

LWWEI

Louisiana Workforce Education Initiative

WIC Meeting

December 9, 2014

LWEI Mission

The Louisiana Workforce Education Initiative (LWEI) will provide public messaging campaigns, communications and grassroots support necessary to maximize the success of Jump Start and the greater effort of recruiting and training Louisiana's future workforce.

LWEI Timeline and Major Milestones

2014 Dates	Major Milestones
January-March	LWEI is incorporated; initial research shapes plan and budget; fundraising for poll begins; grant proposals submitted
April-May	Media contacts engaged; polling firms engaged; survey questionnaires developed; WIC Outreach Committee formed
July-August	Poll results confirm perception problems; press release and media packets developed
September-November	Board meets 9/24/14 approves \$8 million pro forma budget and plan; sets goal to raise \$1 million before 12/31/14; fundraising materials created; presentations delivered to Chambers, EDO's, LMOGA and regional industrial associations
December	Fundraising calls begin; as of 12/08/14 \$700,000 is committed toward the \$1 million goal

LWEI's Donors to Date

- ExxonMobil
- **AT&T***
- Turner Industries
- Performance Contractors
- Acadian Ambulance
- DSLD Homes
- Bollinger Shipyards
- Danos Curole
- Jorge and Gina Tarajano
- **Roy O. Martin***
- Anonymous Donors (2)

** Recent additional donors*

LWEI Three-Year Pro Forma Budget

Activities	Year One	Year Two	Year Three	Total
TV/Radio Production	\$380,000	\$180,000	\$180,000	\$740,000
Media Buys	\$2,500,000	\$1,800,000	\$1,800,000	\$6,100,000
Website, PR and Media Relations, Stakeholder Outreach, Fundraising	\$425,000	\$280,000	\$280,000	\$985,000
Management and Administration	\$115,000	\$85,000	\$85,000	\$285,000
Miscellaneous (travel, etc.)	\$40,000	\$25,000	\$25,000	\$90,000
Totals	\$3,455,000	\$2,370,000	\$2,370,000	\$8,195,000

Where LWEL Stands Today

- LWEL is set up and running
- Has a board in place
- Has conducted the research data which was shared at the WIC meeting back in September
- Showed at last WIC meeting that advertising can make a difference
- Has an experienced staff and resources to make this effort a success
- Has momentum in fundraising

LWEI Next Steps

Dates	Activities
Ongoing through 2018	Fundraising – Year 1 target is \$3.5 million
January-March 2015	Strategic decisions regarding creative and media vendor
January-July 2015	Build board membership and regional advisory groups

In the WIC Meetings We Have Said:

- Louisiana can be the state that leads the country by changing the perception that all children need to go to a four-year college.
- Today there are good job opportunities for the underemployed.
- LWEI supports the efforts of the LDOE Jump Start initiative and the WIC's Craft recruitment efforts.

What Actions are Needed from the WIC Moving Forward?

- As a WIC we need to go back to our groups and spread this message.
- This effort will only be a success with the collective efforts of:
 - WIC
 - Outreach Committee
 - The organizations we all represent.
- Now it is simply about raising “THE MONEY”:
 - Members of the Outreach Committee network – please reach out to your groups and provide the opportunity for LWEI to come share the WIC’s Vision with them.