate employment in the aviation industry.

### Wichita Organizations Making a Global Impact

Wichita is home to major companies churning out incredible innovations that have an impact worldwide. We see an opportunity to collaborate with these organizations to showcase Wichita and why it is an optimal location for their business. We recommend meeting with the marketing teams from your major employers to explore ways you could partner to promote their good news, along with Wichita messaging, where appropriate. While these kinds of stories would take further research, DCI believes it would be worthwhile to start by exploring these two ideas:

- **Research & Development:** Wichita is home to cutting edge R&D, with assets ranging from the National Institute for Aviation Research, the country's largest aviation R&D academic institution, to Cargill's new Wichita Innovation Center, the only one in the world for the company's meat operations. There is an opportunity to delve into the latest innovations happening at these entities and others to showcase unique developments.
- **Air Capital of the World:** With the innovation coming out of Wichita-based aviation companies, there is an opportunity to continue telling Wichita's "Air Capital of the World" story by honing in on major new developments, technologies, innovations or programs that are unique or making a major impact nationally or internationally. While Wichita is known as an aviation hub within the aviation industry, this is not necessarily widely known to a general business or talent audience.



## REPORTER VISITS TO WICHITA

In addition to proactively pitching Wichita storylines, we recommend bringing reporters to Wichita to experience the region firsthand. Reporter visits are a great way to build relationships and create a “friend” in the media to whom you can continually pitch Wichita stories.

**Lifestyle Reporter Visits:** Visit Wichita already does a great job pitching and bringing in reporters to experience the area. Partner with them to augment their efforts to bring more lifestyle-focused journalists to Wichita. We recommend bringing these reporters in individually (as opposed to a group trip) – and setting up a custom itinerary to showcase your most unique lifestyle assets based on the reporter’s interests.

### **Industry-Focused Group Press Trip:**

To get the word out more broadly about the companies and opportunities based in Wichita, consider arranging a small group press trip of 3-5 trade and/or targeted industry reporters. This is an opportunity to showcase one of your key industries and the companies and stories within it. We recommend focusing on industries such as aviation/aerospace, manufacturing or agriculture/food processing.

### **Midwest-Based Correspondents:**

There are a number reporters for national publications – such as the *Wall Street Journal*, *New York Times*, *Bloomberg* and more – who are based in Chicago and cover news out of the Midwest specifically. Consider pitching Midwestern correspondents with larger economic, workforce, industry, human interest or business stories. These reporters are often like to travel to the location when covering a story.

**For a list of target publications, please see Appendix D.**

## METRICS



As we have highlighted throughout this strategy, this program was developed to drive results and support the Partnership's goal of attracting and retaining talent to Wichita.

Based on our research, we know that talent prioritizes employer related factors before location when considering a new job opportunity. The consideration of location comes after salary, work-life balance, company benefits, advancement opportunities, and meaningful/innovative work—all factors that employers control, but that Wichita can bring awareness to. While employers are on the front lines of marketing the job, it's your job to market the location. With this in mind, the overall goals of Wichita's talent attraction marketing efforts should be:

1. To support employers' engagement with talent on a daily basis—help employers market Wichita's location as an advantage
2. To promote employers' job opportunities and local training resources—help employers' increase their funnel for talent

For this talent attraction marketing campaign, we have provided a number of marketing metrics to track:

**Employer Engagement & Satisfaction:** Track the number of employers engaged with the Partnership on talent attraction efforts. At the end of each year, survey Wichita employers to get a pulse on their overall talent attraction efforts. Find out how they are using marketing tools the Partnership has provided, ease of attracting/retaining talent (this can be anecdotal and/or hard numbers), and current challenges or ways the Partnership could further support them. Also, once the talent attraction website, social media, and digital advertising efforts are launched, have employers ask new hires in the onboarding process if and how they found information about Wichita before relocating.



**Conversations/Inquiries:** Track engagement with talent demonstrating preliminary interest in the region.

**Perceptions:** After two years of fully executing the marketing blueprint, we recommend distributing the same perception surveys that we conducted at the onset of this project to the same target markets, to compare perceptions and see how you have moved the needle.

**Wichita Talent Training Day:** Track number of attendees and feedback about the event through a short survey.

**Website, Social Media and Paid Media Engagement:** See detailed tracking information on the pages that follow.

**E-Newsletters:** Track open rates, click through rate, subscriber growth rate, sharing rate and unsubscribes.

**Student Marketing:** Track number of student ambassadors, number of interns engaged with competitive summer internship program, increase in event attendance.

**Ambassador Program:** Track digital ambassadors increase in sign-ups/total number of ambassadors, email open rates, links shared and post engagement. Increase in users and engagement with the Wichita Connect app once upgrades have been made. Track number of student mentor ambassadors and engagement with mentees; and participation in ambassador events.

**Public Relations:** Track number of editorial placements, audience reach, key messages communicated and advertising equivalency.



## WEBSITE METRICS

To ensure that your new website is performing against your goals for user type and engagement, and to help you communicate the success of the website back to your stakeholders, we recommend tracking the following metrics with Google Analytics:

- **To Track Awareness:**
  - Users & New Users
  - Acquisition
  - Sessions
  - Location
- **To Track Behavior:**
  - Session Duration
  - Pages/Session
  - Bounce Rate
  - Top Pages
- **To Track Engagement:**
  - Key Events & Conversions

Additionally, we recommend setting up custom goals to track key performance indicators (KPIs) for the website for following metrics, in addition to any other KPIs your team identifies:

- “Find a Job” call-to-action clicks
- Outbound clicks on the Find a Job page
- Employer Toolkit access and downloads
- Community ambassador submissions
- Outbound link clicks on the testimonials page
- Cost of living calculator clicks

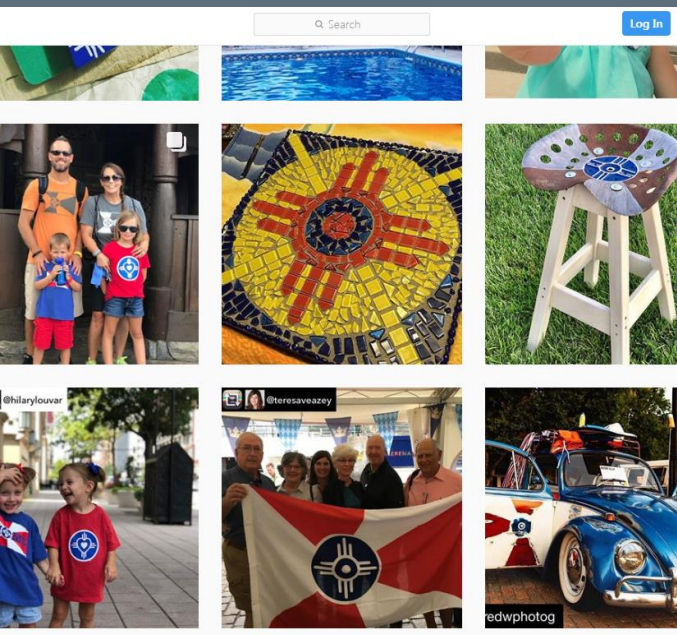


## SOCIAL MEDIA METRICS

Most social platforms have analytics and insights tied to their backend, including Instagram and Facebook Insights, Twitter Analytics and LinkedIn Analytics. Below is a list of metrics to track on each social profile using data from each backend.

- **Followers:** Going forward, it will be important to track how many followers you're gaining per month. Once tracked on a regular basis, you'll be able to see trends (i.e. why one month, or particular date, had a spike in growth compared to others). Always strive for month-to-month growth.
- **Engagement:** As the Partnership's social audiences grow across talent attraction pages, we suggest ensuring that your messages are getting across and that your audience is listening and engaged. DCI recommends keeping track of engagement on all posts sent out to help better measure what content is resonating and what is not. If followers are becoming more engaged, you'll see these metrics go up over time. Key metrics tied to engagement to keep track of include:
  - Cumulative follower counts
  - Follower demographics (state)
  - Post engagement
  - Post impressions
  - Profile visits
  - Comments and replies per post
  - Likes per post
  - Reposts/retweets/shares
  - Most engaging content





## PAID MEDIA

### Instagram Local Residents Campaign

**Followers Gained:** As the objective of this campaign is to increase Wichita's Instagram following, measuring followers is a good indicator of the success of the campaign.

**Social Engagement:** Measuring engagement, such as likes and comments is a good way to understand how well the content is resonating with the targeted audience. If users are liking and commenting on the post, it is a good sign that the paid posts are reaching the right audience and resonating.

**Hashtag Use:** Encouraging users to utilize a branded Wichita hashtag on their photos with increase brand awareness, as well as generate organic content to be used on the Wichita Instagram page. Measuring the number of times a hashtag is used, and increased use in the hashtag over time, will be a good indicator of how users are interacting with the campaign.

### Instagram External Markets Campaign

**Social Engagement:** Measuring engagement, such as likes and comments helps to understand how relevant and interesting the content is to targeted users.

**URL Clicks:** As the objective of the campaign is to drive users to relevant pages on the website, reporting on the number of URL clicks is a good way to measure the success of the campaign.

**Website Engagement:** Tracking conversions, such as PDF downloads and clicks on 'contact us' links is the best way to measure the engagement of users being driven to the site, as these actions indicate a more serious level of interest. If there are few conversions to track on the page, measuring analytics metrics such as bounce rate, time on page and average number of pages viewed are good ways to measure interest from users coming to the website through the ads.

To effectively measure website engagement resulting from Instagram ads, ensure that all links are tagged with UTM codes, which enables the campaign results to be tracked in the backend analytics.



## Paid LinkedIn Campaign

**Clicks and CTR (Click-Through Rate):** The CTR metric illustrates how many users engaged with the post compared to how many impressions the ad received overall. High CTRs indicate that the users being reached find the ads interesting and relevant to their needs, while low CTRs are a sign that either the targeting parameters need to be adjusted to reach a more relevant audience, or the creative aspects of the ads should be updated. For LinkedIn sponsored content, the benchmark CTR is between 0.35 and 0.45 percent.

**On-site Conversions:** Tracking important conversion events, such as contact link clicks and PDF downloads is a good way to measure the success of a campaign. To measure the activity resulting from the LinkedIn campaign, we recommend installing a LinkedIn conversion tag onto the site using script provided by LinkedIn. We also recommend using UTM codes when linking to the website so the campaign can be easily tracked in analytics.

**Social Actions:** Although these social metrics aren't the most important in measuring the success of a LinkedIn campaign, likes, comments, follows and shares are indicative of how socially engaged users are with the ads.

## Paid Search & Display Campaigns

### Impressions, Clicks and CTR (Click-Through Rate):

Keeping an eye on impressions on search campaigns, especially on the keyword level, is a good way to understand how often your ads show up when targeted keywords are searched. The CTR metric illustrates how many users clicked on the ad compared to how many impressions the ad received overall. For paid search ads, the benchmark CTR is around 1.91 percent. For display campaigns, the benchmark CTR is 0.35 percent.

**On-site Conversions and Engagement:** Tracking important conversion events, such as contact link clicks, form submits and PDF downloads is a good way to measure the success of a campaign, as it helps understand which platform or ad is producing the most valuable users. Tracking on-page engagement data such as Bounce Rate, Time on Page and Pages per Session can also be a good indicator of how deeply users interacted with the site.

**Keyword Quality Score:** Keep an eye on the quality score for targeted keywords in the search campaigns. Quality scores are ranked out of 10 and provide insight into how relevant the ads and landing pages are to each keyword, with 1 being the lowest and 10 being the highest. Higher quality scores result in lower cost-per-clicks and higher placements, which typically results in more clicks. To improve a low quality score, evaluate the relevancy of the landing pages and ads associated with each keyword.

#### Jobs, Employment in Wichita, KS | Indeed.com

<https://www.indeed.com/l-Wichita,-KS-jobs.html>

5730 jobs available in Wichita, KS on Indeed.com. Apply to Receptionist, Cashier/Stockier, Customer Service Representative and more!

#### Now Hiring Jobs, Employment in Wichita, KS | Indeed.com

<https://www.indeed.com/q-Now-Hiring-l-Wichita,-KS-jobs.html>

3296 Now Hiring jobs available in Wichita, KS on Indeed.com. Apply to Receptionist, Cashier/Stockier, Member Services Representative and more!

#### 20 Best jobs in Wichita, KS (Hiring Now!) | Simply Hired

<https://www.simplyhired.com/search?l=wichita%2C+ks>

3958 jobs available in Wichita, KS. See salaries, compare reviews, easily apply, and get hired. New careers in Wichita, KS are added daily on SimplyHired.com.

#### Wichita, KS Companies | Glassdoor

[https://www.glassdoor.com/Reviews/wichita-reviews-SRCH\\_IL\\_0\\_7\\_JM927.htm](https://www.glassdoor.com/Reviews/wichita-reviews-SRCH_IL_0_7_JM927.htm)

A free inside look at Wichita, KS reviews for 1366 companies. 4615 company ... Companies in Wichita, KS ... Mission-based, meaningful work See all Reviews ...

#### All Jobs in Wichita, KS - Apply Now | CareerBuilder

<https://www.careerbuilder.com/jobs-in-wichita,ks>

Search CareerBuilder for Jobs in Wichita, KS and browse our platform. Apply now for jobs that are hiring near you.

#### Jobs in Wichita, Ks Now Hiring | Snagajob

<https://www.snagajob.com/job-search/w-wichita,+ks>

Jobs 1 - 15 of 2063 - 2063 jobs hiring in Wichita, Ks. Browse jobs and apply online. Search to find your next job in Wichita.

#### Jobs - The Wichita Eagle

<https://jobs.kansas.com/>

Searching for jobs or hiring in your area? Use The Wichita Eagle job search engine - the best way to find

## TIMELINE



The timeline we have developed is meant to be a “living document” that should be updated at least once per quarter.

The first year will focus primarily on setting up the marketing campaign for success and launching key elements of the campaign such as marketing collateral, social media and paid media to raise awareness and drive traffic to your new talent site, an ambassadors program, public relations, and more.

The second year will focus on building on the marketing momentum established in Year 1, adding new elements to your campaign, as well as fine tuning any areas necessary based on the assessment of the campaign at the end of Year 1.

While we have outlined a recommended timeline for Year 3, this will largely be influenced by the momentum and success of the first two years, and could also shift based on the needs of your local employers and new industry best practices at that time.

## YEAR 1 (OCT. 2018 – MARCH 2019)

Year 1	Oct. 2018	Nov. 2018	Dec. 2018	Jan. 2019	Feb. 2019	March 2019
<b>Engagement with Local Employers/Influencers</b>			Begin planning Wichita Talent Training Day	Planning for Wichita Talent Training Day	Wichita Talent Training Day	
<b>Talent Marketing Collateral</b>	Develop key message handout; design “tough questions FAQ”	Design and order Wichita swag			Develop "Launch Your Career in Wichita" collateral for students	
<b>Talent Website</b>			Talent Website Launch Develop blog editorial calendar	Post 2-3 blogs/month	Post 2-3 blogs/month	Post 2-3 blogs/month
<b>Social Media</b>				Launch talent Instagram and LinkedIn	Daily/weekly posts	Daily/weekly posts
<b>Paid Media</b>						Review website analytics & plan search & display advertising campaign
<b>Public Relations</b>	Develop lifestyle reporter visit invitation	Pitch lifestyle reporters on Wichita visit Develop proactive pitch on one of Wichita's storylines	Pitch lifestyle reporters on Wichita visit Proactively pitch an additional Wichita storyline			Host lifestyle reporter to Wichita Develop new proactive pitch; continue pitching lifestyle reporter visits
<b>Reporting</b>				Monthly metrics for website and social media		

## YEAR 1 (APRIL – SEPT. 2019)

Year 1	April 2019	May 2019	June 2019	July 2019	Aug. 2019	Sept. 2019
<b>Engagement with Local Employers/ Influencers</b>	Presentation/ meeting with educational leaders		Presentation/ meeting with real estate professionals		Presentation/ meeting with key business or HR associations	
<b>Talent Marketing Collateral</b>				Develop collateral piece for spouses/ partners		
<b>Talent Website</b>	Post 2-3 blogs/month	Post 2-3 blogs/month	Post 2-3 blogs/month	Post 2-3 blogs/month Add additional success stories/talent profiles	Post 2-3 blogs/month	Post 2-3 blogs/month Add additional success stories/talent profiles
<b>Social Media</b>	Daily/weekly posts	Daily/weekly posts	Daily/weekly posts	Daily/weekly posts Instagram takeover	Daily/weekly posts	Daily/weekly posts Instagram takeover
<b>Paid Media</b>	Launch search & display campaign	Search & display campaign; monthly evaluation/ tweaks	Search & display campaign; evaluate and shift campaign as needed	Search & display campaign; monthly evaluation/ tweaks  Plan and develop 3-month paid campaigns for Instagram and LinkedIn	Search & display campaign; monthly evaluation/ tweaks  Launch Instagram & LinkedIn paid campaigns	Search & display campaign; evaluate and shift campaign as needed  Instagram & LinkedIn paid campaigns
<b>Student Marketing</b>	Riverfest event planning	Riverfest event	Riverfest event			
<b>Ambassador Programs</b>	Begin planning for Digital Ambassadors program	Planning for Digital Ambassadors program	Digital Ambassador launch	Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month; track monthly analytics		
<b>Public Relations</b>	Pitch lifestyle reporters on Wichita visit  Proactively pitch an additional Wichita storyline		Host lifestyle reporter to Wichita  Proactive pitching	Pitch lifestyle reporters on Wichita visit  Proactive pitch an additional Wichita storyline		Host lifestyle reporter to Wichita  Develop new proactive pitch
<b>Reporting</b>	Monthly metrics for website, social media, paid media, digital ambassadors					

## YEAR 2 (OCT. 2019 – SEPT. 2020)

Year 2	Oct. – Dec. 2019	Jan. - March 2020	April - June 2020	July – Sept. 2020
<b>Engagement with Local Employers/Influencers</b>	Meetings with local HR professionals/influencers, as needed			
<b>Talent Marketing Collateral</b>		Order new swag, as needed	Develop "A Perfect Day in Wichita" collateral	
<b>Talent Website</b>	Develop blog editorial calendar for 2020 Content/rankings/data refresh	Post 2-3 blogs/month Add additional success stories/talent profiles	Post 2-3 blogs/month	Post 2-3 blogs/month Add additional success stories/talent profiles
<b>Talent e-Newsletter</b>		Launch talent e-newsletter	Distribute e-newsletter on monthly or quarterly basis and as news warrants	
<b>Social Media</b>	Daily/weekly posts Hold 2 Instagram takeovers	Daily/weekly posts Begin outreach to Instagram influencers Hold 2 Instagram takeovers	Daily/weekly posts Host 1-2 Instagram influencers Hold 2 Instagram takeovers	Daily/weekly Instagram posts Host 1-2 Instagram influencers Hold 2 Instagram takeovers
<b>Paid Media</b>	Search & display campaign; evaluate and shift campaign as needed each month Evaluate Instagram & LinkedIn paid campaigns over past three months; pending budget and results, continue campaigns and plan for 2020	Search and display advertising campaign, LinkedIn and Instagram campaigns run depending on results and budget; review performance each month and tweak accordingly		
<b>Student Marketing</b>	Work with partner organizations to launch internship incentives program	Student Ambassador recruitment	Riverfest event	Additional intern event such as Wichita Bites Crawl



## YEAR 2 CONTINUED (OCT. 2019 – SEPT. 2020)

Year 2	Oct. – Dec. 2019	Jan. - March 2020	April - June 2020	July – Sept. 2020
<b>Ambassador Program</b>	<p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Outreach to select ambassadors for video spotlight and/or contributed blogs</p> <p>Hold Ambassador Event</p>	<p>Expand list of target Digital Ambassadors and invite more people to join</p> <p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p>	<p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month; track monthly analytics</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p> <p>Hold an Ambassador event</p>	
<b>Public Relations</b>	<p>Refresh storylines as needed and continue proactive media outreach</p> <p>Outreach for lifestyle reporter visits</p> <p>Planning for 2020</p>	<p>Continue proactive media outreach and outreach for lifestyle reporter visits</p> <p>Begin planning for trade reporter press trip</p>	<p>Host lifestyle reporter to Wichita</p> <p>Host trade reporters to Wichita for press trip</p>	<p>Host lifestyle reporter to Wichita</p> <p>Ongoing proactive outreach</p> <p>Refresh storylines as needed</p>
<b>Reporting</b>	<p>Survey local employers</p> <p>Year 1 metrics review and reporting</p> <p>Monthly metrics for website, social media, paid media, digital ambassadors</p>	<p>Monthly metrics for website, social media, paid media, digital ambassadors</p>		

## YEAR 3 (OCT. 2020 – SEPT. 2021)

Year 3	Oct. – Dec. 2020	Jan. - March 2021	April - June 2021	July – Sept. 2021
<b>Engagement with Local Employers/Influencers</b>	Meetings with local HR professionals/influencers, as needed	Hold Talent Training Day	Meetings with local HR professionals/influencers, as needed	
<b>Talent Marketing Collateral</b>	Refresh all existing collateral; order new swag	Develop Ambassadors Guide to Wichita		
<b>Talent Website</b>	Develop blog editorial calendar for 2021 Content/rankings/data refresh Post 2-3 blogs/month	Post 2-3 blogs/month Add additional success stories/talent profiles	Post 2-3 blogs/month	Post 2-3 blogs/month Add additional success stories/talent profiles
<b>Talent e-Newsletter</b>	Distribute e-newsletter on monthly or quarterly basis and as news warrants			
<b>Social Media</b>	Daily/weekly Instagram posts Hold 2 Instagram takeovers	Launch Facebook and Twitter Daily/weekly posts Begin outreach to Instagram influencers Hold 2 Instagram takeovers	Daily/weekly Instagram posts Host 1-2 Instagram influencers Hold 2 Instagram takeovers	Daily/weekly Instagram posts Host 1-2 Instagram influencers Hold 2 Instagram takeovers
<b>Paid Media</b>	Continue paid media campaigns; evaluate 2020 performance and pending budget and results, continue campaigns and plan for 2021	Search and display advertising campaign, LinkedIn and Instagram campaigns run depending on results and budget; review performance each month and tweak accordingly		
<b>Student Marketing</b>	Student Ambassador recruitment		Riverfest event Student Ambassador recruitment	Additional intern event such as Wichita Bites Crawl

## YEAR 3 CONTINUED (OCT. 2020 – SEPT. 2021)

Year 3	Oct. – Dec. 2020	Jan. - March 2021	April - June 2021	July - Sept 2021
<b>Ambassador Program</b>	<p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Begin planning Ambassador Mentors program for students (partner with university and recruit ambassadors)</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p>	<p>Expand list of target Digital Ambassadors and invite more people to join</p> <p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Launch Ambassador Mentors program for Students</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p> <p>Hold Ambassador event</p>	<p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Partner with Chamber to refresh and expand Wichita Connect</p> <p>Ambassador Mentors program for Students (ongoing)</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p>	<p>Pending news, send 2-3 pieces of content for Digital Ambassadors to share per month</p> <p>Expand Wichita Connect</p> <p>Ambassador Mentors program for Students (ongoing)</p> <p>Outreach and secure video spotlights and/or contributed blogs from select ambassadors</p> <p>Hold Ambassador event</p>
<b>Public Relations</b>	<p>Ongoing proactive outreach</p> <p>Planning for 2021/refresh storylines</p>	<p>Proactive outreach</p> <p>Outreach for lifestyle reporter visits</p>	<p>Proactive outreach</p> <p>Lifestyle reporter visit</p>	<p>Proactive outreach</p> <p>Lifestyle reporter visit</p>
<b>Reporting</b>	<p>Survey local employers</p> <p>Monthly metrics for website, social media, paid media, digital ambassadors</p>	<p>Year 2 metrics review and reporting</p> <p>Conduct perception survey</p> <p>Monthly metrics for website, social media, paid media, digital ambassadors</p>	<p>Monthly metrics for website, social media, paid media, digital ambassadors</p>	

## ACKNOWLEDGEMENTS



Dear Greater Wichita Partnership,

Development Counsellors International (DCI) would like to express our sincere gratitude for the opportunity to develop this talent attraction marketing blueprint for the greater Wichita region. We greatly appreciate the support we received from the Greater Wichita Partnership, Howerton+White and dozens of key stakeholders and leaders in your community (listed in Immersion Tour Schedule Appendix C).

A very special thank you to the Partnership's Talent Advisory Committee, as well as the Partnership staff listed below. The team provided incredible leadership, guidance and input throughout the entire process, ensuring that the brand and blueprint reflect a collaborative process and a clear vision for Wichita's future talent attraction efforts.

- Jeff Fluhr, president
- Andrew Nave, executive vice president of economic development
- Jaimie Garnett, executive vice president of strategic communications
- Léah Lavender, talent specialist

Again, thank you for this incredible opportunity. We are looking forward to seeing exciting momentum for the greater Wichita region as it builds upon its new talent brand and marketing blueprint in the years ahead.

Sincerely,

Rachel Deloffre  
Account Director, Marketing & Brand Strategy

Rebecca Gehman  
Account Director, Talent Attraction

## ABOUT THE CONSULTANT



Development Counsellors International (DCI) is the leader in marketing places. Since DCI was established in New York City in 1960, we have carved a special niche in “place marketing.” We have worked for hundreds of communities—from thriving metropolitan regions to rural areas striving to compete—and we understand the challenges and opportunities that economic development, tourism and regional organizations face.

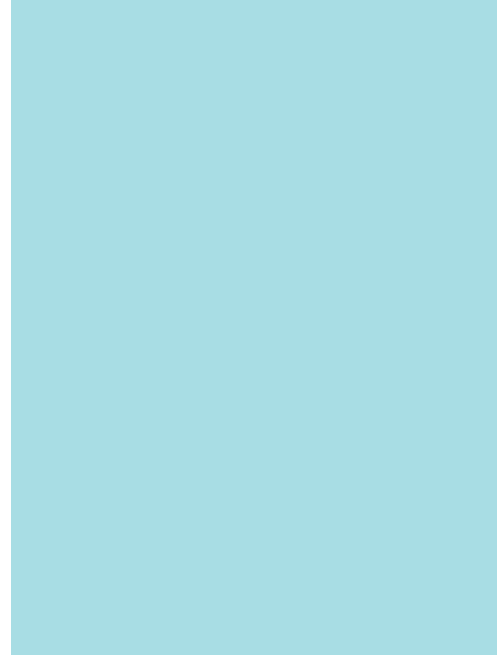
We guide communities as they look to elevate their profile among various audiences, including their own citizens, visitors, talented workers and corporate decision makers. DCI has designed Marketing Blueprints and Brands for a wide range of communities, from Denver, CO to the Research Triangle, NC, and Sioux Falls, SD to South Louisiana.

DCI comes to the challenge of branding and marketing communities with a very different point of view than many other firms. This perspective has been shaped by work with more than 500 states, regions, cities and countries since 1960.

Our perspective can be summarized in the three bullet points below:

- The key to success is identification of spot-on messaging that will appeal to your target audience – talent.
- Wichita’s true brand and identity will be built by the Partnership’s ability to get credible third parties (employers, local professionals, recent graduates and transplants, the news media, and other influencers) to communicate these messages. Put another way, “what others say about Wichita—not what the region and your partners say about the region—will build the brand.”
- A solid logo, powerful tagline and attractive graphic identity are important items, but they are only a small piece of the puzzle. The implementation of the Brand and Marketing Blueprint are what will truly define the region’s success.

# APPENDIX



## APPENDIX A: DCI TALENT RESEARCH

In 2017, DCI conducted a survey of more than 1,000 working age individuals (ages 21-64) across the country to understand what people look for in new job opportunities and locations. Below are some of the key takeaways from the report, *Talent Wars: What People Look for in Jobs and Locations*, that the Partnership should keep in mind when executing its talent attraction marketing blueprint:

- 1. Employers are Your Biggest Talent Attraction Asset:** Employers are on the front lines of interacting with talent, not communities. Talent prioritizes employer related factors before location when considering a new job opportunity and they turn to company websites as a top job search source. Educate local employers to market your location strategically to talent during the recruitment process.
- 2. Don't Take Tourism for Granted:** A whopping 76% of survey respondents said they leaned on firsthand experience to form location impressions, which means today's tourists have potential to be tomorrow's talent—if you market to them correctly. Partner with local tourism groups to ensure that visitors' firsthand experiences showcase “what the locals do” so visitors can imagine themselves not just visiting, but living in the community. Both groups should spotlight their community's lifestyle to increase the funnel of people experiencing the region firsthand.
- 3. Local Residents are Your Best Advertisement:** Friends and family are among the top sources for finding new job opportunities and are important factors for relocation. Encourage residents to promote your region and its opportunities through their personal and professional networks. Communities should prioritize building local pride about place. Attracting new residents will be an uphill battle if locals don't love where they live.

**4. Money Talks:** Whether it is the importance of salary or the cost of living, money plays a major role in people's job search and relocation decisions. If community employers lack competitive industry salaries, market a lower cost of living or housing instead. Stack yourself up against higher-cost competitors so you compete where you can win and showcase where your community offers *value*.

**In 2018, DCI conducted follow-up research focused on how communities can market to the next generation of talent. DCI surveyed 1,000 individuals ages 19-25 across the U.S. (to capture current students and recent graduates that represent the older side of Gen Z and younger side of millennials) to determine the factors the next generation considers when choosing a career and location.**

**Below are the key takeaways from the report, *Go Fish: How to Reel in Tomorrow's Talent*:**

- 1. Improve Internships:** Internships expose college students to the employers and industries in their own backyards. Unfortunately, most college students (65%) are not taking advantage of these career-building opportunities. Ultimately, only companies can control internships, but what economic developers can do is help give local businesses the resources to funnel college students into the local internships, as well as publicize existing internships. Additionally, once students are participating in local internships, economic developers should make sure they are fully immersed in the community during this experience.
- 2. Promote Training Resources:** Economic developers are missing out if they are only marketing to people already working within in-demand industries. Most people are willing to shift career paths if training opportunities are made clear to them. Don't just market jobs to people who qualify, market training to people who could qualify.
- 3. For Millennials and Gen Z, It's Personal:** While people may perceive millennials and Gen Z as being tied to their cell phones, personal connections are still king when it comes to learning about jobs and locations (65% said the ability to talk to someone in their industry who is currently living and working in the location under consideration is a top relocation tool). Plus, friends and family are among the top job search resources for this cohort. If there is a lack of knowledge within your own community about what you can offer talent in terms of employment and lifestyle, there is little chance that your residents will be willing to share this information with their friends and family. Create awareness within your own location about the importance of sharing your community's strengths with friends and family.



## THE BIG TAKEAWAY

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**Engagement is the difference between attracting interest and attracting talent.**

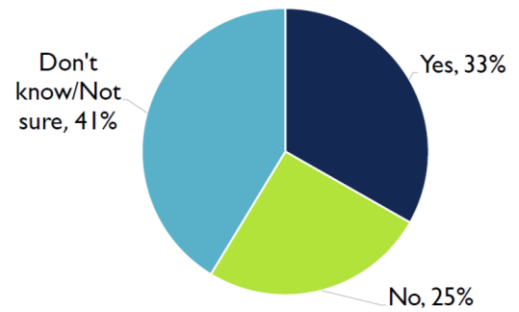
In addition to national research to understand talent preferences and behaviors, DCI also has a “behind-the-scenes” look of talent attraction marketing campaigns across the country. DCI has also audited a number of talent attraction websites and put their contacts to the test.

Where do we see most communities fail? Customer service.

According to one job search site, only 6% of people actually go through the action of applying for a job after looking at it. Once you add engagement to the job search process, that percentage increases to up to 60%. Engagement is the difference between attracting interest and attracting talent. Pair your marketing with real people and put yourself in talent’s shoes to understand how to make the job search and relocation process a seamless experience for them.



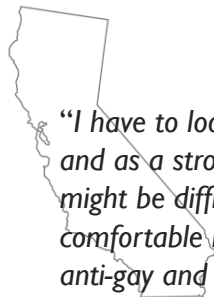
**If a job opportunity that matched your skill and salary requirements was offered to you in the greater Wichita region, would you relocate there?**



**Why would you not relocate to Wichita?**

**Los Angeles**

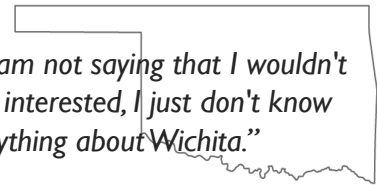
1. Too far from family/friends
2. Lack of knowledge/familiarity with area
3. Too politically conservative/lacks diversity
4. Lack of cultural/urban amenities



*“I have to look at the policies of the state and as a strong Republican state, I find it might be difficult for me to feel comfortable living there as they have many anti-gay and anti-minority stances.”*

**Oklahoma City**

1. Too far from family/friends
2. Lack of knowledge/familiarity with area
3. Like current residence



*“I am not saying that I wouldn't be interested, I just don't know anything about Wichita.”*

**Kansas City**

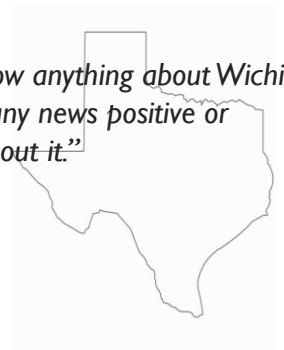
1. Too far from family/friends
2. Like current residence
3. Lack of knowledge/familiarity with area
4. Like current employment situation
5. Too politically conservative/lacks diversity



*“It doesn't seem like the type of place I would fit in. Not for Millennials. Policy environment seems very conservative/unwelcoming.”*

**Dallas-Ft. Worth**

1. Too far from family/friends
2. Lack of knowledge/familiarity with area
3. Like current residence
4. Lack of attractions/amenities
5. Weather



*“I don't know anything about Wichita, not heard any news positive or negative about it.”*

## Importance of Quality of Life Factors

	Dallas	Kansas City	Los Angeles	Oklahoma City
Housing cost	8.2	8.3	8.3	7.8
Housing availability	7.7	7.9	8.2	7.4
Proximity to family	7.0	7.4	7.3	6.9
Outdoor recreation	6.4	6.4	7.0	6.2
Walkability/public transportation	5.7	5.5	6.8	5.4
Cultural amenities	5.9	5.9	6.8	5.5
Diverse population	5.7	5.8	6.7	5.7
Quality of K-12 education	6.6	6.8	6.6	6.5
Proximity to friends	6.0	6.4	6.5	5.8
Tax climate	6.2	6.0	6.4	5.7
Political climate	4.9	5.2	6.2	4.8
Active social scene / nightlife	5.0	4.9	6.0	4.7
Presence of a college/university	4.9	4.7	5.7	4.9

## Importance of Career-Related Factors

	Dallas	Kansas City	Los Angeles	Oklahoma City
Job opportunities for yourself	8.6	8.7	8.6	8.0
Diverse industry base/economy	6.3	6.5	7.1	6.4
Job opportunities for your spouse/partner	7.3	7.3	7.2	7.2
Post-secondary educational opportunities	5.9	5.6	6.4	5.8
Strong entrepreneurial culture	5.9	5.6	6.6	5.8

## Rating of Wichita on Select Factors

	Dallas	Kansas City	Los Angeles	Oklahoma City
Active social scene / nightlife	4.9	4.8	5.3	4.8
Cultural amenities	5.2	5.1	5.2	5.1
Diverse population	4.8	5.3	5.4	4.9
→ Housing availability	6.8	6.3	6.2	6.1
→ Housing cost	7.1	6.3	6.3	6.2
Quality of K-12 education	5.6	5.5	5.6	5.6
Tax climate	5.9	5.4	5.5	5.4
Walkability/public transportation	5.3	5.0	5.3	5.0
→ Job opportunities for yourself	5.5	5.9	5.9	5.6
Diverse industry base/economy	5.2	5.5	5.5	5.2
→ Job opportunities for your spouse/partner	5.4	5.4	5.5	5.4

## Influential Sources of Information

	Dallas	Kansas City	Los Angeles	Oklahoma City
Friends in or near the area	6.4	6.8	6.9	6.5
Family in or near the area	7.2	7.5	7.5	7.1
Rankings	6.1	5.8	6.6	5.8
Work colleagues	5.4	5.6	5.8	5.6
Media outlets (print and/or online)	5.2	4.9	5.7	5.3
Social media	5.0	4.6	5.4	5.2
Internet research	7.0	6.7	7.1	6.8

## Useful Tools in Relocation Decisions

	Dallas	Kansas City	Los Angeles	Oklahoma City
Ability to talk to someone in your industry who is currently living in the area	46.8%	54.0%	50.4%	54.4%
General marketing collateral on the location as a great place to live/work	19.6%	14.8%	19.6%	16.8%
Information on specific job opportunities available in the area	66.8%	69.6%	64.0%	65.6%
The chance to visit the location to see and experience the location firsthand	76.0%	81.6%	70.8%	75.2%
Website that showcases the location as a desirable place to live/work	39.2%	42.0%	48.0%	38.0%
Other	2.8%	2.0%	1.6%	1.6%

### DALLAS-FT. WORTH, TX

- Concerned with weather; amenities
- Limited knowledge of area but perceives a good/affordable housing market
- Relies on opinions of family and secondary information sources
- Values firsthand experience and information on career opportunities

### KANSAS CITY, MO

- Concerned with political climate; perceived lack of diversity; activities/amenities
- Limited knowledge of area
- Relies on opinions of family/friends
- Values firsthand experience / opinions and information on career opportunities

### LOS ANGELES, CA

- Concerned with political climate; perceived lack of diversity; lack of urban amenities
- Limited knowledge of area
- Relies on opinions of family and third-party information sources (internet)
- Values firsthand experience and website as relocation tools

### OKLAHOMA CITY, OK

- Far from family/friends
- Limited knowledge of area
- Relies on opinions of family and secondary information sources
- Values firsthand experience and opinions and information on career opportunities

# TARGET OCCUPATIONS

## Target Occupations for Talent Marketing

Looked at number of job postings to determine highest in-need occupations

Industries:

- Advanced Manufacturing/Materials & Aviation
- Data & IT
- Transportation & Logistics

Source: Workforce Alliance of South Central Kansas' BREG Career Pathways

## Advanced Manufacturing/ Materials & Aviation

Top Occupations	Education Level
Production Technician, Junior, Engineer, Engineer Technician, Drafter Production, Assembly Lead, Machine Operator, CNC Technician or Programmer, Machinist, Supply Chain, Production Control + Production or Assembly Lead, Quality Technician, Electrical Technician, Inspector, Supply Chain, Production Control (179 job postings)	Associate Degree
Advanced Production, Welder, Machine Tending, Material Handling, Forklift Driver + Maintenance (non-janitorial), Airframe and Powerplant Mechanic, Welder (167 job postings)	Technical Certification Certificate or Credential
Maintenance (non-janitorial), Airframe and Powerplant Mechanic, Welder (68 job postings)	Technical Certification Certificate or Credential
Engineer, Plant Manager + Supply Chain Manager, Plant Manager (69 job postings)	Bachelor Degree

## Data & IT

Top Occupations	Education Level
IT Directors, Information Security Analysts, Database Administrators (36 job postings/22 job postings)	Associate Degree/Bachelor Degree
Computer Programmers, Systems Engineers, Software Engineers (41 job postings)	Bachelor Degree (4 years)

## Transportation & Logistics

Top Occupations	Education Level
Forklift Driver, Order Clerks, Shipping and Receiving Clerk, Warehouse Clerk (88 job postings)	High School or GED
Airfield Operations Specialists, Bus Driver, Couriers, Delivery Driver, Dispatchers, Dock Supervisors, Operations Clerks (64 job postings)	High School or GED
Automotive Technician or Mechanics CDL Tractor – Trailer or Truck Driver Diesel Mechanics, Railroad Conductors (55 job postings)	Associate Degree, Technical Certificate or Credential

# APPENDIX C: Immersion Tour & Stakeholder Meetings

## March 26 - 28, 2018

### Monday, March 26

- 3:56 PM Rebecca Gehman arrives
- 4:30 PM Rachel Deloffre arrives
- 6:30 PM Informal dinner with DCI & Greater Wichita Partnership Team  
At AVI  
DCI Team, Jeff Fluhr, Andrew Nave, Jaimie Garnett, Léah Lavender, Heather Denker, Gary Schmidt and Evan Rosell

### Tuesday, March 27

- 8:00 AM Kickoff meeting with DCI/Greater Wichita Partnership (we would like to start by meeting with key leaders on the project, then open it up to any additional staff you'd recommend for an interactive focus group)  
8:00 AM: Meeting with Greater Wichita Partnership Staff  
Jeff Fluhr  
Andrew Nave  
Jaimie Garnett  
Evan Rosell  
Duane Smith  
Tammy Nolan  
Heather Denker  
Nancy Moore  
Luke Jackson  
Adrienne Korson  
Nick Bishop  
Kelsey Pracht
- 8:45 AM: Meeting with Downtown staff  
Jeff Fluhr  
Jason Gregory  
Jaimie Garnett  
Andy Kim  
Megan Hartzell  
Kelsey Pracht  
Nick Bishop
- 9:30 AM: Meeting with H+W  
Jaimie Garnett  
Andy Kim  
Nick Bishop  
Doug Minson  
Josh Becker



Ends at 10:15 AM

10:30 AM Meeting with Talent Advisory Team + other HR executives  
Jeff Morris (Koch Industries)  
Wally Boozer (Spirit AeroSystems)  
Adrienne Charap (Textron Aviation)  
Jena Lysen (AGH)  
Marie Finney (Cargill) → will call-in

End at 11:45AM

12:00 PM Meeting/Presentation with elected officials  
Mayor Jeff Longwell  
Vice Mayor Brian Frye  
City Manager Robert Layton  
Assistant City Manager Scott Rigby  
Chairman David Dennis  
Commissioner Dave Unruh  
County Manager Mike Scholes  
Deputy County Manager Tom Scholz  
+ Jeff Fluhr, Andrew Nave, Jaimie Garnett and Léah Lavender

1:45 p.m. Meeting, tour or focus group  
Meeting with Community Communicators at Wichita Arts Museum  
Vera Bothner  
Courtney Bengston  
Cynthia Wentworth  
Angie Prather  
Courtney Sendall  
Lauragail Gamble

3:30 p.m. Meeting, tour or focus group  
Meeting with WATC, REAP, Workforce Alliance, BEA, Regional partners at NCAT  
Mayor Shelly Hansel (REAP)  
Sheree Utash (WATC)  
Amanda Duncan (Workforce Alliance)  
Marla Canfield (REAP/Workforce Alliance)  
Lyndy Wells (BEA/Greater Wichita Partnership)

4.30 p.m. Last meeting ends

5:30 PM Happy Hour with residents, transplants, boomerangs  
Thea Pajunen  
Janelle King  
Kim Burton  
Armando Minjarez  
Paul Lavender  
Sam Foreman  
Daniel White

Jonathan Long  
Dennis Cleary  
Armando (Bonny) Ornelas  
Al Nizar  
Eric Westbrook

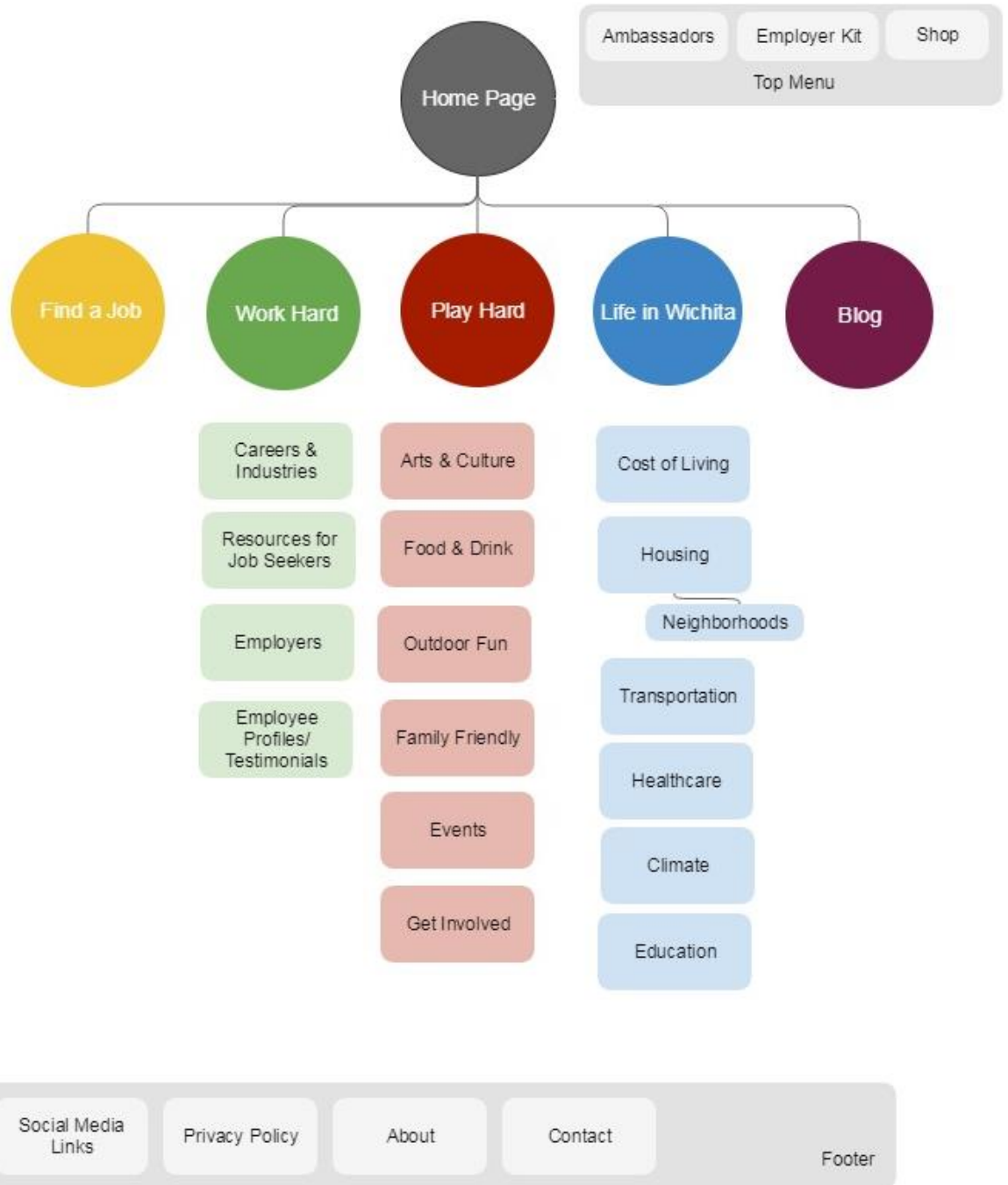
Dinner at Public at Brickyard

**Wednesday, March 28**

- 8:30 AM Driving/walking tour of the greater Wichita region  
Drive around Wichita with realtor: Leslie Wessel, Heather Denker, Léah Lavender and DCI Team
- Downtown
  - Delano
  - Riverside
  - Show them Friends and Newman
  - Westside
  - Drive back downtown and go through Douglas Design District, College Hill, Eastside and make it to WSU
- 10:15 AM Meeting, tour or focus group  
Quick tour of Innovation Campus and Go Create  
Meeting with Airbus to hear about “being where the talent is”
- Dr. Keith Pickus (WSU Foundation)  
Melissa Musgrave (Airbus)
- 11:30 AM Tour ends
- 11:45 AM Lunch with selected employees  
**Sabor Private Room**
- Lunch with 5-6 employees of major employers in town:  
Sonya Werner (Koch Industries)  
Matt Boyts (Koch Industries)  
Mythili Menon (WSU)  
Brad Warzeka (Cargill)  
Erik Schiminger (Textron Aviation)
- 1:30 PM Meeting, tour or focus group  
Wrap up meeting with core team at the Greater Wichita Partnership
- 4:28 PM Rebecca departs
- 5:00 PM Rachel Departs

# APPENDIX D: WEBSITE RECOMMENDATIONS

## Proposed Site Map



## URL RECOMMENDATIONS

### ChooseWichitaKS.com

- Recognizable as a talent attraction campaign
- Widely adopted throughout the industry
- Includes a clear call-to-action
- Defines your location

CHOOSEATL

CHOOSE MICHIGAN



### LiveWorkWichitaKS.com

- Easy to remember
- Encompasses both lifestyle and career opportunities
- Emphasizes location
- Direct call-to-action that rolls of your tongue



Work in the  
**TRIANGLE**  
Smarter from any angle



## **PAGES TO WIREFRAME**

- Home
- Top Navigation
- Content Page
- Employee Profiles/Testimonials Page
- Employer Kit
- Blog & Blog Post
- Shop

## **HOMEPAGE MANDATORIES**

- Image or video marquee showcasing Wichita as a destination to live and work
- Headline and overview copy
- Browse Jobs call-to-action
- Map
- Key Messages
- Designed internal resource links to: Start Your Career, Housing and Employer Kit pages
- Social or blog feed

## **TOP NAVIGATION MANDATORIES**

- Hero/Marquee Image
- Browse Jobs call-to-action
- Title
- Overview copy
- Designed key facts, figures, stats and rankings relevant to the page subject
- Visual links to internal sub-pages

## **CONTENT PAGE MANDATORIES**

- Hero/Marquee image
- Title and overview copy
- Content tabs
- Quick Links (to internal and external resources)
- Browse Jobs call-to-action

## EMPLOYEE TESTIMONIALS MANDATORIES

- Hero/Marquee image
- Title and overview copy
- Visual card-based resident spotlights
  - Brief bio appears upon roll-over. Might include profession, time lived in Wichita, favorite Wichita restaurant/park/charity/daytrip, etc.
  - Links to email address and LinkedIn profile
- Form to submit to become an ambassador
- Browse Jobs call-to-action

## EMPLOYER KIT MANDATORIES

- Hero/Marquee image
- Title and brief overview copy
- Submission form that the user agrees to usage rights, their employer information and how the user intends to use the brand
- Visual download links to logos, collateral, videos and anything else an employer might need
- Key messages
- Brand guidelines
- Tips for HR professionals
- Positive press/rankings
- Contact Us call-to-action with dedicated information for the staffer managing partner relationships

## BLOG & BLOG POST MANDATORIES

### Blog

- Hero/Marquee Image
- Featured image
- Copy
- Ability to tag as needed
- Share capabilities (email and social)

### Blog Post

- Featured image
- Copy
- Ability to tag as needed
- Share capabilities (email and social)

## SHOP PAGE MANDATORIES

- Hero/Marquee Image
- Title and brief overview copy
- Card-based images that link to external branded merchandise

## **WEBSITE KEYWORDS**

The keywords on the following pages are sorted by the American market and each of your target talent markets. The keywords are filtered by location, which means that users in each of these locations are already searching these terms. Use these keywords on your geo-targeted content, full site content and in all of your webpage's meta information to optimize your organic search result rankings in each unique market.

# SUGGESTED KEYWORDS

United States	Los Angeles	Kansas City	Oklahoma City	Dallas/Ft. Worth
<b>Jobs</b>	<b>Jobs</b>	<b>Jobs</b>	<b>Jobs</b>	<b>Jobs</b>
jobs in wichita ks	midwest jobs	midwest jobs	job opportunities in Kansas	job opportunities in Kansas
wichita jobs hiring	jobs in Wichita	jobs in Wichita	jobs hiring in Wichita	jobs hiring in Wichita
wichita jobs	job opportunities in Kansas	job opportunities in Kansas	jobs in Kansas	jobs in Kansas
jobs hiring in wichita	Wichita jobs hiring	Wichita jobs hiring	jobs in Wichita	jobs in Wichita
city of wichita jobs		Hiring in Wichita KS		
jobs hiring				
places hiring in wichita				
hiring in wichita ks				
<b>Careers</b>	<b>Careers</b>	<b>Careers</b>	<b>Careers</b>	<b>Careers</b>
careers wichita ks	career opportunities in Kansas	list of careers	engineering jobs in Kansas	career opportunities in Kansas
accounting jobs wichita ks	entry level jobs in Kansas	hr jobs in Kansas	hr jobs in Kansas	accounting jobs in Kansas
kansas small business development center		entry level jobs in Kansas	manufacturing jobs in Kansas	hr jobs in Kansas
startup community			entry level jobs in Kansas	manufacturing jobs in Kansas
kansas unemployment				full time jobs in Wichita
career opportunities in Kansas				entry level jobs in Kansas
<b>Cost of Living</b>	<b>Cost of Living</b>	<b>Cost of Living</b>	<b>Cost of Living</b>	<b>Cost of Living</b>
Cheapest Places to Live	best affordable places to raise a family	cheapest places to live in the us	cheapest places to live in the us	cheapest places to live
cost of living	best cheap places to live	cheapest places to live	midwest cost of living	cost of living in Kansas
cost of living comparison	best states to live in for cost of living	cheapest state to live in	cost of living comparison	
low cost of living cities	cheapest places to live	cost of living	cost of living index	
<b>Living in Wichita</b>	<b>Living in Wichita</b>	<b>Living in Wichita</b>	<b>Living in Wichita</b>	<b>Living in Wichita</b>
Best Cities to Live in	best cities in the us	best places to live	best places to live in the us	best cities to live in
Best Places to Live in the US	best cities in america	best places to live in the us	best states to live in	Best Places to Live in the US
Nice Places to Live	best small towns in usa			best states to live in
Living in Wichita KS	best places to live			
Moving to Wichita				
<b>Quality of Life</b>	<b>Quality of Life</b>	<b>Quality of Life</b>	<b>Quality of Life</b>	<b>Quality of Life</b>
kansas schools	flights to wichita ks	wichita state university	weather wichita kansas	kansas population
best colleges in the us	wichita kansas airport	wichita weather	wichita state university	wichita state university
midwestern college	wichita ks population	wichita population	wichita ks population	wichita kansas airport
wichita weather	wichita state university	school ratings		wichita ks population
wichita population	wichita weather	best school districts in kansas		
wichita transit				
wichita airport				



United States	Los Angeles	Kansas City	Oklahoma City	Dallas/Ft. Worth
<b>Location</b>	<b>Location</b>	<b>Location</b>	<b>Location</b>	<b>Location</b>
Wichita Kansas	where is wichita	wichita kansas	wichita kansas	map of kansas
City of Wichita	midwest usa	map of wichita ks		wichita kansas
Where is Wichita	the midwest	kansas city to wichita		
map of wichita ks	kansas	wichita to kansas city		
	wichita			
	wichita kansas			
<b>Housing</b>	<b>Housing</b>	<b>Housing</b>	<b>Housing</b>	<b>Housing</b>
homes for sale wichita	cheapest houses in usa	real estate	real estate in Kansas	real estate in Kansas
real estate wichita ks	Best state to buy a house	land for sale near me	housing in Kansas	housing in Wichita
homes for rent wichita		housing market		housing market in Kansas
Relocating	Relocating	Relocating	Relocating	Relocating
Moving to Kansas	relocation			relocation
Employers	Employers	Employers	Employers	Employers
Largest Companies	best companies to work for	koch industries		
Koch Industries	best places to work	best companies to work for		
Wichita businesses	top companies			
companies in wichita				
aerospace companies in wichita ks				
aircraft companies in wichita ks				
manufacturing wichita ks				
wichita aviation companies				
<b>Extracurriculars</b>	<b>Extracurriculars</b>	<b>Extracurriculars</b>	<b>Extracurriculars</b>	<b>Extracurriculars</b>
Wichita Events	things to do in kansas	things to do in wichita ks	things to do in wichita ks	things to do in kansas
things to do in kansas	fun outdoor activities	best restaurants in wichita ks	wichita restaurants	restaurants wichita ks
fun things to do in wichita	things to do in wichita ks	fun things to do in kansas	things to do in kansas	
fun things to do in kansas		kansas attractions		
kansas attractions		wichita restaurants		
restaurants wichita ks		old town wichita		
restaurants in wichita				
bars in wichita ks				
downtown wichita restaurants				
wichita food				
date ideas wichita ks				
entertainment in wichita ks				
free things to do in wichita ks				
ks outdoors				
nice restaurants in wichita ks				
things to do with kids in wichita ks				
what is there to do in wichita kansas				

## APPENDIX D: Target Media List

### Major Newspapers/Wires

Associated Press  
The New York Times  
Bloomberg News  
Dow Jones Newswires  
Financial Times  
Investor's Business Daily  
Thomson Reuters  
USA Today  
The Wall Street Journal  
Washington Post

### Regional Outlets

Dallas Morning News  
Houston Chronicle  
Los Angeles Times

### National Magazines

The Atlantic  
Bloomberg Businessweek  
The Economist  
Entrepreneur  
Fast Company  
Forbes  
Fortune  
Inc.  
New York Times Magazine  
Popular Science  
Time  
Wired  
WSJ Magazine

### National Broadcast Media

ABC  
BBC  
Fox Business  
Bloomberg TV  
MSNBC  
CBS  
NBC  
CNBC  
NPR  
CNN  
PBS  
FOX News Channel

### Online Outlets

Ars Technica  
Business Insider  
Cheddar  
CityLab  
CNET  
CNNMoney  
Curbed  
Gizmodo  
The Verge  
HuffPost  
Inverse  
MarketWatch  
Mashable  
OZY  
PCMag  
Quartz  
Racked  
Slate  
TechCrunch  
The Daily Beast  
TheStreet  
Thrillist  
US News & World Report  
VentureBeat  
Vice

### Lifestyle/Culture Publications

AAA Publishing Network  
About.com  
AFAR  
American Way  
Bon Appetit  
Brit + Co  
Bustle  
Buzzfeed  
The Daily Meal  
Delta Sky  
Departures  
Eater.com  
Epicurious  
Esquire  
Family Circle  
Family Fun  
Food & Wine  
Food Network Magazine

Hemispheres  
Men's Journal  
Metropolis Magazine  
National Geographic Traveler  
O, the Oprah Magazine  
Orbitz.com  
OZY  
Parade  
Paste Magazine  
Redbook  
Refinery 29  
Saveur  
Self  
Thrillist  
Tribune Media Services  
U.S. News & World Report  
VICE/Noisy/Munchies  
Woman's Day

**Aerospace/Aviation**

Aerospace America  
Aerospace and Defense  
Technology  
Aerospace Daily & Defense  
Report  
Aerospace Industry Today  
Aerospace Manufacturing  
Airport Business  
Air & Space Magazine  
Air Transport World  
Airways Magazine  
Aviation International News  
AviationPROS.com  
AviationWeek  
Avionics News  
Business & Commercial Aviation  
Flight Journal  
Flightglobal  
Flying Magazine  
General Aviation News

**Manufacturing / Transportation & Logistics**

American Manufacturing  
Assembly Magazine  
Distribution Business Management Journal  
Food Logistics  
Global Trade Magazine  
Inbound Logistics

Industry Today  
IndustryWeek  
Intermodal Insights  
Logistics Management  
Manufacturing and Technology  
Manufacturing Executive  
Manufacturing Today  
Material Handling & Logistics  
MMD (Materials Management & Distribution)  
Modern Materials Handling  
Popular Mechanics  
SupplyChainBrain  
The American Journal of Transportation  
The Journal of Commerce  
Transportation & Logistics International

**Data and IT**

CIO  
CNET  
Computerworld  
eWeek  
Fierce Markets Publications  
GigaOM  
Geek.com  
GeekWire  
IDG  
IEEE Spectrum  
Information Week  
InfoWorld  
IT World  
Light Reading  
Network World  
SecurityWeek  
Tech.Co  
Tech Cocktail  
Techopedia  
Tech Republic  
Tech Target  
TheNextWeb  
UBM Tech Web  
ZDNet