

Case Study

Fairfield 33

Since 2014, Krile Communications has been instrumental in implementing and administering an efficient and effective strategic communications and marketing plan for the Fairfield 33 Development Alliance that showcases the value of the Alliance within the community at both the local and state levels. As a firm, Krile Communications supports the attraction and marketing efforts of the Alliance to meet its objectives of creating an environment that fosters a community where everyone is gainfully employed and investing back into the economy, as well as to help double job growth. From grassroots marketing to statewide messaging, communications are fashioned for investors, community leaders and influencers, key stakeholders and partners, policy makers, existing and potential businesses and the community at large.

Krile Communications' partnership with the Fairfield 33 Development Alliance grew with the creation of the Fairfield 33 Career Readiness Endorsement, a program designed to help graduating high school students from local schools connect with quality jobs in Fairfield County. From conceptualization to execution, the public relations and marketing strategy for this endorsement has seen county-wide success, with over 200 students receiving the endorsement to begin their careers after high school.

Impact:

- It was a pleasure to welcome Governor DeWine to Discovery Friday at the Workforce Center in September 2022 when he paid a visit to meet the students and community partners, county commissioners and education leaders, who all play a vital role in the success of the Center. Generating this kind of awareness propels the center forward as a leader in the state.
- “Impressive” is the word Lt. Governor John Husted used to describe the Fairfield County Workforce Center. The workforce center hosts programs designed to give students an option of earning a certificate to begin their degree or continue their education in certain trade areas such as carpentry, electrical, HVAC, advanced manufacturing or nursing. Krile Communications is proud to handle the social media marketing for the center, as well as public relations and event planning. Krile also creates and coordinates all paid print and digital advertising for the Center, as well as coordinating all paid social media campaigns.
- Krile Communications works closely with the Center on their annual Career Expo which introduces students to more than 30 employers.
- On May 5th, 2022, Fairfield County Workforce Center celebrated its first cohort of graduates at a luncheon. The graduating class of 2022 included 43 students who were able to work with Ohio University and Hocking College in a non-traditional learning space to equip them with the skills they need to be hired into careers post-graduation in their local communities. The graduation included speakers from the Fairfield County Workforce Center and other leaders throughout the county. We are so proud of our first cohort of graduates and are excited to welcome students back in the Fall.
- The Workforce Center regularly hosts open houses for prospective students, parents and partners. Krile Communications handle the publicity of these events and recently developed a fillable graphic for Workforce staff that enables them to print, in-house, rosters and brochures featuring current staff.
- In July 2019, Krile Communications worked with the Fairfield 33 Alliance to orchestrate a Signing Day for students who will start or have already started their careers with local businesses post high school graduation. Krile Communications secured media attention from the Columbus Dispatch and Lancaster Eagle-Gazette.
- In August 2019, The City of Lancaster was awarded the Mayors Education Advocacy grant to continue to execute the Fairfield County Career Readiness Endorsement. With these funds the program was able to hire Career Navigators and continue to provide the ultimate experience for high school seniors enrolled in the program.
- Since its inception, over 200 seniors in Fairfield County have graduated with the credential.
- 30+ local employers partner with the Fairfield 33 Alliance and the Career Readiness Endorsement to provide tours of their businesses, participate in mock interviews and hire students after graduation.

fairfield 33 corridor
Central Ohio's Road to Opportunity

please join us for early access to the

FAIRFIELD COUNTY CAREER READINESS EXPO

- BRING YOUR RESUME & SPEAK WITH MORE THAN 50 EMPLOYERS THAT ARE READY TO HIRE STUDENTS RIGHT AFTER HIGH SCHOOL
- BRING YOUR PARENTS OR ANYONE ELSE INTERESTED IN YOUR CAREER OPTIONS AFTER SCHOOL
- REMEMBER: DRESS APPROPRIATELY SO YOU GET THE JOB!

APRIL 1, 2020 | 3:30 - 6PM
WORKFORCE CENTER
4465 COONPATH ROAD
CARROLL, OH

THIS EVENT IS FREE AND OPEN TO ALL HIGH SCHOOL JUNIORS AND SENIORS.
VISIT FAIRFIELD33.COM TO SIGN UP.

Reference:

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