



# **“OUR COMMUNITY, OUR WORK”**

## **A PUBLIC WORKS RECRUITMENT AND RETENTION PLAN**



**North Central Texas  
Council of Governments**



# The Team

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**Madison Dalton**  
Management



**Tiffany Melkoski**  
Management / Marketing



**Kevin Carr, PhD**  
Clinical Associate  
Professor  
University of Texas at  
Arlington



**Daniela Pedraja**  
Economics



**Kylie Sosa**  
Communications

# Scope of Work

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UNIVERSITY OF  
TEXAS  
ARLINGTON

Develop an innovative outreach strategy for recruitment focused on reaching the next generation to address current and future workforce gaps in technical and field positions within public works. Design outreach with a sustainable marketing campaign to raise awareness about public works careers among students at high schools, technical colleges, and community colleges. Alongside traditional marketing best practices, students will consider incorporating user experience, user interface, video, virtual reality, augmented reality, marketing, and/or technology for effective outreach and high engagement with potential candidates interested in these fields of work.

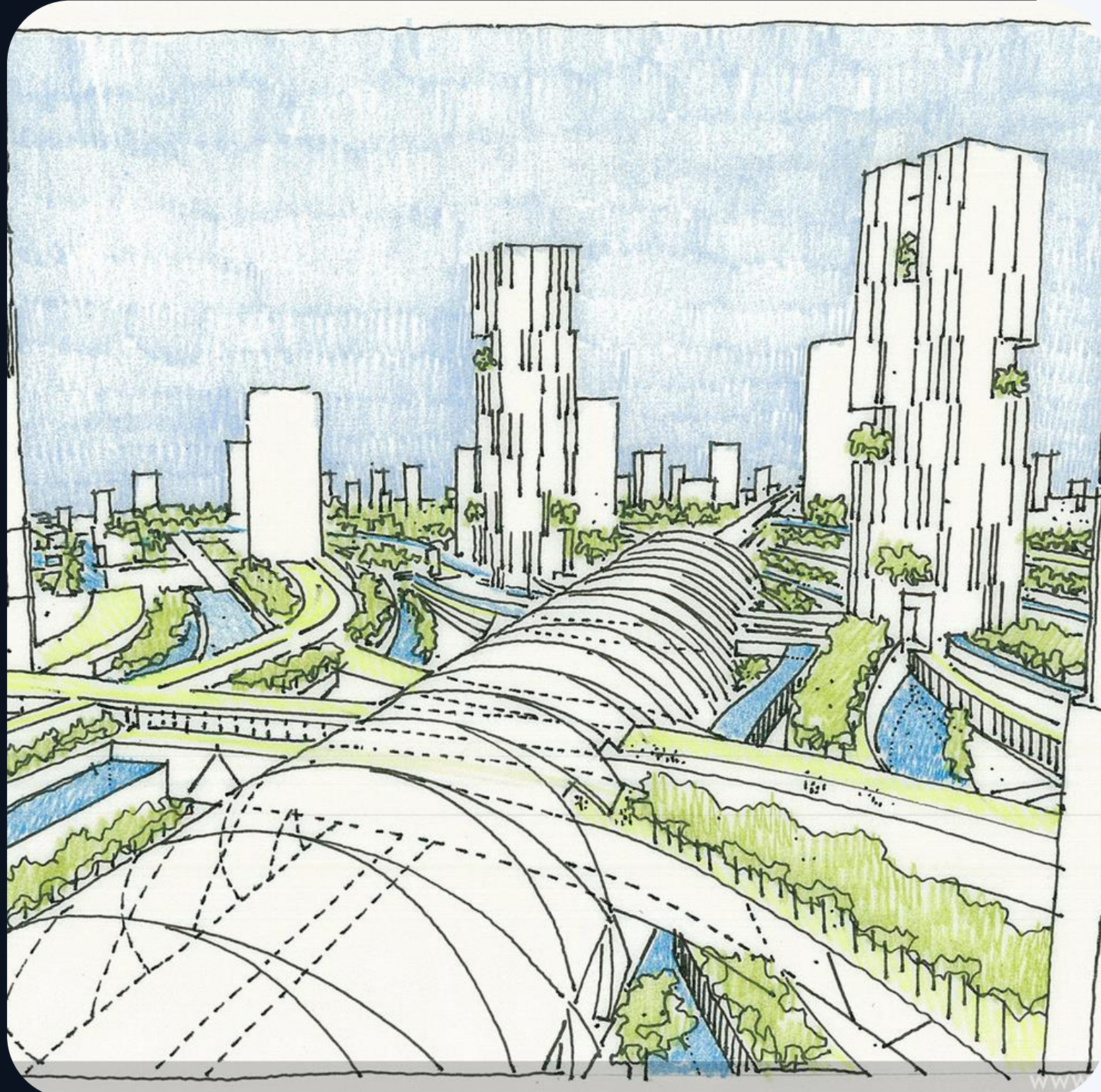




# Agenda

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- Our Team
- Scope of Work
- Survey Research
- Print Ad Campaign
- Commercial Campaign
- Virtual Reality
- AI Chatbots
- Q & A





# Student Survey

Upon receiving feedback from the high school students, we can:

- Better understand our target demographic.
- Analyze survey results to understand trends.
- Create engaging content on students' preferred social media platform(s).
- Publicize benefits of these careers with topics that most engage and attract students.

What are your top 3 requirements for employment? \*

Your answer

Has your school provided information about possible career opportunities in public works? \*

yes

no

Are you aware of Public Work opportunities? \*

yes

no



High School List (NCTCOG) Saved

Search for tools, help, and more (Option + Q)

File Home Insert Share Page Layout Formulas Data Review View Automate Help Draw

Comments Catch up Editing Share

Aptos Narrow ... 11 B A General \$ .00 .00

A8 X ✓ fx Bowie High School

	A	B	C	D	E	F	G	H	I	J	K
1	School Name	address	city,state,zip,	phone	Principal Name	email	number of students				
2	<a href="#">Arlington Heights High School</a>				Sarah Weeks	<a href="mailto:sarah.weeks@fwisd.org">sarah.weeks@fwisd.org</a>	2019				
3	<a href="#">Arlington High School</a>				Steven Ybarra	<a href="mailto:sybarra@riversideunified.org">sybarra@riversideunified.org</a>	2773				
4	<a href="#">Azle High School</a>				Nate Driver	<a href="mailto:ndriver@azleisd.net">ndriver@azleisd.net</a>	1761				
5	<a href="#">Bell High School</a>				Randy Belcher	<a href="mailto:RandyBelcher@hebisd.edu">RandyBelcher@hebisd.edu</a>	2183				
6	<a href="#">Birdville High School</a>				Tim Drysdale	<a href="mailto:tim.drysdale@birdvilleschools.net">tim.drysdale@birdvilleschools.net</a>	2080				
7	<a href="#">Boswell High School</a>				Jaimie Morgan	<a href="mailto:jmorgan01@ems-isd.net">jmorgan01@ems-isd.net</a>	1688				
8	<a href="#">Bowie High School</a>				Lee Jones	<a href="mailto:ljones12@aisd.net">ljones12@aisd.net</a>	3032				
9	<a href="#">Brewer High School</a>				Daryl Porter	<a href="mailto:daryl.porter@wsisd.net">daryl.porter@wsisd.net</a>	1870				
10	<a href="#">Carroll High School</a>				Christina Benhoff	<a href="mailto:christina.benhoff@southlakecarroll.edu">christina.benhoff@southlakecarroll.edu</a>	1385				
11	<a href="#">Carroll Senior High School</a>				Ryan Wilson	<a href="mailto:RYAN.WILSON@southlakecarroll.edu">RYAN.WILSON@southlakecarroll.edu</a>	1299				
12	<a href="#">Carter-riverside High School</a>				Victor Alfaro	<a href="mailto:victor.alfaro@fwisd.org">victor.alfaro@fwisd.org</a>	1349				
13	<a href="#">Castleberry High School</a>				Ruben Molinar	<a href="mailto:molinarr@castleberryisd.net">molinarr@castleberryisd.net</a>	1015				
14	<a href="#">Central High School</a>				Liz Russo	<a href="mailto:liz.russo@kellerisd.net">liz.russo@kellerisd.net</a>	2556				
15	<a href="#">Chisholm Trail High School</a>				Dr. Winston McCowan Jr.	<a href="mailto:wmccowan@ems-isd.net">wmccowan@ems-isd.net</a>	1967				
16	<a href="#">Colleyville Heritage High School</a>				Derek Cain	<a href="mailto:Derek.Cain@gcis.net">Derek.Cain@gcis.net</a>	2123				
17	<a href="#">Crowley High School</a>				Dr. Markeba Warfield	<a href="mailto:markeba.warfield@crowley.k12.tx.us">markeba.warfield@crowley.k12.tx.us</a>	2058				
18	<a href="#">Diamond Hill-jarvis High School</a>				Manuel De La Cruz	<a href="mailto:manuel.delacruz@fwisd.org">manuel.delacruz@fwisd.org</a>	770				
19	<a href="#">Dunbar High School</a>				Justin Edwards	<a href="mailto:Justin.Edwards@fwisd.org">Justin.Edwards@fwisd.org</a>	863				
20	<a href="#">Eastern Hills High School</a>				Vernal Elliot	<a href="mailto:vernal.elliott@fwisd.org">vernal.elliott@fwisd.org</a>	1171				
21	<a href="#">Everman High School</a>				Ronald Pugh	<a href="mailto:rpugh@eisd.org">rpugh@eisd.org</a>	1434				
22	<a href="#">Fossil Ridge High School</a>				Amanda Burruel	<a href="mailto:amanda.burruel@kellerisd.net">amanda.burruel@kellerisd.net</a>	2362				
23	<a href="#">Grapevine High School</a>				Alex Fingers	<a href="mailto:alex.fingers@gcisd.net">alex.fingers@gcisd.net</a>	1905				
24	<a href="#">Haltom High School</a>				Kristi Strickland	<a href="mailto:kristi.strickland@birdvilleschools.net">kristi.strickland@birdvilleschools.net</a>	2656				
25	<a href="#">Keller High School</a>				Lisa Simmons	<a href="mailto:Lisa.Simmons@kellerisd.net">Lisa.Simmons@kellerisd.net</a>	2782				
26	<a href="#">Kennedale High School</a>				Michael Cagle	<a href="mailto:caglem@kisdtx.net">caglem@kisdtx.net</a>	1026				
27	<a href="#">Lake Worth High School</a>				Luciano Castro	<a href="mailto:Lcastro@lwsd.org">Lcastro@lwsd.org</a>	766				
28	<a href="#">Lamar High School</a>				Lesley Marone	<a href="mailto:lmarone2@aisd.net">lmarone2@aisd.net</a>	2906				
29	<a href="#">Mansfield High School</a>				Regenia Crane	<a href="mailto:Regenia.Crane@misdmail.org">Regenia.Crane@misdmail.org</a>	2359				

< > ≡ Tarrant County Collin County Dallas County +





# Visit Shannon High School



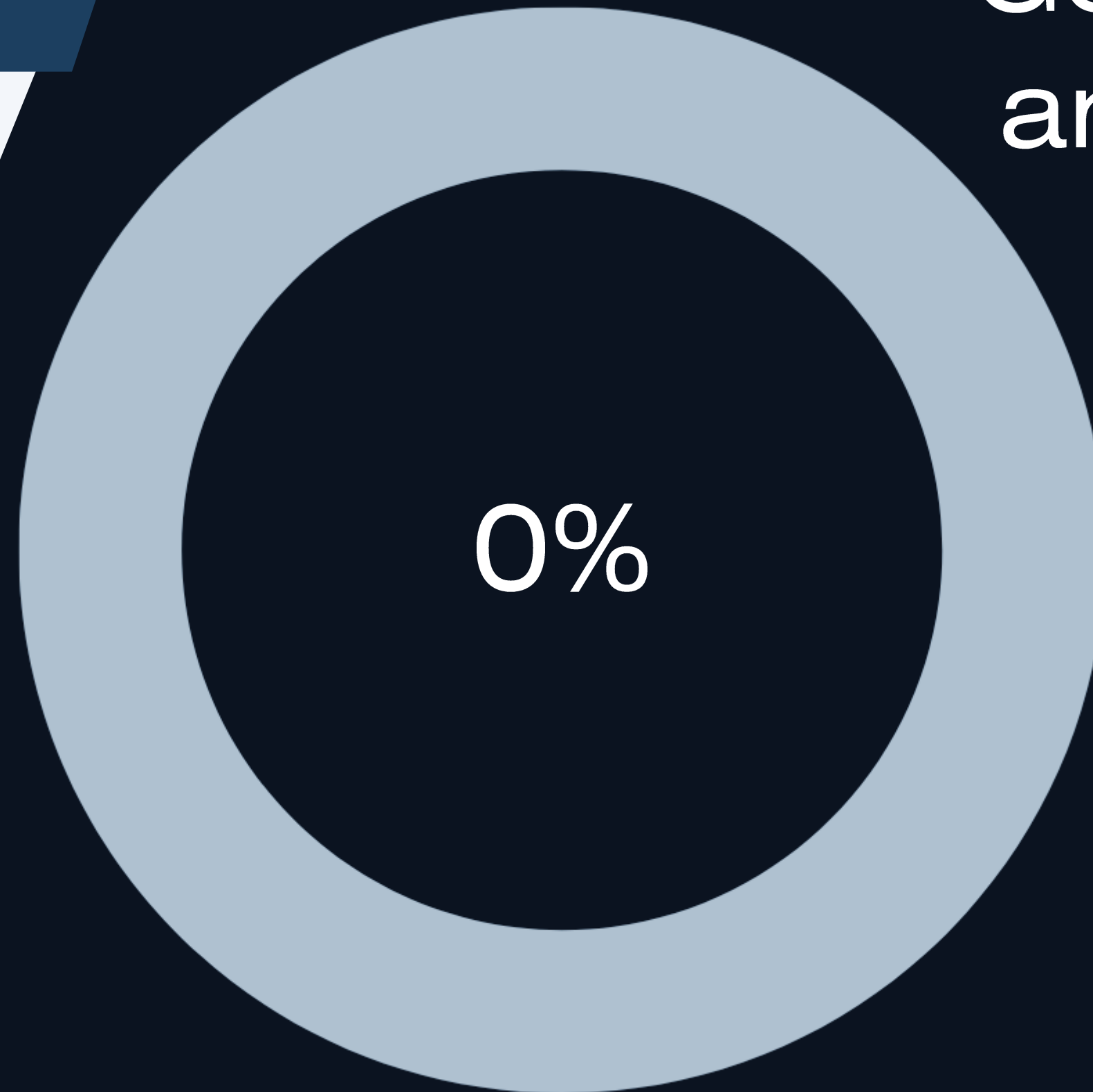
Conversations about  
career opportunities





Goal: engage  
and educate

Biggest  
Problem



0% of high school students knew what public works is.



# How will we keep the students engaged?



# Data

publicworks	benefits	health	dental	vision	community
3	5	5	5	5	3
5	4	5	1	1	3
3	5	3	2	3	5
5	4	4	2	4	4
2	3	4	3	4	5
3	3	3	3	3	3
4	5	5	5	5	5
1	3	3	4	2	3
2	4	4	2	2	5
5	4	3	4	5	5
4	4	3	4	3	5
3	3	5	5	5	5
4	5	5	4	4	3

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0.56810 0.192 0.8520

dental  
0.29173 0.13088 2.229  
0.0528 .

vision -0.20323 0.13685  
-1.485 0.1717

community  
0.09434 0.12767 0.739  
0.4788



# Print Ad Campaign

- QR Code
- Printed pamphlets highlighting career opportunities and standout employees
- Super Bowl ad



## Hear Their Stories



[Insert Name Here] started off with a career in water maintenance. He was able to climb up the ranks and find a career in management while serving on the North Central Texas Council of Governments!

# Join Public Works Today!

## Field Availabilities

Engineering  
Street  
Transportation  
Internships  
Workforce  
Development  
Electrical  
Water Maintenance  
Project Management  
Public Works



**North Central Texas  
Council of Governments**



# Commercial Campaign

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- Fully customizable to each city based on need by adding or taking out segments
- Can be done as a “musketeer” or individual campaign
- Presents a “day in the life” of public works in the community.



























ONE WAY →



B103 LIMITED

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YMI

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# Our Community, Our Work

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Become a partner in your  
community today, ask us  
how!





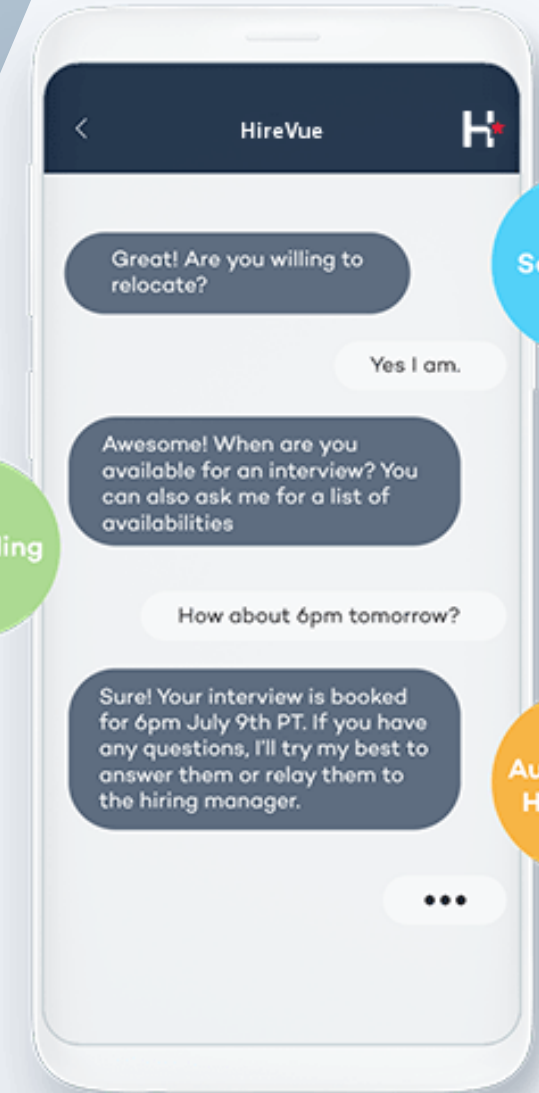
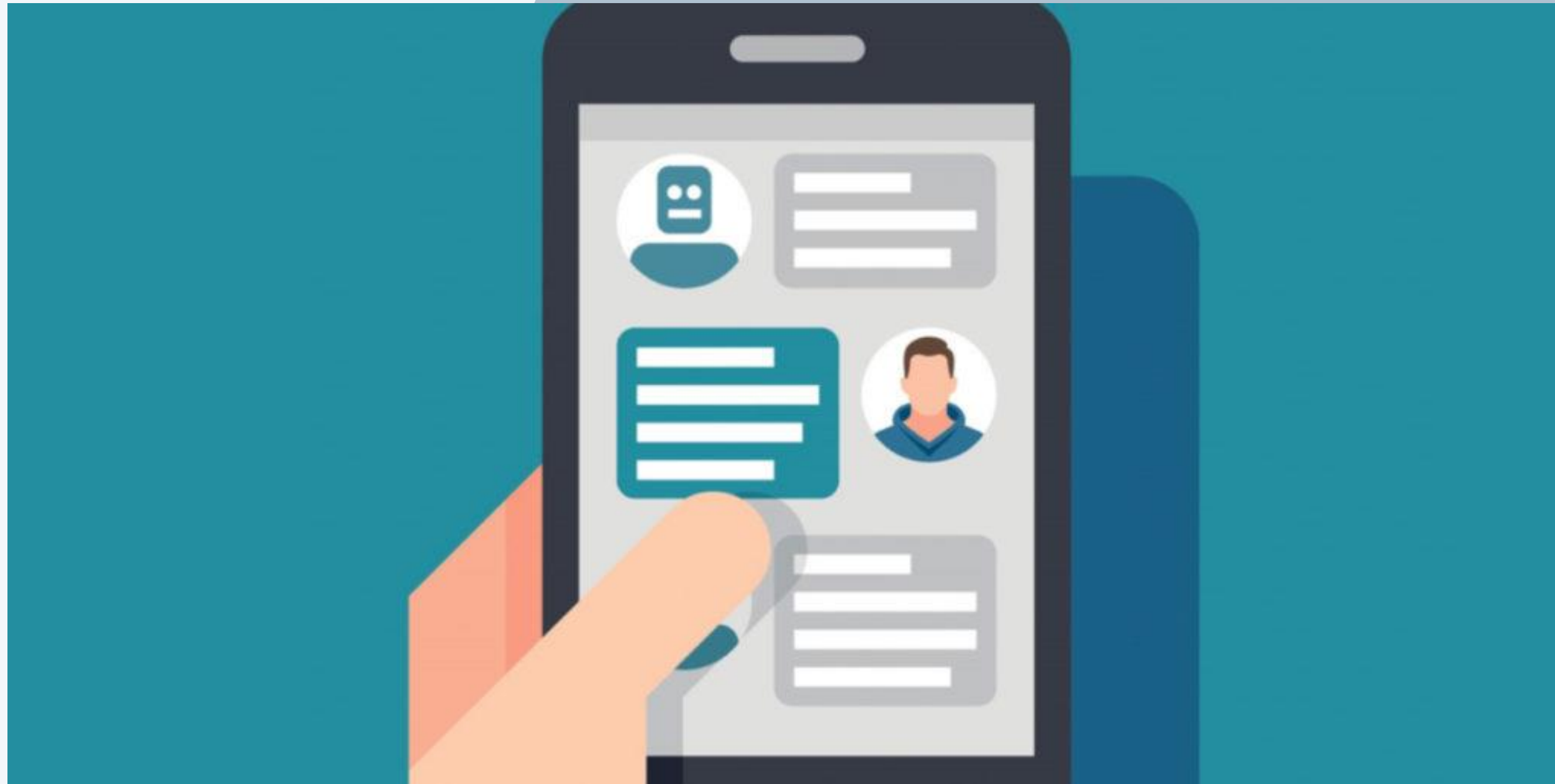
# 360 Immersive Virtual Reality

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# AI Chatbots



Screening

Scheduling

Automated Helpdesk



# Questions?

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Thank you for the  
opportunity to serve.

