



RETURN
to ROOTS

AGENDA

- **Measuring Success**
- **Data Updates**
- **Marketing**
- **Impact**

Measuring Success...

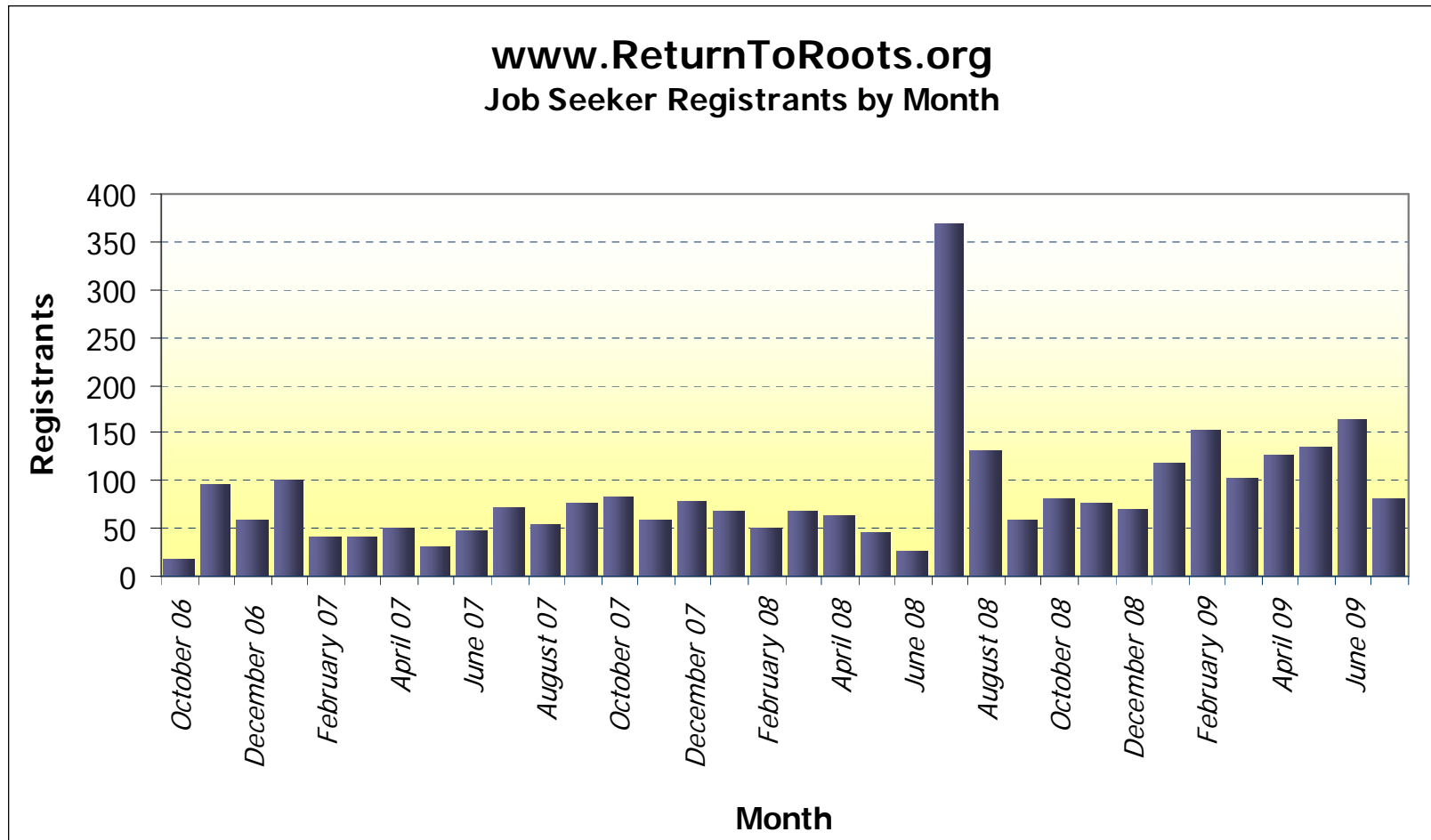
Measuring success... We are using the following three measures to evaluate our program's success:

- **Increased awareness of the program**
- **Use by the two target audiences - those looking to live and work in the region and regional employers.**
- **Increased interest in the Southwest Virginia**

Job Seeker Registrants & Applicants

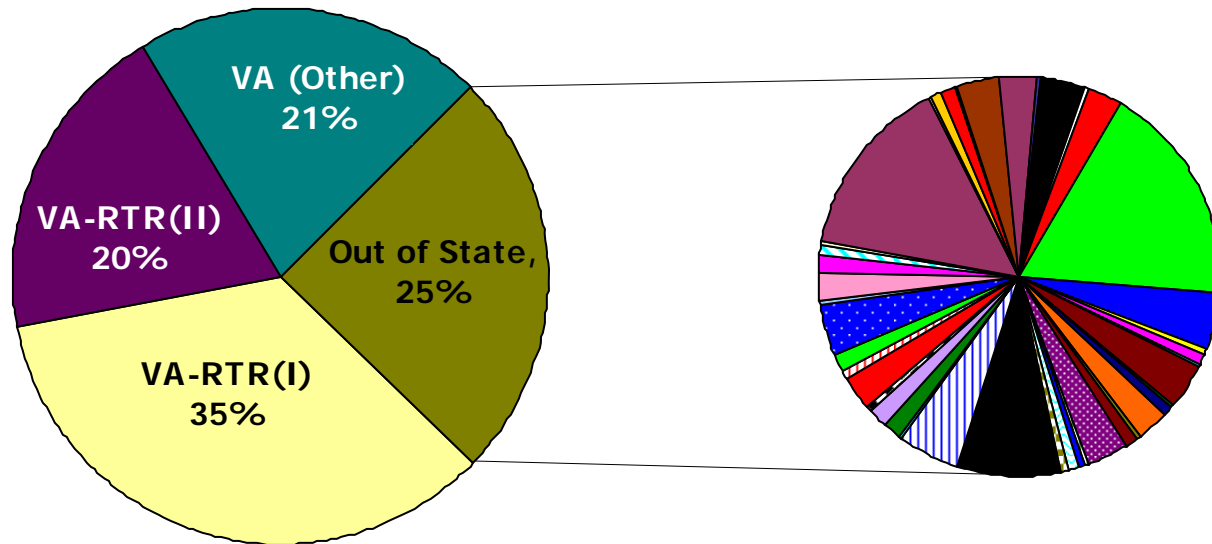
- There are a total of **2,900** registrants in the Return to Roots database
 - We have had **882** new job seekers register since January 1, 2009.
- A total of **1,243** applications have been received through the website from **333** individual job seekers.
 - Since January 1, 2009, **583** applications have been received from **168** individual job seekers

Registrants



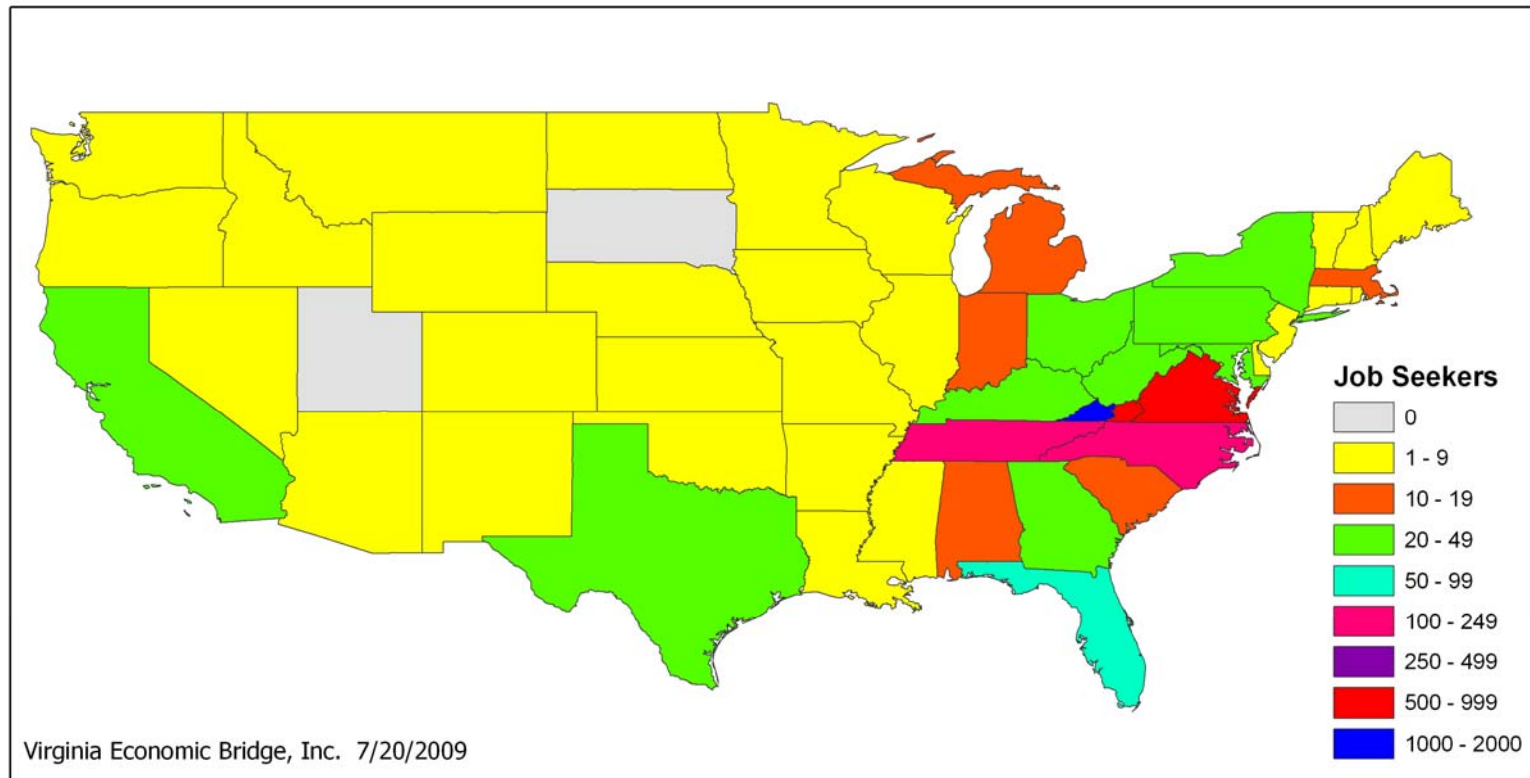
Registrants

Return to Roots
Registrants by Location
(as of 7/20/2009)



- | | | | | | | |
|-----------|----------------|------------|----|----|----|----|
| VA-RTR(I) | VA-RTR(II) | VA (Other) | AK | AL | AR | AZ |
| CA | CO | CT | DC | DE | FL | GA |
| IA | ID | IL | IN | KS | KY | LA |
| MA | MD | ME | MI | MN | MO | MS |
| MT | NC | ND | NE | NH | NJ | NM |
| NV | NY | OH | OK | OR | PA | RI |
| SC | TN | TX | VT | WA | WI | WV |
| WY | Out of Country | | | | | |

Registrants

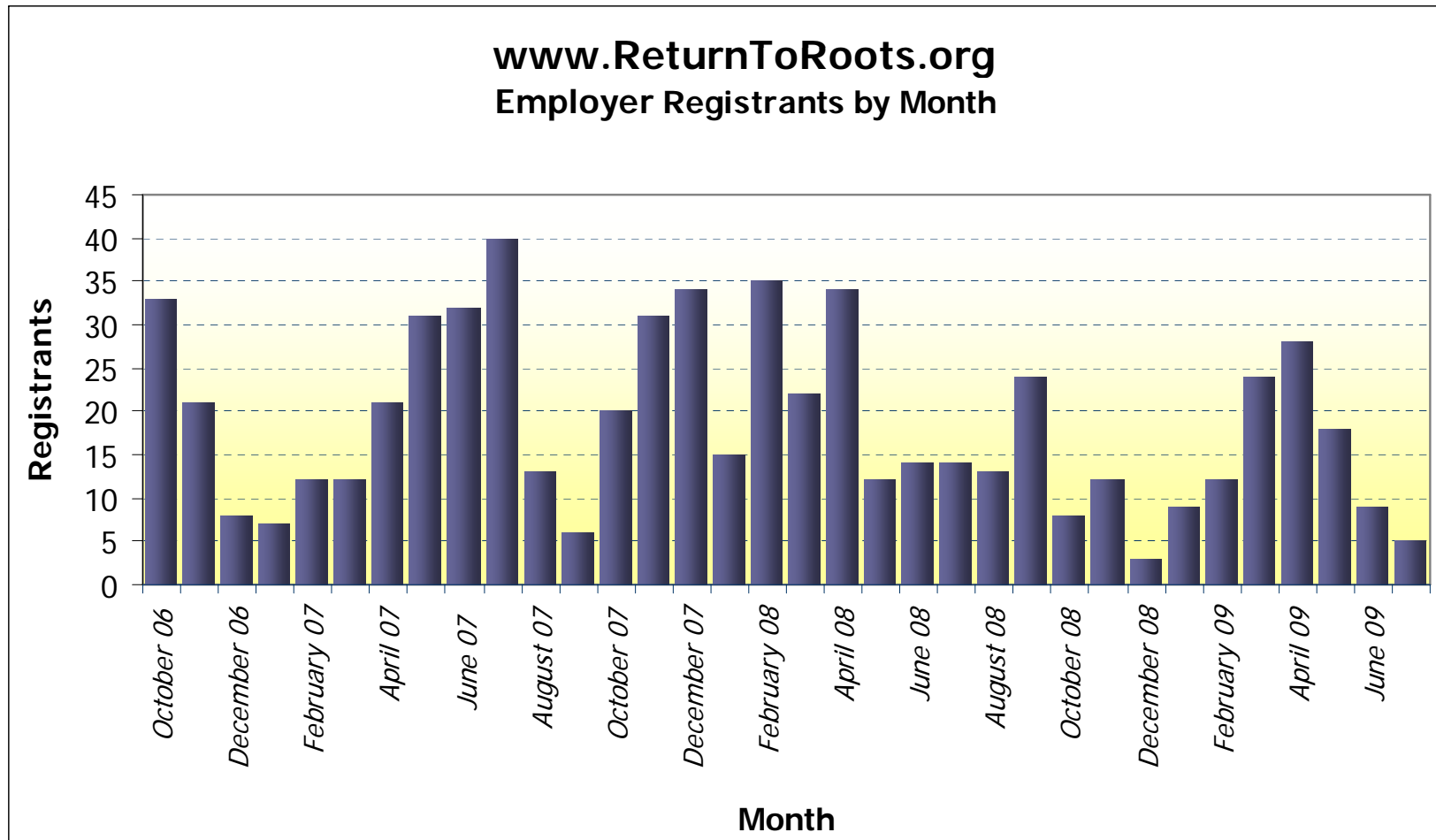


47 of the 50 states have at least one registrant – Missing Hawaii, South Dakota & Utah

Employers & Jobs

- 632 employers registered to the site
- AO July 21, 2009 - 420 jobs posted to site

Employers & Jobs



Since January 1, 2009...

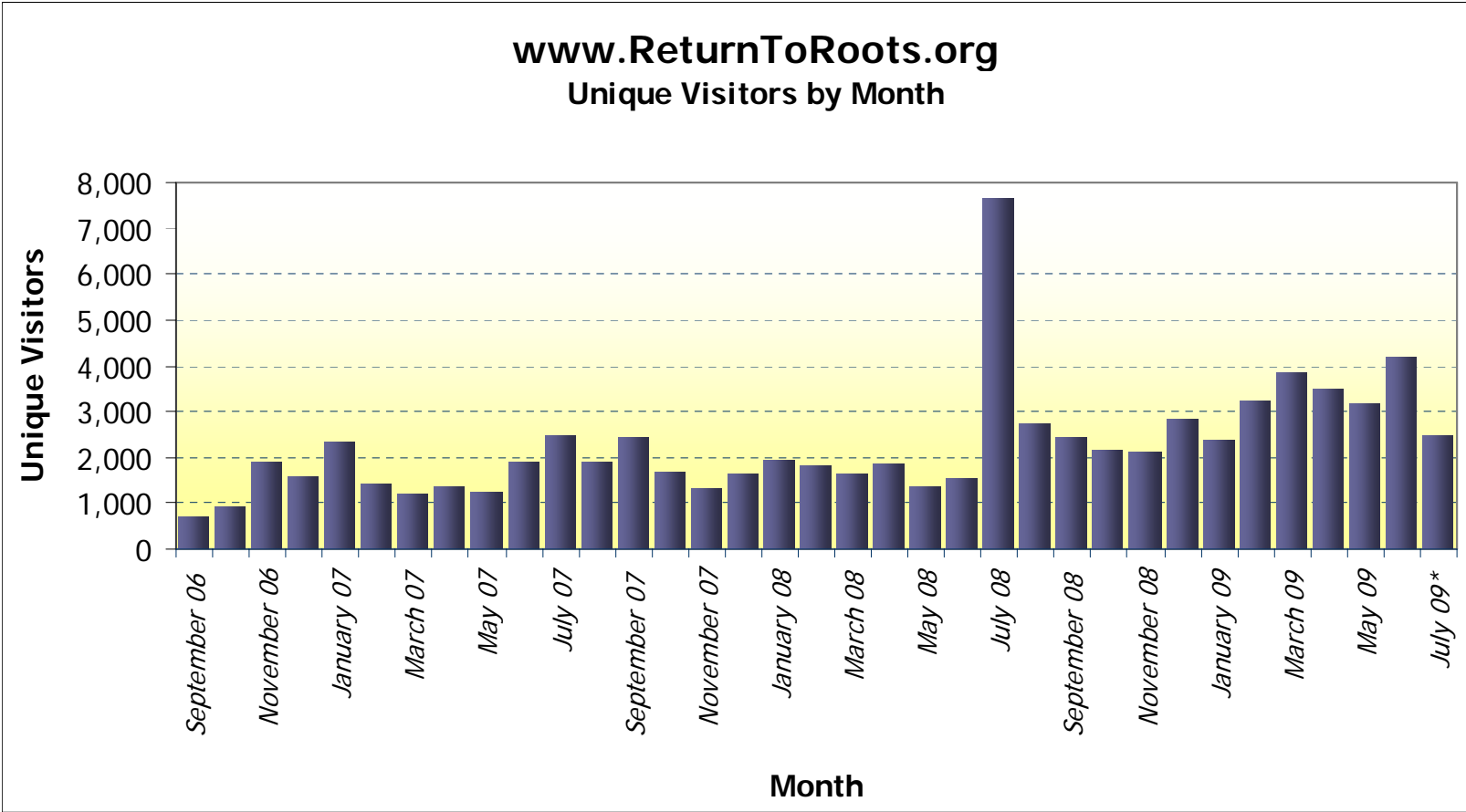
- **168** Job Seekers applied to **218** different positions
 - **96** applicants had their resume reviewed
 - **89** applicants were contacted but not hired
 - **66** job applicants were not qualified enough
 - **27** are still pending decisions from employers
 - **8** were interviewed but not selected for the job
 - **9** job seekers were hired through RTR

Website update

- Page loads = 323,073
- Unique visitors = 78,286
- First time visitors = 67,816
- Returning visitors = 10,470

Source: Stat Counter since September 2006

Web Hits

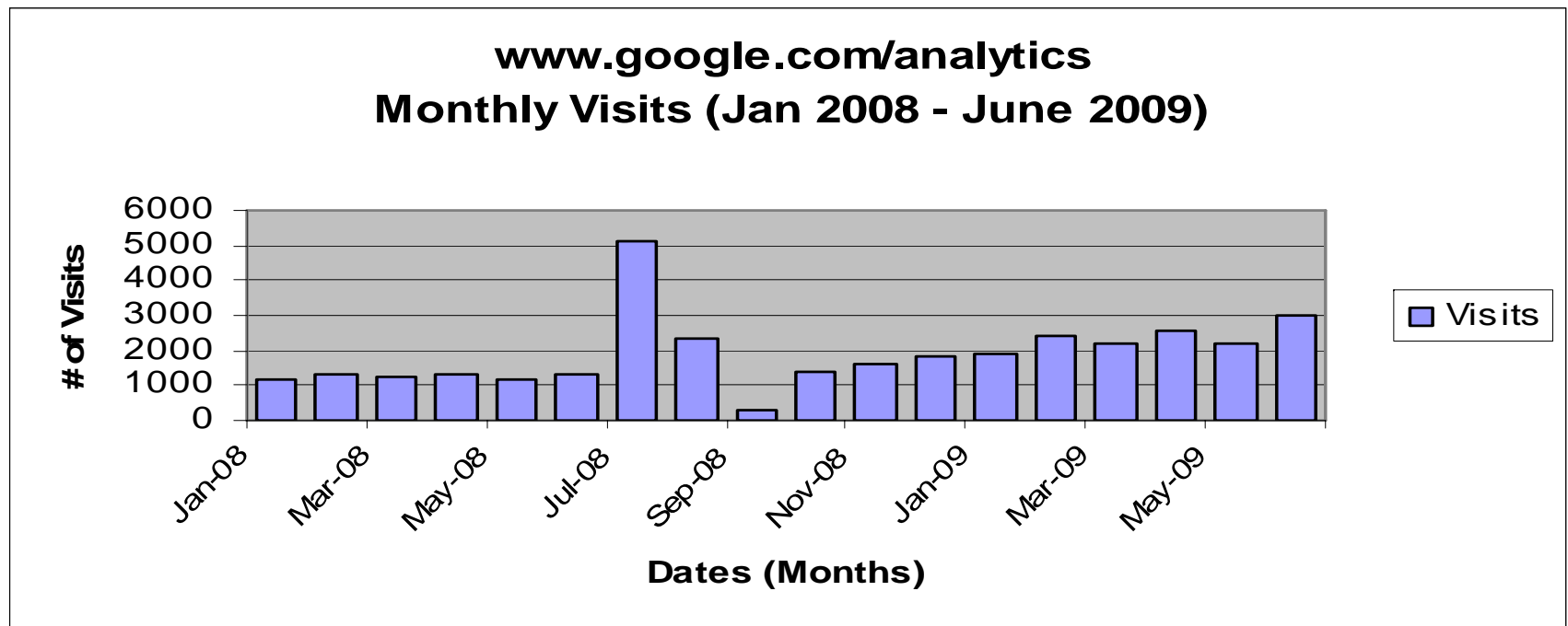


Source: Stat Counter

Website Visitor Trends

- ❑ Jan 2008 – June 2009
- ❑ www.returntoroots.org
- ❑ Google Analytics

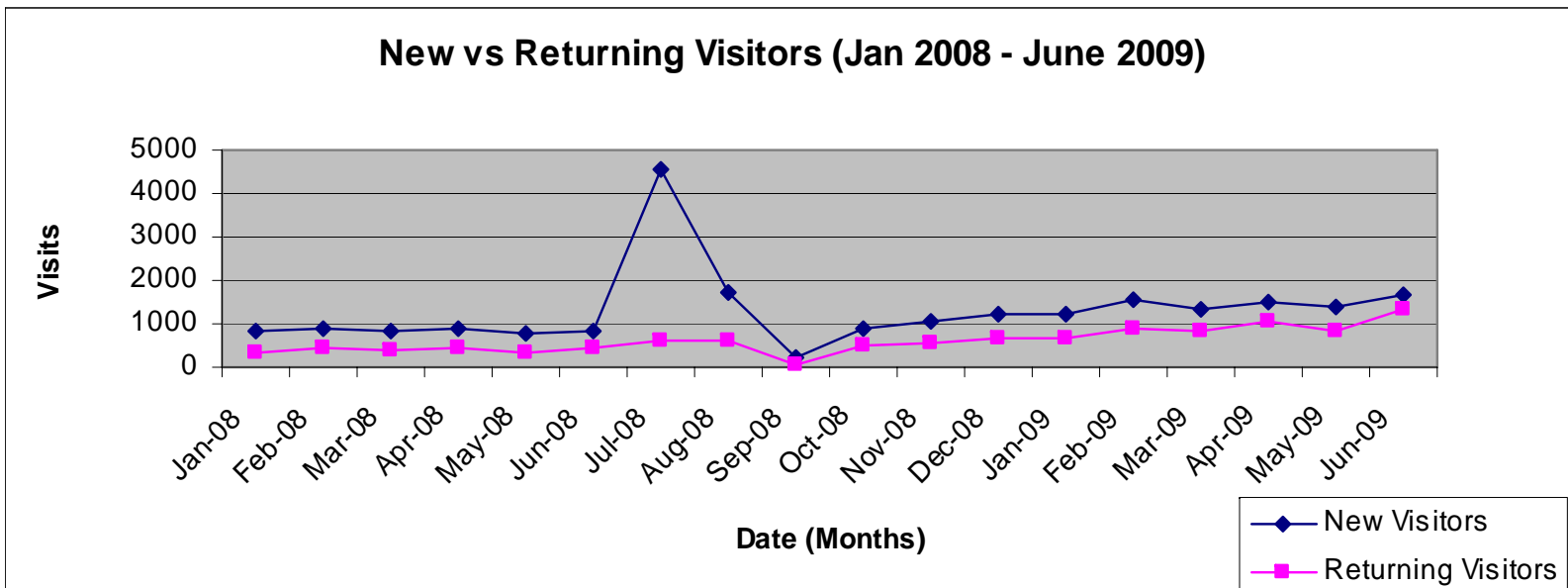
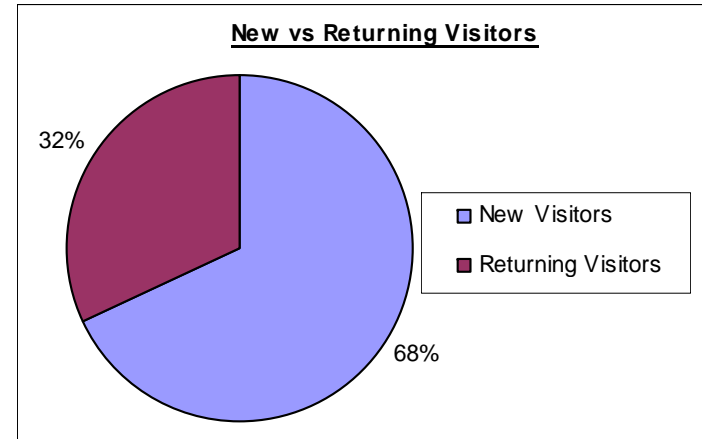
| | |
|--------------------------------|--------|
| Total Visits | 34,337 |
| Average Visits(Monthly) | 1,908 |
| Average Pageviews/Visit | 6.39 |



New vs. Returning Visitors

- Jan 2008 – June 2009
- www.returntoroots.org
- Google Analytics

| | |
|---------------------------|--------|
| New Visitors | 23,383 |
| Returning Visitors | 10,955 |



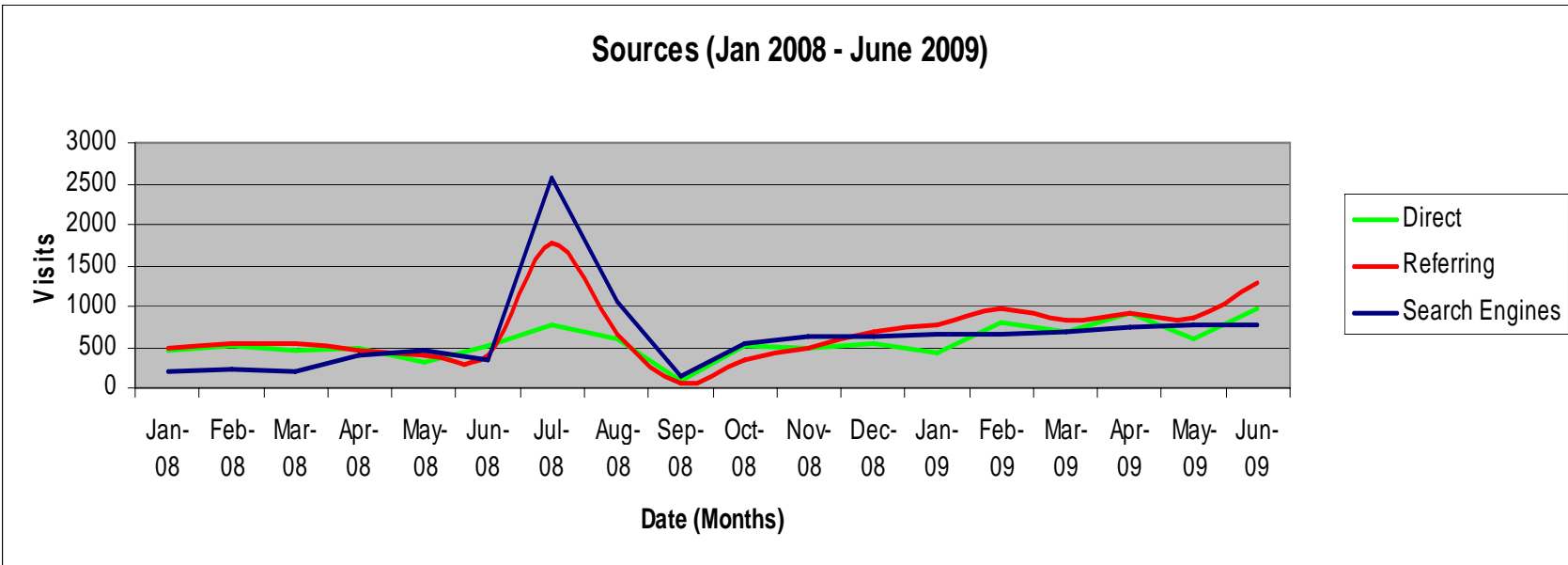
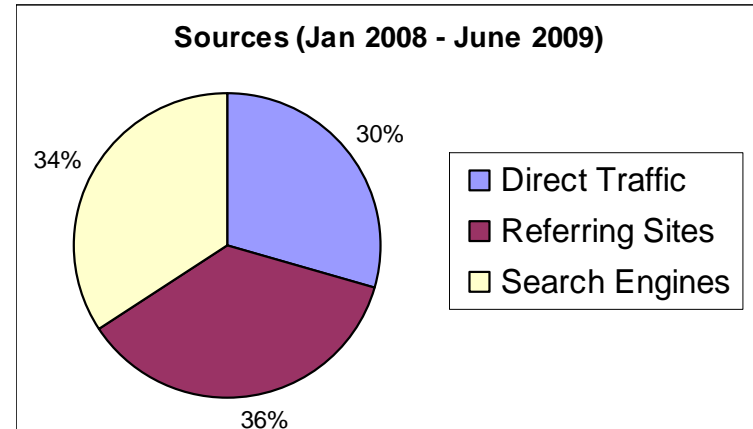
Sources

☐ Jan 2008 – June 2009

☐ www.returntoroots.org

☐ Google Analytics

| Sources | Visits |
|-----------------|--------|
| Direct Traffic | 10,153 |
| Referring Sites | 12,470 |
| Search Engines | 11,714 |



Sources Continued...

Jan 2008 – June 2009

www.returntoroots.org

Google Analytics

Direct Traffic:

These are visitors who came to your site without first visiting a search engine, another site or some marketing tactic

Referring Sites:

These are visitors who came to your site through another website (clicking on a connecting link).

Search Engines:

These are visitors who came to your site by typing in a relative term or phrase into various search engines.

| | |
|----------------------------|-------|
| Direct Traffic | 10153 |
| Referring Sites | |
| vec.virginia.gov | 3,664 |
| smythcounty.org | 725 |
| swvaonline.org | 556 |
| virginiaeconomicbridge.org | 433 |
| career.vt.edu | 398 |
| wisecounty.org | 309 |
| biz.yahoo.com | 296 |
| Search Engines | |
| google | 8,356 |
| yahoo | 1,741 |
| msn | 864 |
| live | 393 |
| aol | 209 |
| search | 130 |

Top Viewer Cities and States

☐ Jan 2008 – June 2009

☐ www.returntoroots.org

☐ Google Analytics

| Cities | | | Visits | States | | Visits |
|-----------------|----|--|--------|----------------------|--------|--------|
| Blacksburg | VA | | 1,986 | Virginia | 18,730 | |
| Charlottesville | VA | | 1,302 | Tennessee | 2,862 | |
| Roanoke | VA | | 1,291 | North Carolina | 1,364 | |
| Abingdon | VA | | 982 | California | 904 | |
| Richmond | VA | | 961 | New York | 878 | |
| Bristol | TN | | 871 | Florida | 730 | |
| Christiansburg | VA | | 808 | Georgia | 659 | |
| New River | VA | | 704 | Texas | 552 | |
| Richmond | VA | | 696 | Maryland | 539 | |
| Johnson City | TN | | 587 | Kentucky | 467 | |
| Norton | VA | | 511 | West Virginia | 410 | |
| Radford | VA | | 474 | Pennsylvania | 401 | |
| Lebanon | VA | | 455 | District of Columbia | 394 | |
| New York | NY | | 447 | Ohio | 372 | |
| Salem | VA | | 427 | Illinois | 352 | |

Top Keywords

- ❑ Jan 2008 – June 2009
- ❑ www.returntoroots.com
- ❑ Google Analytics

| <i>Keywords</i> | <i>Number of Searches</i> |
|------------------------------------|---------------------------|
| return to roots | 3,501 |
| return to roots virginia | 286 |
| returntoroots.org | 210 |
| southwest virginia jobs | 188 |
| jobs in southwest virginia | 162 |
| www.returntoroots.org | 145 |
| return to roots southwest virginia | 117 |
| returntoroots | 111 |
| return to roots va | 82 |
| southwest va jobs | 82 |

| <i>Keywords</i> | <i>Number of Searches</i> |
|------------------------------------|---------------------------|
| "return to roots" | 80 |
| return to roots program | 69 |
| things to do in southwest virginia | 69 |
| jobs in southwest va | 59 |
| return to your roots | 59 |
| virginia return to roots | 55 |
| things to do in southwest va | 47 |
| return to roots.org | 45 |
| job openings in southwest virginia | 37 |
| jobs southwest virginia | 32 |

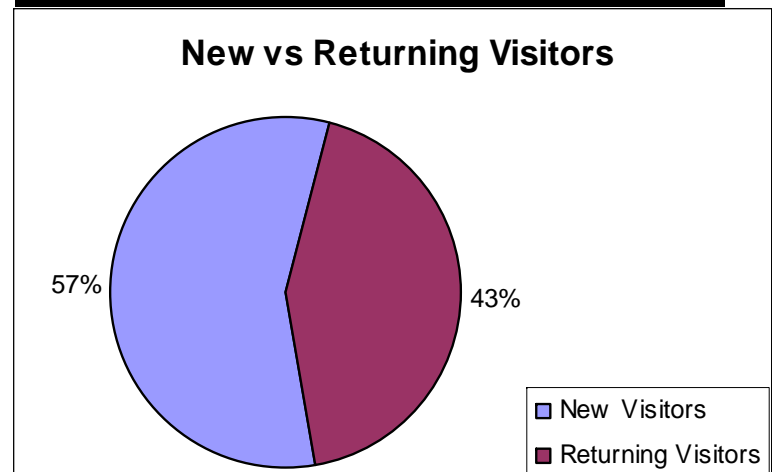
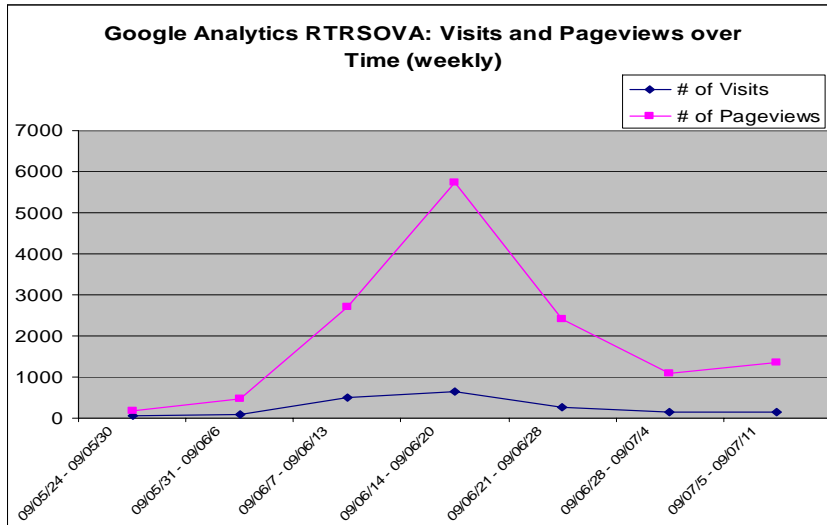
Snapshot of Return to Roots - SOVA

- ❑ May 24 2009 – July 18 2009
- ❑ www.rtrsova.org
- ❑ Google Analytics

| VISITOR FIGURES | |
|----------------------------|--------|
| Total Visitors | 2566 |
| Total Pageviews | 19,833 |
| Avg Pageviews/Visit | 7.16 |

| BOUNCE RATE | |
|--------------------|--------|
| Rate | 30.59% |

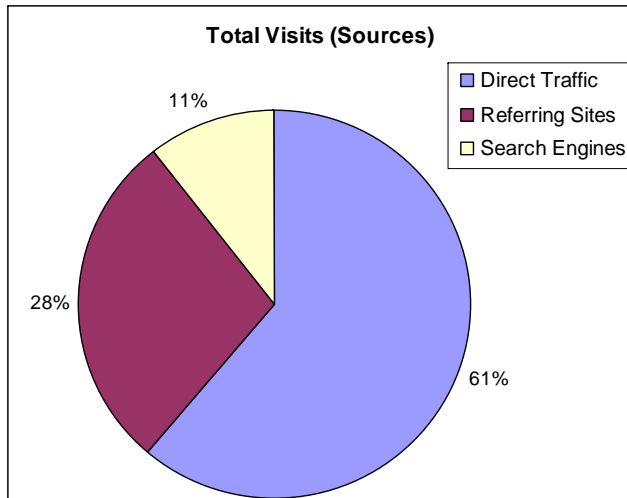
| NEW vs RETURNING VISITORS | |
|----------------------------------|------|
| New | 1128 |
| Returning | 856 |



Snap Shot Continued...

- ❑ May 24 2009 – July 18 2009
- ❑ www.rtrsova.org
- ❑ Google Analytics

| SOURCES | |
|-----------------|------|
| Direct Traffic | 1213 |
| Referring Sites | 560 |
| Search Engines | 211 |



| Cities | Visits |
|--------------------|---------------|
| Charlottesville VA | 107 |
| Christiansburg VA | 238 |
| Danville VA | 356 |
| Ft. Myer VA | 10 |
| Halifax VA | 36 |
| Lynchburg VA | 78 |
| Martinsville VA | 59 |
| New River VA | 262 |
| Richmond VA | 60 |
| Roanoke VA | 13 |

| State | Visits |
|----------------|---------------|
| Virginia | 1441 |
| North Carolina | 104 |
| New York | 42 |
| South Carolina | 26 |
| Pennsylvania | 17 |
| Georgia | 17 |
| Texas | 15 |
| Tennessee | 14 |
| Florida | 11 |
| DC | 10 |

Marketing

Social Marketing

- Blogging - content is added three times a week
 - <http://www.rtrswva.org/blog/>
- Craig's List Event pages – www.craigslist.org/eve/
- Facebook Group and Fan pages -
 - <http://www.facebook.com/home.php?ref=home#/pages/Radford-VA/Return-to-Roots/23757816920?ref=ts>
 - Linkages to Existing SWVA High School sites
 - Implemented Electronic Ad Campaign
- Twitter – We tweet every time we add a blog!
- You Tube videos – www.youtube.com/ReturntoRootsSWVA
- MySpace page – www.myspace.com/returntoroots
- Currently exploring – Digg, Flickr, Fwix, LinkedIn, Plaxo, & Stumbleupon

Marketing

Direct Job Seeker Outreach

- *Automatic electronic R2R job seeker notification program – notifies job seekers of job postings
- *Weekly electronic outreaches are performed to individuals who have registered and applied for jobs via the website – update info and send resume and keep up in contact basically to be more responsible applicants.
- *Monthly eNewsletter – <http://www.rtrswva.org/eNewsletters.php>

Phone Outreach to Job Seekers

- *Job seeker phone calls are made to follow up with job seekers who have not utilized the site or to provide direct assistance with the site

Marketing

Direct Business Outreach

- *Automatic electronic R2R employer notification program – notifies employers of a job applicant
- *Direct Mailings - 4,974 companies each month
- *Monthly eNewsletter – <http://www.rtrswva.org/eNewsletters.php>

Phone Outreach to Businesses

- *Weekly phone outreach is performed to each company that has had a applicant to a position they recently posted on the website. Each employer is asked:
 - about their use and opinion of the program
 - if they have reviewed the applicant(s)
 - if the applicant(s) were interviewed
 - if they hired an individual thru the program.
- *SimpleBlast – RoboCalls for event announcements are in development

Marketing

Public Relations & Partnerships

- Return to Roots partnered with Blue Ridge PBS as a Job Quest Partner in January 2009.
- Job Quest is aired the 2nd Tuesday of each month from 7 to 8PM.
- A Return to Roots spokesperson has played an active role in each show.
- The program will run through December 2009.
- We continue to seek opportunities at the local level with CoC, SHRM and business related organizations.

Marketing

Research – Higher Education Focus Groups

- Three college based focus groups were held in March and April 2009 at:
 - Averett
 - Emory & Henry
 - Ferrum
- Two planned for the Fall 2009
 - UVA-Wise
 - ETSU

Marketing

Special Events

- September 18, 2009
 - Third Annual Return to Roots Celebration
- October 8, 2009
 - Return to Roots Southwest Virginia Business Showcase and Job Fair

RETURN to ROOTS

60-Second Update

By the Numbers

- ▼ Total RTR-SWVA Contacts: 38,199 - Alumni, Registrants, & Community Supporters
- ▼ Registered Job Seekers: 2,900 from 47 states, Washington D.C., Australia, Canada and Belgium
- ▼ Interested in more information: 193
- ▼ Registered Employers: 632
- ▼ Posted Jobs: 420
- ▼ Page Loads: 323,073
- ▼ First-Time Visitors: 67,816
- ▼ Job Seekers who have applied through the RTR Site: 333
- ▼ Current program covers 21 counties and cities in SWVA and seven counties and cities in SoVa!
- ▼ Return to Roots was named one of the Top 50 Semi-Finalists in Harvard University's Kennedy School's 2009 Innovations in American Government Awards competition!

Outreach

- ▼ Strategic Partners: 37 SWVA Partners
- ▼ Focus Groups: ETSU & UVA-Wise
- ▼ Direct Mail
 - ▼ 4,600+ Employers in June 2009
- ▼ Phone Surveys
 - ▼ Weekly to Employers & Monthly to Job Seekers
- ▼ Electronic Outreach
 - ▼ Website, Blogs, Facebook, Twitter & MySpace
 - ▼ Monthly Job Seeker and Employer E-Newsletters
- ▼ College and Community Career & Job Fairs, Business Sales Growth Seminars & Entrepreneurship Express Workshops
- ▼ Special Events
 - ▼ Third Annual RTR Gala – September 18, 2009
 - ▼ First Annual RTR-SWVA Business Showcase and Job Fair -- October 8, 2009



It's time to come home!

www.RETURNtoROOTS.org

July 21, 2009

Impact

- For the **9** applicants hired since January 1, 2009
 - Created **\$446K** worth of total income per year
 - (Estimate according to Salary.com's calculations involving job title and job location)
 - Saved employers approximately **\$500** per each applicant hired compared to the traditional employment process
 - (Estimate according to top RTR employers interviewed)

Virginia Economic Bridge, Inc.

THANK YOU!

Please feel free to contact me...

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