

## Project G.R.I.L.L.: Growing Readiness in Learning and Leading

### **Project Overview:**

gaskinpr partnered with Sheboygan County based manufacturers and Lakeshore Technical College to create a program focused on building the prestige of careers in manufacturing and a future work pipeline to fill the looming gap expected as baby boomers retire. The client came to gaskinpr with a rough idea and relied on the strategic counsel of gaskinpr to develop program features from the ground up including: guiding the mission statement, developing sales and marketing programs and materials, and creating overall program structure and regulations.

### **Mission Statement:**

Improve the image of Manufacturing through exposing our community, educators, students, and parents to the diverse career opportunities within Sheboygan County. Ultimately, working towards creating an expansive workforce to sustain the success we are cultivating today.

### **Project Objectives:**

- Build partnership between local manufacturers, technical college and high schools throughout Sheboygan County
- Grow a pipeline of talent for area manufacturing companies
- Garner ROI for sponsor companies through marketing and public relations programing
- Create an event that celebrates the accomplishments of the schools and companies involved in Project GRILL
- Maintain a county-wide feel in all event, marketing and communications pieces

### **External Communications:**

The Project GRILL communications plan highlights four touch points through the program year to generate ongoing media coverage and marketing opportunities, starting with The Road Show in September moving to the Parade of Manufacturers in April and the Fire 'Em Up Unveiling Party in May and ending with an Annual Report.

- Write all media materials and manage media relations activities to secure coverage of all touch point activities through the year
- Secure and design billboard coverage for month of May
- Create and manage active web page
- Build and update social media campaign tools
- Negotiate program logo inclusion in 3,000 Plymouth Utilities statement stuffer flyers
- Promote program logo through Friday Folders with school districts in Plymouth, Elkhart Lake and Sheboygan
- Promote program logo through 18,000 Community Bank Statements in month of April
- Promote program logo through Piggly Wiggly (local grocer) stuffers in Plymouth
- Secure pro-bono pre-event Ads with Sheboygan Press

**Event Management/Outcomes:**

- Secured event location in a Sheboygan County setting to feel all inclusive
- Created event concept and outline from scratch
- Planned and executed all parts of the event concept: operational details, invitations, participant information packets, attendee information packets, day of event timeline, speaker notes, sponsor signage, load-in, etc.
- Obtained record attendance of more than 200 people on an annual basis. This far exceeded our estimate of attendees for a weekend event.
  - Breakdown between attendees is approximately equal between corporate attendees and high school team and family attendees.
- Garnered community interest from others at the event. Total event attendance estimated at 3,000

**Media Coverage:**

- Secured multiple live radio interviews with Lake 98.1
- Secured event coverage in all local area print publications on repetitive and annual basis including: *The Sheboygan Press, The Sounder, The Beacon, The Plymouth Review, The Sheboygan Falls News, The Kohler Villager, Sheboygan Sun, The Plymouth Beacon*
- Secured additional coverage in targeted feature magazines including: *Small Business Times, Insight on Manufacturing and Lakeshore Life & Style*
- Wrote and secured newsletter coverage with: Sheboygan Chamber of Commerce and internal newsletters at sponsor companies.

**General Program Impact/Outcomes:**

- Program will celebrate its fifth successful season
- Program has grown from opening year with 2 teams to now hosting 7 teams
- Ongoing sponsor support with 99% year-over-year sponsor retention
- Multiple student placements with sponsor companies after high school graduation
- Multiple students from program have enrolled for continuing education at Lakeshore Technical College
- Student testimonial that having Project GRILL on his resume gave him a talking point for interviews which set him apart from other interviewees and resulted in multiple internship opportunities for the summer in Industrial Engineering field.

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