

WORKFORCE SOLUTIONS - WESTHEIMER VISUAL & VIRTUAL PROJECT SCOPE

February 3, 2014

OVERVIEW

1. Project Description

To create an effective and efficient means and modes of communication for the services and events that held in the various Workforce Solutions Offices. From print media (visual) to the use of social media (virtual), will enable us to relay the necessary information, requirements, prerequisites and forms to enable and empower our customers prior to and even upon entry into our offices.

2. Project Scope

Visual – This will involve the designing of hanging banners, retractable banners and/or posters. The content on the banner will highlight our services, the requirements and even provide direction to which department will be able to service them appropriately. This will also include expanding the usage of the wall monitors to include photos of the different events and direct hires. Lastly, transforming the wallpaper and screensavers to be used as communication vehicles also give the customer greater exposure to our various services.

Virtual – Social media (FaceBook, Twitter, Socialcam, YouTube, etc.) allow us to create a “soft” marketing presence. We can provide highlights from various events, information for upcoming events, forms and the instructions on how to fill them out and what department receives the documents. Designing the various pages, creating the content and the assigning of a Content Manager will be necessary.

3. Implementation Costs

Visual – The design work is billed at 80.00/hr with the fabrication of the banner starting at 100.00 per banner while retractable banners start at 150.00 per banner. Please note, that dependent on the size of the center, banners could be substituted for posters and/or retractable banners.

Virtual – The design work for the pages would start at 80.00/hr. However, the virtual services are free unless expanded services such as advertising, “boosting” the visibility of a post are needed.

4. Results

The results of our visual upgrade are duo fold. First, the visualization will esthetically enhance our centers causing them to be more inviting as well as informative. The second and greater ROI is that the information will cause inquisition. This will expand our influence, effectiveness and efficiency in servicing our customers. The time spent in miscommunication regarding services offered should decrease and also, seeing the services that are offered but, rarely publicized could quite possibly increase our numbers and participation in our various programs, events and seminars.

The virtual results will do the same as the above stated. However, whereas the visual provides “2D” representation and communication, the virtual will provide the “3D” representation. We will be able to provide the look and feel of our events and services. We can also provide a “personal” touch in our presentation which allows the customer the ability to familiarize themselves with faces and names. This is always a perk in the paradigm of customer service. Lastly, the provision of “real time” updates is a plus. From a direct hire to hiring events, the real time aspect will communicate the effectiveness of our staff and services.

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