

EXHIBIT B – SCORECARD

Performance Measure	April 2022– March 2023
1. Develop cohesive SA: Ready to Work brand: logo, tagline, color palette, typography, photography style, iconography style, graphic elements, copy voice, key messages, Power Point template, email signature and brand style guide	
2. Develop and implement strategic media plan	
a. Community Outreach	
b. Public and Media Relations	
c. Social Media/Digital Strategy and Management	
d. Media Planning and Buying	
e. Media Performance Evaluation	
3. Develop SA: Ready to Work website	
4. Create and build out a YouTube channel with videos that help tell the story and impact of the program	
5. Create a library of digital program photos and videos	
6. Produce 9 to 12 marketing videos annually	
7. Develop at least 4 program collateral pieces per year (2 high-level overview brochures, 1 poster, 1 door hanger)	
8. Plan, strategize and support with execution grassroots community outreach events	
a. Kickoff event to commemorate start of enrollment	
b. “Open House” event to allow prospects to meet with different program specialists, explore career options and learn more about the program.	
9. Report quarterly on marketing and outreach progress to SA: Ready to Work Advisory Board	
10. Participate in regularly scheduled Advisory Board Community Outreach Subcommittee meetings	

EXHIBIT B – SCORECARD

Performance Measure	April 2023 – March 2024
1. Continue to develop cohesive SA: Ready to Work brand: logo, tagline, color palette, typography, photography style, iconography style, graphic elements, copy voice, key messages, Power Point template, email signature and brand style guide	
2. Continue to implement strategic media plan	
a. Community Outreach	
b. Public and Media Relations	
c. Social Media/Digital Strategy and Management	
d. Media Planning and Buying	
e. Media Performance Evaluation	
3. Continue to provide creative input for SA: Ready to Work website	
4. Maintain a YouTube channel with videos that help tell the story and impact of the program	
5. Maintain a library of digital program photos and videos	
6. Produce 9 to 12 marketing videos annually	
7. Develop at least 4 program collateral pieces per year (2 high-level overview brochures, 1 poster, 1 door hanger)	
8. Plan, strategize and support grassroots community outreach events	
9. Report quarterly on marketing and outreach progress to SA: Ready to Work Advisory Board	
10. Participate in regularly scheduled Advisory Board Community Outreach Subcommittee meetings	

EXHIBIT B – SCORECARD

Performance Measure	April 2024 – March 2025
1. Continue to develop cohesive SA: Ready to Work brand: logo, tagline, color palette, typography, photography style, iconography style, graphic elements, copy voice, key messages, Power Point template, email signature and brand style guide	
2. Continue to implement strategic media plan	
a. Community Outreach	
b. Public and Media Relations	
c. Social Media/Digital Strategy and Management	
d. Media Planning and Buying	
e. Media Performance Evaluation	
3. Continue to provide creative input for SA: Ready to Work website	
4. Maintain a YouTube channel with videos that help tell the story and impact of the program	
5. Maintain a library of digital program photos and videos	
6. Produce 9 to 12 marketing videos annually	
7. Develop at least 4 program collateral pieces per year (2 high-level overview brochures, 1 poster, 1 door hanger)	
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