

2018-2019

FINAL REPORT

UniverCity Year

Better • Places • Together

Marketing proposals for Green County Development Corporation

JOURNALISM 445: CREATIVE CAMPAIGN MESSAGES





McLEOD AGENCY

Client: Green County Development Corporation

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AGENCY MISSION:

The Mcleod Agency strives to exceed the expectations of our clients. In addition to our commitment to meet our client's objectives, our team is dedicated to producing the highest-quality results.

We focus on curating detail-oriented messages, value effective content and deliver creative solutions. It's our honor to bring your vision to life.

CLIENT:

The Green County Development Corporation (GCDC) is a group of professionals within Green County that work together to recruit and maintain businesses and a quality workforce in Green County. In turn, GCDC hopes this will increase the quality of life for the residents of Green

County. GCDC does this through partnerships with public and private companies, forward-thinking leadership and an effective marketing program.

SITUATION ANALYSIS

GREEN COUNTY BACKGROUND:

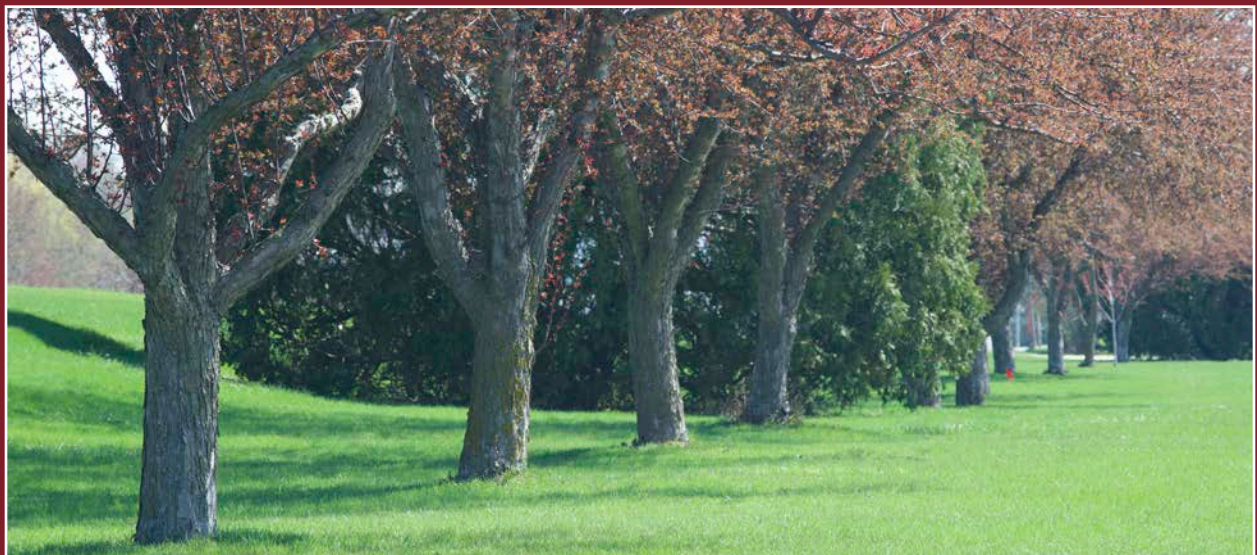
Green County, created in 1836 as a territorial county, is named after Nathanael Greene, quartermaster general and commander of the southern campaign during the Revolutionary War. Today, Green County is known for its green rolling hills, highly productive farmland, and the small town flavor of its communities.

Within the county, borders are sixteen towns, six villages and two cities. The land area is 585 square miles and the population as of the 2010 census, is 36,842. Green County is divided into 31 supervisory districts and each district has a representative on the Board of Supervisors.

Green County has a population of 37,050 people with a median age of 42.6.

Demographics:

- 94.7% of residents are White.
- 98.5% of residents are U.S. citizens.
- The average family has a median household income of \$57,416, with the average female earning \$39,191 and average male earning \$48,215, about 1.23 times more than female employees.
- 74.2% of Green County residents own a home
 - The median property value is equivalent to \$161,900.
 - The average household owns about two cars per house, with an average commute time of about 21.7 minutes to and from work every day.



COMPETITIVE ANALYSIS:

SWOT ANALYSIS

STRENGTHS:

The strengths of Green County lie in advanced manufacturing, healthcare, life sciences, and agriculture. Cost of living is also relatively inexpensive compared to surrounding areas:

COLONY BRANDS, INC.

820 full-time, 4,300 seasonal employees
Consists of multiple retail brands. Focuses on the production and distribution of mail order gifts - cheese, pastries and baked goods.

<https://www.colonybrands.com>

KLONDIKE CHEESE COMPANY

182 employees
Nationally recognized cheese company with 13 first-place prizes since 2013.
<https://www.klondikecheese.com>

MONROE CLINIC

1,173 employees
Award-winning hospital that serves Green County and the surrounding areas of Southwest Wisconsin and Northern Illinois. Brand new, state-of-the-art hospital building in 2012
<https://www.monroeclinic.org>

MONROE TRUCK EQUIPMENT

550 employees
Focuses on the fabrication of truck accessories and truck bodies, steel manufacturing, repairs and snow/ice control products for worldwide distribution
<http://www.monroetruck.com>

WEAKNESSES:

No four-lane highway system.
Lack of housing to support incoming workforce.

OPPORTUNITIES:

A labor shortage means Green County can support an influx of new employees and an expanding workforce.

THREATS:

Surrounding counties with bigger city features.
People moving out of Green County to bigger cities and then commuting in for work.

(<http://madisonregion.org/about-the-region/major-companies/top-employers/>)

Columbia County
Divine Savior Healthcare, Inc. - 500-999
Associated Milk Producers, Inc. - 250-499

Dane County
University of Wisconsin-Madison - 10,000+
Epic Systems Corp - 5,000-9,999

Rock County
Ben Meadows - 500-999
Grainger Lab/Safety Supply - 500-999

Iowa County
Lands' End - 1,000-4,999
Hodan Center - 250-499

CONSUMER ANALYSIS:

WHAT ARE GREEN COUNTY RESIDENTS LIKE?

Unanimously, residents note that one of the reasons they love Green County is the unapologetically welcoming community. Whether it's the school systems, various family activities throughout the year, or just the people in general, Green County provides a warm and safe environment for all who reside.

TARGET CONSUMER ANALYSIS:



JACK DONALDSON

AGE: 32

FAMILY: One young kid, a wife, and one dog.

WHY GREEN COUNTY? Jack had worked in Downtown Chicago for much of his younger career. As he started to raise a family, he wanted a quieter and safer place away from the commotion of the city. Jack chose to make the move to Green County where he has a larger home, a yard for his kid and dog to play in, and the reassurance of safety. Besides enjoying Monroe's iconic town square, Jack and his family frequent the Monroe Theatre Guild, where they can appreciate the county's focus on the arts.



ABBIGAIL MASLOW

AGE: 28

FAMILY: Fiance and two dogs.

WHY GREEN COUNTY? Abbigail has been all over Wisconsin but grew up in Green County. Before moving to Green County, she worked in Human Resources near Downtown Madison. She wants a quieter and safer place for her and her fiance to settle down and raise a family. An avid biker herself, Abbigail and her fiance conveniently take advantage of the Badger State Trail every weekend. Abbigail chose Green County because she liked the welcoming environment that she knew would be perfect to raise her family in.

CAMPAIGN STRATEGY

CAMPAIGN OVERVIEW:

After recognizing Green County's labor shortage, our agency is focusing on addressing this issue through the implementation of a variety of strategies. The campaign we plan to execute has two main elements, including the creation of a promotional brochure and the re-structuring of the Green County Development Corporation website. Both elements will compliment one another, ultimately functioning to convey Green County's primary benefits and opportunities, which will then increase potential new employees.

INFORMATIONAL BOOKLET STRATEGY:

WHO IT ADDRESSES:

Our primary audience for the informational booklet is potential Green County employees. However, we hope the companies that GCDC partners with will be our main channel in distributing the booklet. Ideally, this will be done when they are in the process of interviewing or while recruiting.



VARIOUS WAYS IT ADDRESSES THE AUDIENCE?:

The booklet is full of information on things to do, housing, employment opportunities (which is good information if someone is moving with a spouse), maps and numerous pictures that will get someone excited about moving to Green County. The booklet can be used as a reference when someone has a question about Green County.

WHAT ITS GOAL IS?

The goal in the creation of this booklet is to get people excited about moving into Green County. The booklet gives people important information on the area in which they potentially could be moving to. It also showcases the countless opportunities and things to enjoy in Green County. With this booklet, we want people to get a feeling of what Green County has to offer. We want people to start feeling like Green County is their home.

BUSINESS DEVELOPMENT WEBSITE RESTRUCTURE STRATEGY:

WHO IT ADDRESSES:

The primary audience for our current campaign is potential employees looking to work in Green County. Our secondary audience pertains to Green County's existing business owners, specifically those currently looking for more resources.

VARIOUS WAYS IT ADDRESSES THE AUDIENCE?:

In order to address our primary audience, potential employees, the campaign emphasizes elements from both Green County's tourism page and general Green County website. Additionally, the current campaign includes resources for finding employment and housing, in order to assist people in their relocation to Green County. To address our secondary audience, the campaign highlights some of the same elements found on the original Green County Business Development page, however, we have eliminated any repetitive content from the original site in order to improve both ease of use and overall clarity.

WHAT ITS GOAL IS?

The goal of our campaign is to strategically recreate the website, in order to develop a trusted resource for potential new employees who are looking to work in Green County. Our campaign seeks to aid the public in their search for job positions and housing opportunities, while also showcasing the unique events, scenery and quality of life that make Green County a desirable place to work and live. Additionally, our campaign strives to expand the usability of the site for those businesses that already exist in Green County.



MAIN GOAL:

THE OVERALL GOAL OF OUR WORK:

The goal of our work is to help GCDC promote Green County as a place for potential employees to put down roots. We will do this through the creation of a brochure that can be easily distributed through multiple channels. Along with our brochure, we are doing a complete redesign of the Green County Development Corporation website. The redesign will assist anyone looking for information on Green County and will ignite excitement in potential employees looking for a place to settle down.



CREATIVE MESSAGES

INFORMATIONAL BOOKLET: LIVING

Living

Green County's welcoming community offers a variety of housing options. From historic homes to the waterfront properties overlooking the Sugar River, you surely will find a place perfect for you. Living opportunities are found within friendly neighborhoods and among the rolling hills of rural acreage. Residential areas feature charming homes and the downtown area has a mix of apartments and comfortable housing. Find affordable living options for your lifestyle now and for your future. The cost of living is significantly lower than the surrounding larger cities yet these destinations are only a short drive away. Appreciate the benefits of a smaller town while easily visiting Madison or enjoying a weekend getaway to Milwaukee or Chicago.



Affordable Homes

Know Your Neighbor

Family Friendly Communities

INFORMATIONAL BOOKLET: EMPLOYMENT

Employment



A company comprised of several multi-channel retail brands headquartered in Monroe employing around 6,000 people. Careers at Colony Brands offer a lot of diverse opportunities and range from accountants to pastry chefs, programmers to clothing buyers and many more unique job experiences.



Established in the late 1800s, this cheese company is host to six master cheesemakers and is consistently given awards from the American Cheese Society, the United States Cheese Championship Contest, the World Championship Cheese Contest and the Wisconsin State Fair. Jobs range from packaging to management positions.

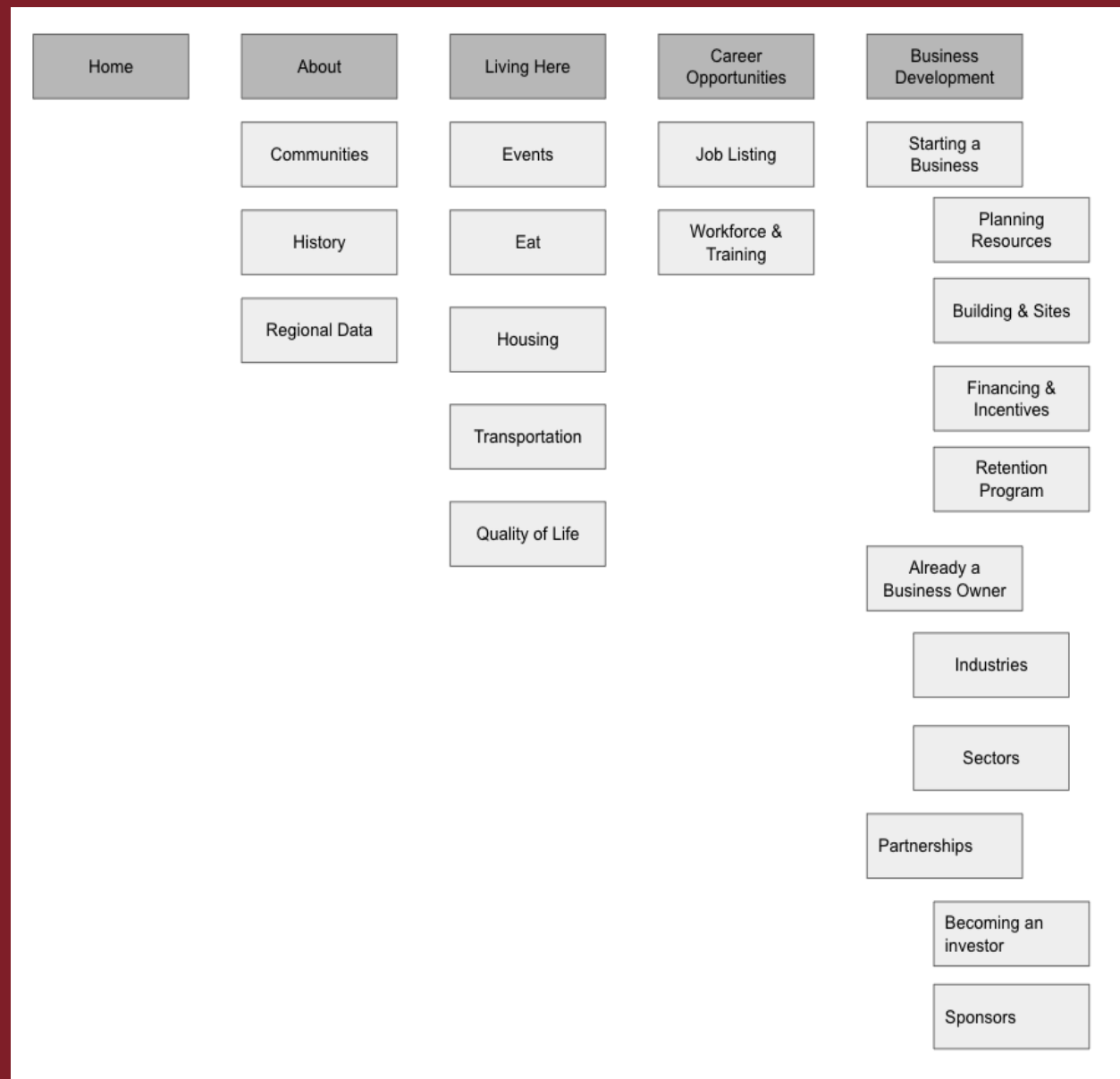


Monroe Clinic has been a Top 100 Great Community Hospital for four consecutive years. Housed in a facility built in 2012, this hospital offers technologically advanced care from more than 120 healthcare professionals. They offer jobs for healthcare professionals at a nationally recognized clinic.



Focusing on distributing and installing truck accessories and equipment, Monroe Truck Equipment has become one of the largest in its' industry. Their home is in Monroe where they have a 70 acre headquarter facility. Monroe Truck Equipment is always searching for talented welders and is home to a large sales team strategically placed around the globe.

WEBSITE RESTRUCTURE: WEBSITE NAVIGATION



WEBSITE RESTRUCTURE: COMMUNITIES PAGE TEMPLATE

About - Communities

Title

Body copy

Internal webpage link to community module

Title (county name)

Expand option

Drop down module

Image

- Module 1: Community Navigation**
- Title: "Join our Communities"
 - Body Copy: "Green County, which was created in 1836, is known for its rolling hills and sprawling farmland. The county's lush, 585 square miles encompass sixteen towns, six villages and two cities, with a current population of 37,050 people. The county itself is divided into 9 counties, each of which boasts its own unique small-town flavor and appeal. To promote and facilitate the education of its residents, Green County's notable schools offer open enrollment."
 - Internal webpage link to community module:
 - Button 1 "Albany" (Directs to expanded second module)
 - Button 2 "Belleville" (Directs to expanded third module)
 - Button 3 "Brodhead" (Directs to expanded fourth module)
 - Button 4 "Brooklyn" (Directs to expanded fifth module)
 - Button 5 "Browtown" (Directs to expanded sixth module)
 - Button 6 "Juda" (Directs to expanded seventh module)
 - Button 7 "Monroe" (Directs to expanded eighth module)
 - Button 8 "Monticello" (Directs to expanded ninth module)
 - Button 9 "New Glarus" (Directs to expanded tenth module)
- Module 1: Albany**
- Body Copy: "Albany is known as "The Pearl of the Sugar River." Small in size but large in community pride, Albany is perfect for nature lovers as it has been on the "Tree City USA" list for the past 15 years."
 - Image: (The Dam, Sugar River) (albany fun fact 1.jpg)
 - CTA: "Learn More" (<http://www.greencounty.org/communities.html>)
- Module 2: Belleville**
- Body Copy: "In Belleville you get the best of both worlds - small town living with a big city neighbor. You'll never run out of excitement here."
 - Image: (Town of Belleville) (BellevilleCommunityPark_08.JPG)
 - CTA: "Learn More" (<http://www.greencounty.org/communities.html>)
- Module 3: Brodhead**
- Body Copy: "With an expansive 100 acres of parks you will always have something new to do outside. Taking a boat trip around Pear Island is just one beautiful stop in Brodhead."
 - Image: (Nature, Pear Island) (brodhead pontoon.JPG)
 - CTA: "Learn More" (<http://www.greencounty.org/communities.html>)
- Module 4: Brooklyn**
- Body Copy: "Brooklyn is calling you home. Located in both Green County and Dane County, Brooklyn is a crossroads where you can put down roots."
 - Image: (Woods) (sunflowers brenda 2015.jpg)
 - CTA: "Learn More" (<http://www.greencounty.org/communities.html>)
- Module 5: Browtown**
- Body Copy: "Nestled away in the rolling hills of Green County, Browtown is a quiet and tranquil village. It features an endless amount of trails for biking, jogging and snowmobiling."
 - Image: (Snowmobiling village) (bikes on bridge trestle.jpg)
 - CTA: "Learn More" (<http://www.greencounty.org/communities.html>)

DIGITAL MARKETING PLAN

DISTRIBUTION:

PDF

We hope to have the PDF of the Green County booklet housed on the new Green County Business Development website as an easily accessible resource for all. In addition, we will work to make the PDF (or at minimum, the link) present on all Green County visitor and information sites. The brochures will also be shared with our major partners so they have the ability to share the resource as well.

HARD COPY

We hope that GCDC will give copies of our booklet to all of its major partners. In turn, these companies can give the booklet to potential employees after interviews, after they've accepted a job or just offer it as supplementary information about the community their company supports. Copies will also be distributed to major realtor offices within the county.

PRINTING:

Printing can be done by GCDC, we will provide a flash drive with all of our documents. We could potentially print one brochure and give it to them as an example.

SOCIAL MEDIA PLAN:

While we have no deliberate social media

The website can be shared via Facebook and other social media platforms.

WHERE TO DISTRIBUTE:

FACEBOOK

- Green County Page (<https://www.facebook.com/greencountywi/>)
- Colony Brands (<https://www.facebook.com/Colony-Brands-Inc-174443375903913/>)
- Monroe Trucking (<https://www.facebook.com/MonroeTruckEquipment/>)
- Monroe Clinic (<https://www.facebook.com/MonroeClinic/>)
- Klondike Cheese Company (<https://www.facebook.com/Klondike-Cheese-Company-355228084607328/>)

SAMPLE POSTS

Example Body text: Green County Development Corporation is the business hub for Green County, connecting employees and future employees with business owners. Check out the brand new and improved GCDC website: <https://greencountyedc.com/>

- Image Samples: Green County Development Corp picture
- CTA Example: "Learn more" <https://greencountyedc.com/>



RIVAL MEDIA



CREATIVE CAMPAIGN

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SITUATION ANALYSIS

EXECUTIVE SUMMARY

The following report outlines a creative strategy for the Green County Development Corporation. Green County is a collection of towns and villages located in south central Wisconsin with Monroe serving as the county seat. Green County is known for its green rolling hills, highly productive farmland and the small-town flavor of its communities. The GDCCD aims at bringing productive and quality workers to Green County to fill the number of both blue- and white-collar jobs that are available in the area. Green County Development Corporation would benefit from consistent promotional material that would spread awareness of employment opportunities and enhance recruitment efforts. This report details the GDCCD's current efforts in social and digital marketing as well as the recommendations and strategies to revise the creative and digital efforts in order to foster a stronger job awareness and employee retention. The recommendations will create understandable and cohesive branding across the GDCCD platforms while simultaneously attracting people who possess the skill sets needed by employers to work and live in Green County. Our print and digital campaign messages will publicize available career opportunities and generate enthusiasm for living the thriving towns in Green County.

INDUSTRY TRENDS

Green County has established many strong industries while being a relatively small area. There is a competitive advantage in manufacturing, agricultural business and food processes with these being largely successful industries in the state that have centers in Green County. Some of the biggest companies in Green County include Colony Brands in Monroe, Duluth Trading Company in Belleville and Monroe Truck Equipment in Monroe.

Competitive Analysis

When looking at competition for the Green County Development Corporation a main point of contention is other cities and towns within the state and region that are aiming to hire workers with similar skills and fill jobs in similar industries. Green County is neighbored by counties similar in size to the west as well as across

the border of Illinois to the south. The county is also less than an hour south of Madison, one of the largest and most populated cities in the state. There are a lot of jobs that are appealing to similar workers in Madison and its suburbs, but where Green County stands to get the leg ahead is its ability to appeal to workers who are looking for a small town environment and a community where they are a big fish in a small pond.

CONSUMER ANALYSIS

Target Demographic

The Green County Development Corporation has two major targets for this campaign and for their goal of increasing employee awareness. The first target is for blue collar employment opportunities in the county that would be best suited for those age 21-28 who are recent college graduates and are looking for an entry or mid-level position in a company. The promotional materials that will be described later in this report have been created to be put to use at career fairs that are put on at or for surrounding educational institutions such as UW-Platteville, UW-Madison or at technical colleges such as Madison Area Technical College or Waukesha County Technical College in Pewaukee. The appeal to this target is the low cost of living in Green County for things like housing, groceries, etc.

The other target that the GDCCD is focused on in the campaign strategy is employees who are needed to fill higher positions such as senior level jobs across the many industries in Green County. This section of the market is filled by employees who are around 30-45 years old and are more advanced in their careers and looking for additional advancement opportunities. This section of the employees can be targeted from bigger cities in the Midwest during job interviews and by utilizing the suggestions for LinkedIn highlighted in the Social Media Plan section of this report. The appeal of Green County for these employees is the wide array of activities available in the county while also providing many benefits of small-town life. There are opportunities for career development and quick growth in a company, there is a low cost of living as well as small classroom sizes among schools in the area to ensure a quality education for those who value family. An appeal for both targets is also the accessibility to larger nearby cities like Madison, Milwaukee and Chicago.

Strengths

Strong Community Presence

The small community aspect of Green County is appealing to many because it is perceived as a safe, welcoming, family-oriented center for people to be a member of. Community members are devoted to helping those around them through various acts of service and there are many events happening in the community for people to be involved in.

Successful businesses

There are many strong businesses in the area that GDCC is able to market to potential employees that range in entry level positions to higher up management level jobs. These positions pay on or above average comparatively especially when coupled with the low cost of living in Green County and offer benefits to their employees.

Close proximity to large markets like Madison, Milwaukee and Chicago

This is positive for residents who want to live in a bigger city and commute to Green County or for those who want to live in a small community but have access to bigger cities.

Lack of Housing Development

If the GDCC succeeds in bringing new skilled employees to Green County they face the task of finding housing for these people to live in. This can be a challenge because it involves the necessity of areas that can be developed and investors who are willing to finance the developments.

Lack of Transportation and Infrastructure

The Green County area is lacking in the area of public transportation which may create an additional burden for people who are moving to the area especially right out of college to have the means of getting themselves to and from work. There is also no four-lane interstate highway which potentially limits traffic routes and the nearest major airport is the Dane County Regional airport which can be limiting for work-related travel. The current transportation system is not set up for intensive manufacturing and commercial industry use.

In Need of General Business Services

Overall the county is lacking some services that would turn people away from settling there such as a FedEx hub as well as business like legal and accounting firms being heavily concentrated in Monroe without much equal distribution.

Opportunities

Areas for development

Smart growth strategies from the county overall can help to foster positive growth for the community by creating areas where businesses thrive and families can live close to their daily destinations.

Increase in manufacturing industry across the state

Wisconsin has some advantage in that there's a lot of small manufacturing around in a lot of rural counties, which is growing more than in some neighboring areas where people are just exiting all together.

Weaknesses

Threats

Downward trend of young people living in rural areas

Rural areas are becoming increasingly older with college aged children tending to migrate out of these smaller towns. This trend towards rural communities having a higher median age could mean that it is more of a challenge to get the younger demographic to move to these areas.

Similar sized counties in the area

Much of the southeastern side of Wisconsin is filled with counties that hold towns and cities that are similar in size to that of Green County. Much of the state is covered in rural areas so Green County has to convince potential employees why this area would have benefits that others would not.

SWOT ANALYSIS

CAMPAIGN STRATEGY

CAMPAIGN OVERVIEW

The main objective of this campaign is to create a cohesive brand strategy that is able to foster a positive association with Green County, its communities and the businesses within. We would like to provide Green County Development Corporation with the tools necessary to create an appealing message for people within the community. Since a main point of focus for GCDC is also the ability to assist local businesses in the recruitment of employees to the area we wanted to create simple, easy to understand deliverables that they would be able to share with clients and employees to convey the positive nature of Green County.

MESSAGE TONE AND APPEALS

The tone of this campaign and its promotional materials aims at staying in line with the current brand presence of professionalism and of being a source of information. The aim of the deliverables highlighted in this report is to foster a natural message of simplicity which aligns with the presence of Green County overall. We used this overall voice to craft a design direction with a neutral-toned color scheme, easy-to-read fonts and an overall feeling of community through the connection between each promotional piece.

THE **BIG** IDEA

Small Community. Big Opportunity

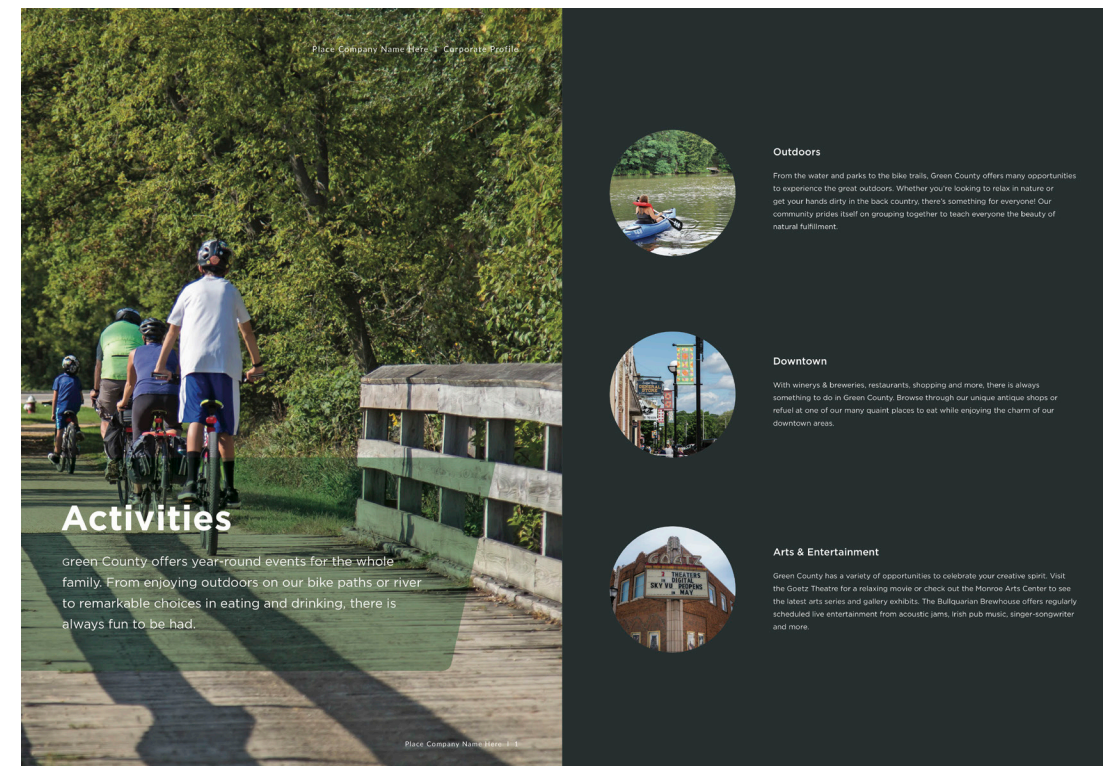
Small Community, Big Opportunity. The big idea of this campaign is to show employees all that Green County has to offer. Although the county is small there are big opportunities to be had whether that be recreationally or professionally. This main idea points specifically to the role that employers have in showing the people they hope to recruit that there is a lot of growth to be had in the successful companies within Green County. Employees are able to take a big leap into the professional workplace within Green County and share their skills in important roles to assist in the company and community growth.

The main goal of this big idea of “Small Community, Big Opportunity” is to provide GCDC with the materials to be able to actively and successfully recruit highly skilled workers to Green County and to show them that the idea of a small community can be synonymous with potential, especially in their careers. The main problem that GCDC faced was having a number of quality jobs but not many qualified candidates to fill them and with the mindset of “Small Community, Big Opportunity” GCDC will be able to pitch to employees about the benefits of putting down roots in Green County such as more room for growth, lower cost of living and tight-knit community feel.

CREATIVE PLAN

RECRUITMENT BOOKLET

The main function of the recruitment booklet is to serve as an all-encompassing Green County information guide that can be given to potential employees. The booklet takes the reader through Green County and it's area K-12 schools, activities that are common across the community as well as career opportunities and companies that can be found in Green County. The goal is that the Green County Development Corporation would be able to work with local businesses and leaders in order to continually update the information found in the book and use it as a tool for recruiting quality workers to the Green County communities. The audience that this book is targeted to are mainly the 30-45 year olds who are looking to put down permanent roots in a community and really play an active role in what is going on in Green County. The booklet features high level positions, information on housing in the area and how area school rank in their quality of education. GCDC is able to share this brochure across the nation at hiring events, with company recruiters as well as on their LinkedIn page to share the information with employees across the nation.





Find Your Career



COLONY BRANDS

Colony Brands: With over 90 years of business experience, Colony Brands is a privately owned company that is a leader in a variety of industries, from food and home decor to electronics and fashion and more. Colony Brands is also a growing company with an average annual sales of 258.4 million dollars.

Opportunities include: Human Resources, Community Relations, Marketing, Accounting, Purchasing, Internet/E-Commerce, and Inventory Management

Benefits: Colony Brands is unique in its commitment to the overall well-being of its employees, and it takes the extra mile by offering various benefits, including: Relocation & homeowners' assistance, Flexible summer hours and PTO, Gain-sharing bonuses and discounts, Disability insurance, retirement plans, and life insurance, Medical vision/dental insurance, Training, educational and development opportunities, Onsite wellness centers and fitness membership reimbursements

MONROE TRUCK EQUIPMENT

Monroe Truck Equipment: Although Monroe Truck Equipment is a relatively new company, it has grown significantly over the past several decades to become one of the largest in the industry. It is also privately owned and boasts an average annual sales of 349.3 million dollars.

Opportunities include: Engineering, Administration and Sales, Operation, Supervision, and Manufacturing

Benefits: As a part of the Monroe Truck Equipment and Modifications team, you will enjoy a competitive wage with a wide array of benefits including: 401k with Company Match, Health Insurance, Vision & Dental Insurance, Life & Disability Insurance, Flexible Spending, and Paid Time Off



THE MONROE CLINIC

Built in 2012, Monroe Clinic is a beautiful new facility that houses a wide array of services and specialties. Monroe Clinic offers small town care with big city experience. With positions for healthcare professionals, engineers, and more, you'll be able to advance your career while making a meaningful difference in the Monroe community.

Opportunities include: Healthcare Professionals, Engineering, Administration and Maintenance, and Athletic Training and Physical Therapy

Place Company Name Here 1 6



School District

Our Mission: Green County School District provides a quality education that meets students' varied needs, promoting proficiency of skills necessary for long term success and quality of life for all students.

ALBANY

Along with AP classes, Albany schools offer diverse technological capabilities to enhance student's learning. The smaller class sizes provide a more hands-on learning opportunity and interact with students on an individual basis.

MONTICELLO

Monticello schools offer a variety of clubs for students to get involved in, including: yearbook, National Honor Society, FFA, FBLA, FCCLA, Spanish and Chorus/solo-ensemble. Extra-curriculars are

MONROE

With an emphasis on community and future success, Monroe schools is an excellent choice for any student. Promising staff growth ensures academic achievement for all.

BRODHEAD

Advanced standing classes, advanced placement classes and transcripted classes are just a few of the benefits of Brodhead schools to drive academic success. Students have the opportunity to work with an on site psychologist as well as prepare for a future career with the ability to take classes on a college campus.

NEW GLARUS

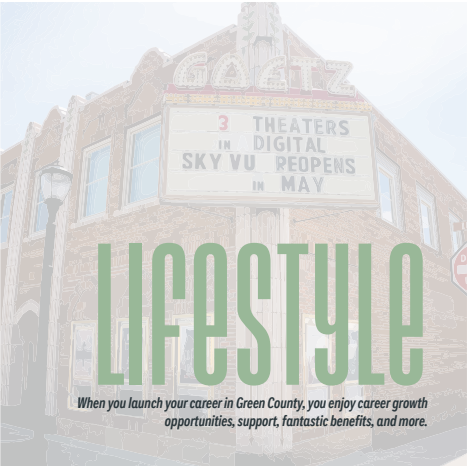
With a near 100 percent graduation rate, New Glarus schools will yield success in all students with academic and career planning services.

JUDA

Juda schools offer strong leadership among the staff and quality teaching. A diverse curriculum and an emphasis on community service yields an outstanding environment for all students.

EMPLOYEE BROCHURE

The purpose of the employee brochure is to appeal to the younger target for this campaign which is those potential employees who are recent graduates age 21-28 who are looking for more entry level positions with a lot of potential for growth. The brochure serves as sort of an extension of the recruitment booklet but with information that is tailored more towards people within this age group such as community events, proximity to larger cities like Madison, Milwaukee and Chicago as well as less information on K-12 schools. This brochure is set up like a box where each fold unveils a new subsection of the GCDC idea and all that Green County has to offer. Green County Development Corporation can use this tool as a way to recruit at career fairs at regional universities and technical colleges. The brochure features brighter colors and more interesting imagery to reflect the fun and energetic aspects of Green County that may appeal to those who value meeting other young people in their area when deciding on a career opportunity.



When you launch your career in Green County, you enjoy career growth opportunities, support, fantastic benefits, and more.

TRAVEL

With a location that is easily accessible to Madison, Milwaukee, and Chicago, Green County is a launchpad to your next vacation whether you need a weekend escape to the city or a plane to take you to your next vacation.

SMALL TOWN NOVELTIES

Whether you're exploring one of Green County's farmers markets, hitting a new yoga class or discovering a hole in the wall restaurant downtown, you're sure to experience something new and fun while you're on the go.

JOIN OUR COMMUNITY

That "small town feel" that you'll sense throughout Green County is evident in the tightly knit community of people that live in it. As a part of the Green County family, you'll find a network of support and of course, warm welcomes all around.

JOB OPPORTUNITIES

Whether you are a prospective Businessman, Engineer, or Healthcare Professional, Green County has a place for you.



With over 90 years of business experience, Colony Brands is a privately owned company that is a leader in a variety of industries, from food and home decor to electronics and fashion and more. Colony Brands is also a growing company with an average annual sales of 258.4 million dollars.

Although Monroe Truck Equipment is a relatively new company, it has grown significantly over the past several decades to become one of the largest in the industry. It is also privately owned and boasts an average annual sales of 349.3 million dollars.

Built in 2012, Monroe Clinic is a beautiful new facility that houses a wide array of services and specialties. Monroe Clinic offers small town care with big city experience. With positions for healthcare professionals, engineers, and more, you'll be able to advance your career while making a meaningful difference in the Monroe community.

LOGO DESIGN

Along with the promotional materials for this campaign we wanted to give Green County Development Corporation an update overall brand look and feel. We started this process by creating a new logo for the organization. The features of the logo are a sleek and simple design that doesn’t distract from the message of what the company is. We wanted to stick to the same neutral tones that we have held throughout the report to convey the natural features of Green County and the community focus that the area has.



Other Design Options:

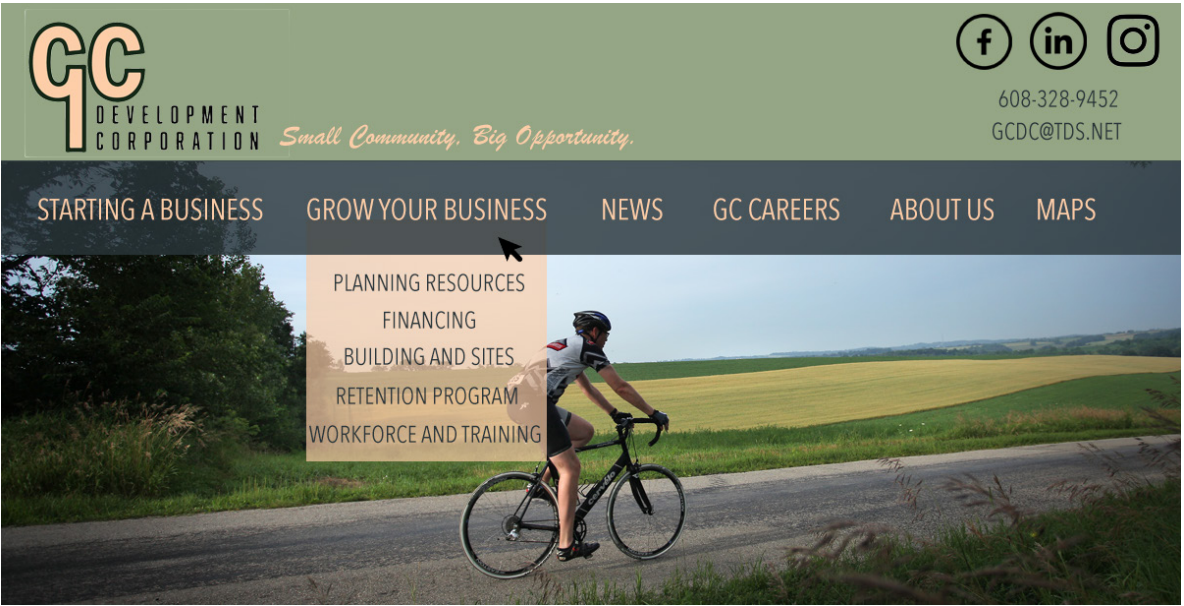


DIGITAL MARKETING STRATEGY

Website Redesign

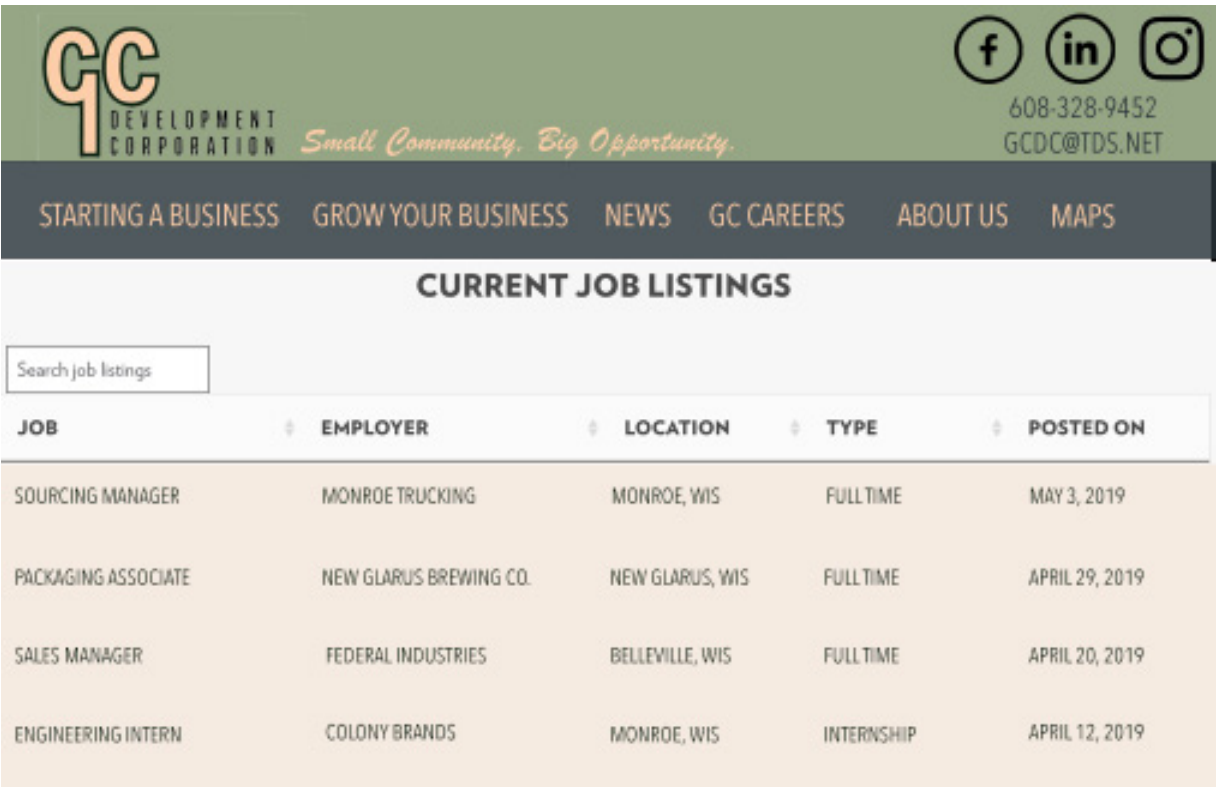
Overall the website provides some useful information for businesses and community members but it is somewhat difficult to navigate because of the overwhelming amount of information that can be found across the just five main menu tabs. The website also looks identical to the website for Green County so for some it may be confusing to know exactly which website you’re on, what different information can be found and where to navigate to in order to find the answers they’re looking for. There also is no main menu that highlights and jobs or career opportunities that can be found in Green County which is the main goal for GCDC for this campaign.

The first step for a website redesign would be to align it with the new brand colors and strategy. This would include featuring the new logo and neutral color scheme as well as the tagline “Small Community. Big Opportunity”. Next, the website could be enhanced by creating more all-encompassing menu titles that feature drop down menus so that users don’t have to navigate an entire page searching for the information that they want but instead can get closer to their final destination from the original landing page.



Careers Page

Since a primary goal of the campaign is to increase job awareness and employee recruitment the GCDC website would benefit from a page that highlights all of the job oppourtunities that are available in Green County at a given time. Providing a central area where employees are able to search for job postings and where employers are able to submit their open jobs for applications will hopefully make the processes of filling job openings quicker and easier. This could also be a feature that other Green County businesses in the area can link on their own websites that show the jobs they are offering across different departments.



SOCIAL MEDIA PLAN

FACEBOOK

Facebook is a great social media site for sharing fun and engaging content to your audience and brand your-self as an exciting county to be apart of.

Content Audit:

The page is very active and supplies good information about the county including events, news and new developments. Page info is filled out completely and the page is linked from the website. Followers on the page are active and engaging with the content

Content Strategy:

There is a lack of native content (content produced and published by the board) across the Facebook, while the page shares writes about things happening around the county and event pages, that type of content is as engaging as original content about what the GCDC is doing. Use of Facebook stories and Facebook live is lacking, Facebook stories are a great day-to-day format that allowers followers to stay updated on the details of Green County. Facebook Live is a great format to connect with followers in real-time, running a stream during meetings or during major events is a great way to connect with Green County, the live format allows for live comments and shares so that your audience become more engaged and continues to share the page with their community. Putting together short videos talking about any updates to GC would be an easy and effective way for people to learn about the most important information that is taking place with the board.

TWITTER

The Twitter is linked on the website but hasn't been used in two years, we suggest deleting the Twitter since it's been inactive and wouldn't be necessary for the boards purposes. We believe Twitter is a platform that would be a waste of time for the board.

LINKEDIN

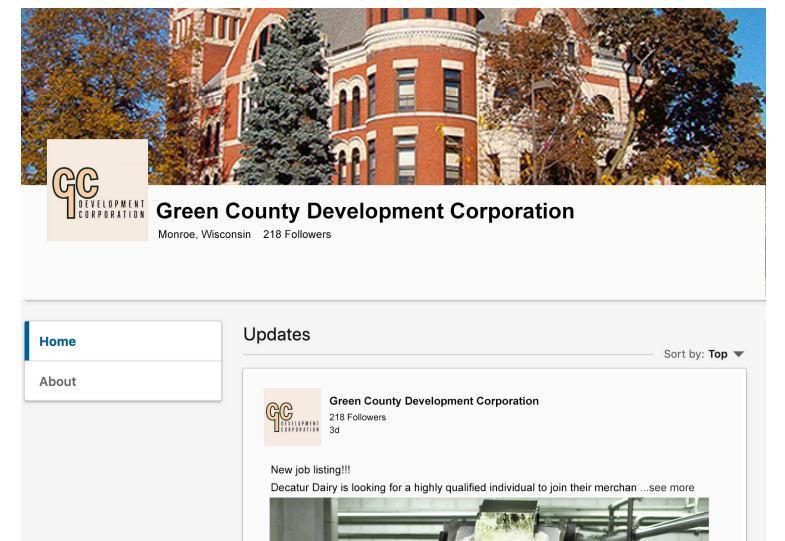
LinkedIn is a business and employment-oriented service that is great for connecting with potential candidates and sharing the story of Green County. LinkedIn offers the opportunity to directly connect with the work force through content sharing.

Content Audit:

A GCDC page exists but is incorrectly linked on the website and leads to an error page on LinkedIn. The page is missing a profile picture, header picture, and information about the board the would fill in the 'about' section in LinkedIn. Nobody on the board is linked to working at GCDC, this is a great way to get the folks on the board engaging and sharing content the board posts with their networks.

Content Strategy:

Content for LinkedIn should be focused on the professional opportunities and news, this a great place to share available jobs around the county and success stories from organizations. Also a great place to share content about GC and its unique characteristics - i.e. if there's a write up about the rise in small town growth, sharing the story on the page would a great conversation piece that people could share with their audiences. An easy way to grow interest in the page would be having all board members make a LinkedIn, connect to it, and begin to share the content with their network



INSTAGRAM

Instagram is a great platform for sharing native content and information with the community through photos. Instagram also offers a variety of features such as Instagram Live, polls, areas to leave feedback on stories as well as the traditional communication paths such as comments and private messaging.

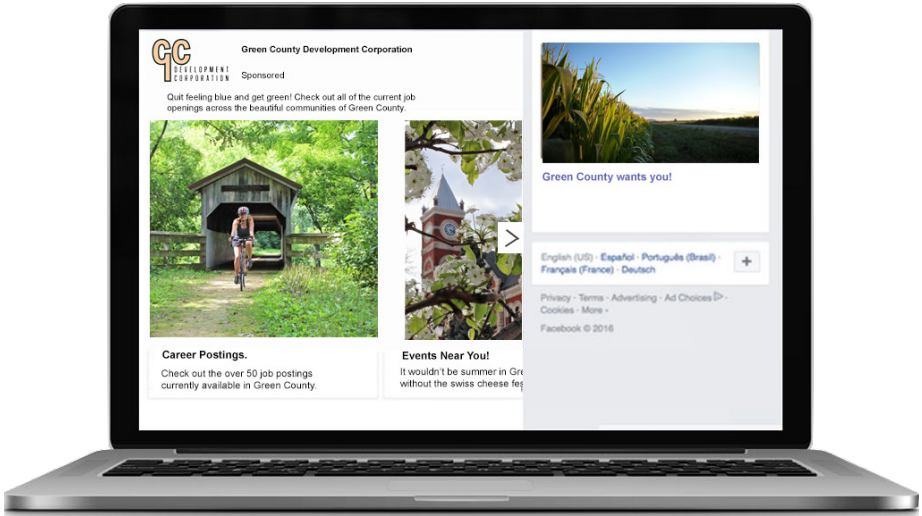
Content Strategy:

Instagram is a great platform to really show people the strengths of Green County. People tend to gravitate towards highly curated imagery so this is a good opportunity to highlight the beauty within Green County. It is also a great platform for engagement with people, especially those within the first target demographic for this campaign. GDCD can post job opportunities with swipe up links on the page’s stories, create question boxes where followers can share their favorite activies across the county or share a poll where users can vote in order to gain a better understanding of their followers. Overall, Instagram is a great platform to be present on especially when trying to connect with a younger demographic and it can work closely with the content that is on Facebook.



SPONSORED POSTS

Green County may also benefit from sponsored posts across different platforms such as Facebook and Instagram. Essentially the product that GCDC is trying to sell is Green County, so spreading the word about Green County and all that it has to offer would serve as a way to intrigue people who may not be familiar with the area about the possibility of becoming more informed about the area.



About UniverCity Year



UniverCity Year is a three-phase partnership between UW-Madison and one community in Wisconsin. The concept is simple. The community partner identifies projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure the collaboration's success. The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future. Join us as we create **better places together**.



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