AGC Workforce Task Force Meeting

LOCATION: AGC office & Zoom  
DATE: May 12, 2020  
TIME: 11:30 a.m.

11:30

Attendance:

• Katie Wilson, Sheila Radenslaben, and Katherine Warren (KidGlov)

• Via Zoom: Brett Broman, Justin Grusing, Steve Peck, and Shane Wegner. Also joining was Tom Crockett, Ron Hall and Curt Hartter from Executive Committee.

11:40

Item #1: The Road Rebellion Review April 1 to May 7, 2020

• Google Ads performed the best:
  o Users up 9.6%; Sessions up 8%
  o 5,537 New Users; 9,569 Sessions
  o 41.5% Users in Nebraska; 17% in Iowa
  o 77% are Male; 35% 25 to 34 age group

• Social Media:
  o 86K Impressions; 3,153 Engagements; 244 Link clicks
  o Followers increased 33%
  o Instagram = 87% increase in impressions (12.9K)
  o Facebook is down 19%; but there’s a lot of competition right now
  o 4/29/20 FB post highest performer (456 engagements)
  o 249 events on the top 10 member pages (up from 177 last review period)

• Work on gathering Board member analytics of their career pages; to see if users are coming from “paveryourownway”

12:10

Item #2: Focus of future social media posts?

• All agreed to move focus back to industry promotion, pay and opportunities (move away from COVID-19)

• Need to also update the Ads quarterly; pictures of equipment?? Instead of just the Road Rebellion logo.
Facebook Job Postings: Over 400 users have “applied” to the various job postings. What do we do with the information?

• Develop a database of those applied by “job type”; then by week ending date.

• Task force agreed to request additional Advocacy funds to add three more months to the campaign, which would take it through August 2020. Katherine will send Katie an estimate for the additional 3 months (Estimate is $16,600 or $5,533/Mo).

Action Items:

1. Katie will e-mail the Board to request their analytics of their career pages.
2. Sheila will work on organizing the Facebook job applications for members to access on the website.

Next Meeting – Tuesday, June 16th @ 11:30 a.m.