

Dislocated worker Campaign:

- Radio ads created the day after layoffs were announced and heavily ran in Grand Forks, Warroad and Roseau (started January 14th)
- Kent and Hank were interviewed by WDAZ
- The web page featured a “My new career” campaign
- Admissions met with the TRF workforce center to discuss options and needs
- Stacey, Mark, Chad and Julie met with Dan Klug:
 - Press release regarding 100,000 in scholarships
 - E-mail blitz will be sent to the chamber to forward to area businesses
 - Chad created a web page for “Transform your life” and will promote on social networks
 - Dan/Chad created a design for the TRF billboard
 - The Roseau billboard will be discontinued
 - Mark is working on a letter to send to HR departments of businesses experiencing layoffs (coordinate with foundation scholarships and community information meetings)
 - Dan will send e-mail to all employees
 - (Idea to send e-mail to all students to
- Dan will coordinate a meeting to discuss ideas for Community Information Meetings.
- COI is discussing additional training sessions and strength based meetings