

PASSION

**A Strategic Public Relations
Approach for:**

**The Jacksonville Journey
H.I.R.E.
Helping Integrate Re-Entering
Employees**





H.I.R.E.: OBJECTIVES



- To encourage North Florida businesses to hire ex-offenders via a multimedia awareness campaign:
“H.I.R.E. – Helping Integrate Re-Entering Employees”
- To coordinate and execute a H.I.R.E. Summit featuring community stakeholders, thought leaders, ex-offenders, local re-entry programs, and the Mayor’s Office
- To pool the resources of existing re-entry programs into one centralized Re-Entry Portal, along with a new Web site and #1-800 number providing information and links to vital services
- To emphasize and promote the benefits of hiring ex-offenders who have undergone screening, training, and some form of transitional employment by publicizing available tax incentives for Jax Enterprise and Empowerment Zones
- To increase the percentage of local businesses that hire ex-offenders by 25% over a five year-period



H.I.R.E.: CHALLENGES



- High recidivism rates in Northeast Florida contribute greatly to the region's overall crime rate
- Re-entry services for ex-offenders are scattered in multiple locations, making the process cumbersome for the individual trying to re-integrate
- Employers are more averse to hiring ex-offenders than any other disadvantaged group*
- Employers are concerned about screening, training, and transitional employment history for ex-offenders*
- Willingness to hire ex-offenders is greater in construction and manufacturing fields than in the retail trade or service sector*

*"Employment Barriers Facing Ex-Offenders": Georgetown Public Policy Institute



H.I.R.E.: STRATEGY

Public Awareness Campaign

- **Conduct a multi-year, multimedia public awareness campaign establishing H.I.R.E., an initiative encouraging business leaders to hire ex-offenders by removing barriers to employment**
- **Create and distribute PSAs, radio spots, print and online ads to promote H.I.R.E.**
- **H.I.R.E. campaign will feature testimonials from prominent business leaders who have successfully hired ex-offenders**
- **H.I.R.E. campaign will also feature local ex-offenders who have found gainful employment and are succeeding at work**
- **Request pro bono services of area agency to conduct and execute campaign**



H.I.R.E.: STRATEGY



1ST Annual H.I.R.E. Summit

- **Convene H.I.R.E. Summit on job creation and re-entry assistance for ex-offenders**
- **Summit attendees: Mayor's Office, business owners, human resources personnel, ex-offenders, city's existing re-entry programs, attorneys specializing in employment issues for ex-offenders – program will feature:**
 - *Roundtable discussions- breakout sessions*
 - *Seminar on legal issues*
 - *Keynote on benefits and liabilities of hiring ex-offenders*
- **Summit will bring together thought leaders and pool resources to determine best methods to streamline re-entry process for local ex-offenders**
- **Summit will unveil creation of new Web site and #1-800 number connecting businesses and ex-offenders to H.I.R.E. Re-Entry Portal- a “one-stop shop” for ex-offenders**
- **Summit will also serve as a job fair for local ex-offenders**
 - *-Networking sessions*
 - *-Booths for companies who currently hire ex-offenders (example: UPS)*
 - *-Resume critiquing service*



H.I.R.E.: STRATEGY



Re-Entry Programs: Creation of Re-Entry Portal and Web Site

- Establish new Web site and Re-Entry Portal as central clearinghouse promoting the resources of Ready4Work, Operation New Hope, WorkSource, the Jacksonville Re-Entry Center, and other re-entry programs
- Use the resources of these programs to create online database of ex-offenders for employers to review – the H.I.R.E. database
- Database and new #1-800 number will feature information including screening and training of ex-offenders and transitional employment history
- Database will divide ex-offenders into violent/non-violent categories
- Database will also feature section for ex-offenders providing tips, links, and information on housing, medical services, identification, and other vital resources- #1-800 number will help them connect to clearinghouse



H.I.R.E.: INCENTIVES

- **Existing state and federal incentive programs support businesses located in Jax Empowerment and Enterprise zones in city's urban core**
- **Businesses receive tax incentives to hire residents living within Enterprise/Empowerment Zones**
- **H.I.R.E. campaign will publicize and promote existing incentives to encourage the hiring of ex-offenders**



H.I.R.E.: BUDGET

Estimated Budget: Public Awareness Campaign

Billboards- 20 locations for 4 weeks - \$18,000

Radio spots- WJCT-AM – 20 a week for 13 wks - \$17,000

3 Email blasts to business owners – 5-County area - \$7,500

**Online ads (News4Jax, Jacksonville.com, First Coast News, Blacksonville.com)
\$8,000 total for four sites for 1 month**

Print ads (T-U, JBJ, Jacksonville Mag, Florida Star, Jacksonville Free Press)

1-month campaign - \$20,000

PSA's for local television - \$5,000 production cost

Creative time, agency production & development costs - \$10,000

TOTAL BUDGET: \$85,500 for 13-week campaign

TOTAL ANNUAL BUDGET: approx. \$350,000

(BUDGET YEARS 2-THROUGH-5 – est. \$250,000 per annum)



H.I.R.E.: BUDGET

H.I.R.E. SUMMIT: \$15,000

- Collateral marketing materials - \$5,000
- Related Venue Costs: \$15,000

Development of Web site and Re-Entry Portal Staff, potential #1-800: \$65,000

- Web site design and launch - \$10,000
- #1-800 number costs - \$5,000
- Re-Entry Portal Staff - \$50,000

**TOTAL ESTIMATED ANNUAL BUDGET FOR H.I.R.E.:
\$430,000**



H.I.R.E. SUMMARY



- Encouraging North Florida businesses and stakeholders to help ex-offenders find gainful employment is vitally important to the mission of The Jacksonville Journey
- A sustained media campaign, Summit, and centralization of services into a Re-Entry Portal are the recommended top priorities
- Reducing recidivism and increasing employment in at-risk communities is the best long-term solution to addressing the region's crime rate