


# Marketing Survey Discussion

January 2024



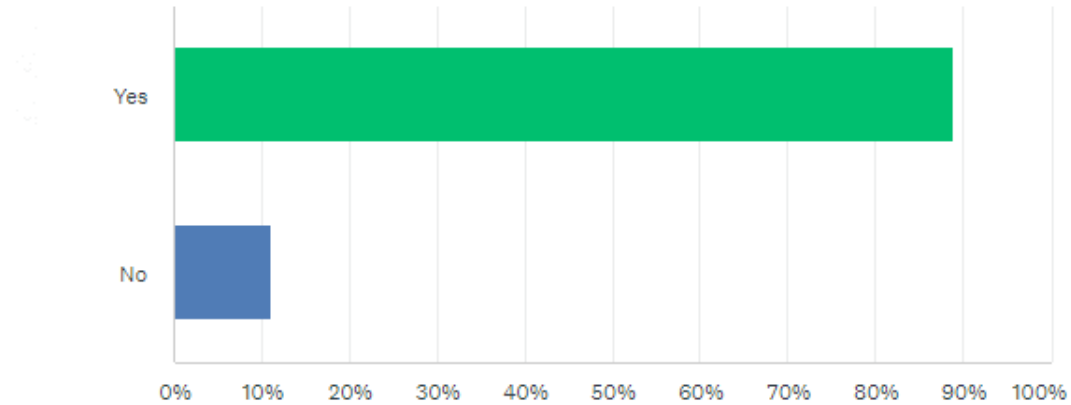
***MINNESOTA ASSOCIATION  
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Q1

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Is your organization willing to contribute financially toward a coordinator MAWB marketing effort?

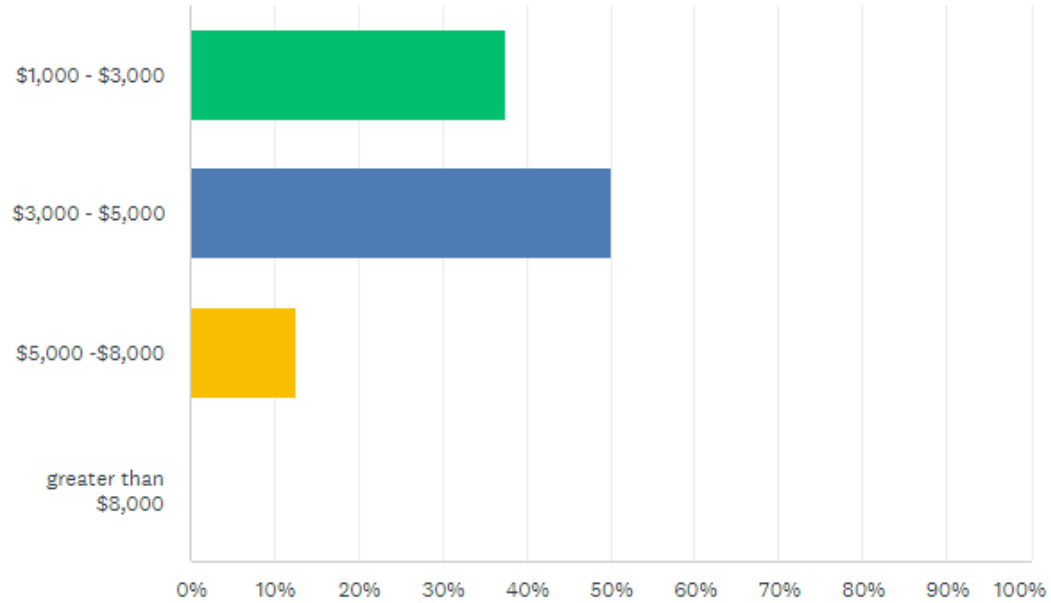
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes	88.89% 8
▼ No	11.11% 1
<b>TOTAL</b>	<b>9</b>

# If so, what price range?

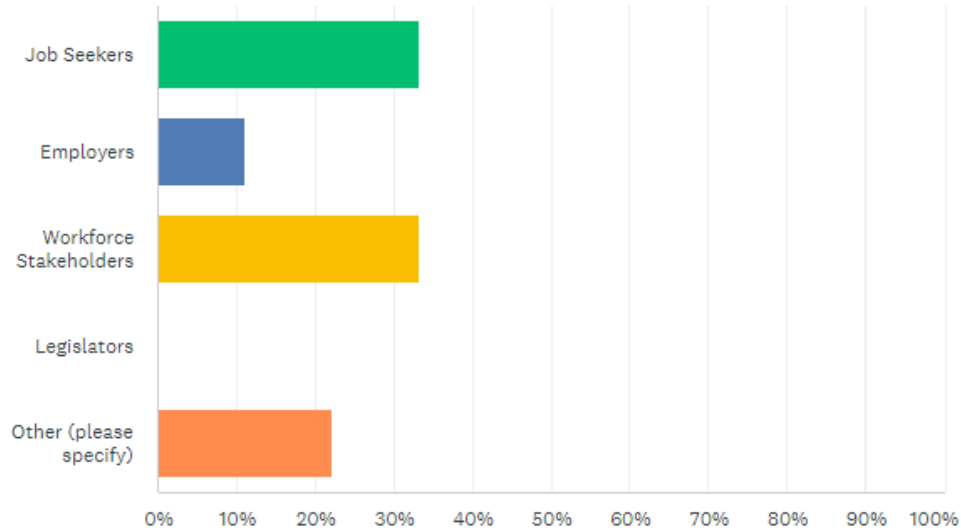
Answered: 8 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ \$1,000 - \$3,000	37.50% 3
▼ \$3,000 - \$5,000	50.00% 4
▼ \$5,000 - \$8,000	12.50% 1
▼ greater than \$8,000	0.00% 0
<b>TOTAL</b>	<b>8</b>

# Who do you think the primary audience to market to is?

Answered: 9 Skipped: 0



Filter: by tag ▼

Showing 2 responses

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both Job Seekers and Employers if possible  
1/8/2024 09:09 AM [View respondent's answers](#) [Add tags](#) ▼

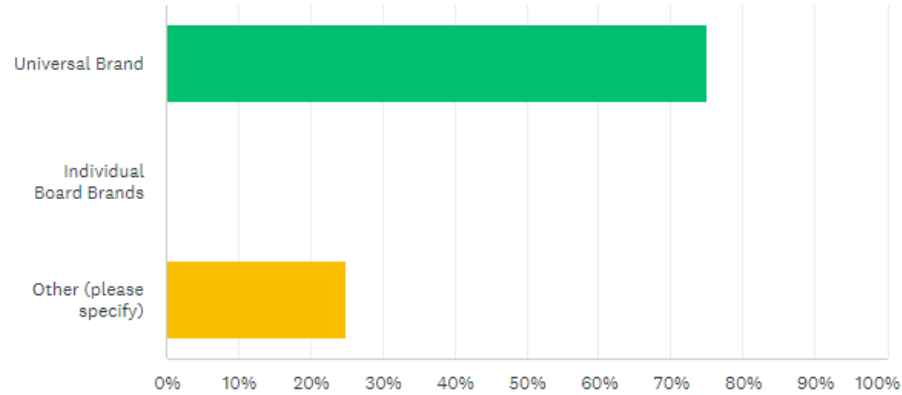
All  
1/5/2024 10:50 AM [View respondent's answers](#) [Add tags](#) ▼

ANSWER CHOICES	RESPONSES
▼ Job Seekers	33.33% 3
▼ Employers	11.11% 1
▼ Workforce Stakeholders	33.33% 3
▼ Legislators	0.00% 0
▼ Other (please specify) <span style="float: right;">Responses</span>	22.22% 2
<b>TOTAL</b>	<b>9</b>



Is your preference for the marketing efforts to be towards a universal brand or individual workforce boards.

Answered: 8 Skipped: 1



ANSWER CHOICES	RESPONSES
Universal Brand	75.00% 6
Individual Board Brands	0.00% 0
Other (please specify) <a href="#">Responses</a>	25.00% 2

[RESPONSES \(2\)](#) [WORD CLOUD](#) [TAGS \(0\)](#) Sentiments: OFF

[Filter: by tag](#)

Showing 2 responses

Universal Brand that points to local areas some how  
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Not sure  
1/5/2024 10:50 AM [View respondent's answers](#) [Add tags](#)





## Any other information or ideas you would like to share related to a MAWB marketing effort?

Answered: 5 Skipped: 4

RESPONSES (5)

WORD CLOUD

TAGS (0)

🔒 Sentiments: OFF

🔍 Search Responses

? Filter: by tag ▼

Showing 5 responses

Would need to learn more about the contribution before solidifying a yes. I believe program funds can be used for marketing/outreach.

1/8/2024 09:09 AM

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I would like to use our regional planning dollars for this if possible.

1/8/2024 08:55 AM

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We need to get the word out about our collective services to jobseekers, AND create some central/statewide marketing materials and messaging directed at legislators/stakeholders about the impact of workforce boards. Both/And

1/5/2024 04:19 PM

[View respondent's answers](#)

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I feel we need to build awareness of the work of the workforce boards and what they do for our communities and state as whole.

1/4/2024 05:06 PM

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**Thank  
You!**



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