

# The Zoom Interface

The screenshot shows a Zoom Webinar window with the following elements and callouts:

- Zoom Webinar Header:** Includes "Zoom Webinar", "You are viewing David Terry's screen", and "View Options".
- Session Controls:** "Click here to maximize your session view" and "Enter Full Screen".
- Webinar Content:** TTC Technology Transfer Centers logo, "Thank you for joining us today!", and "You will not be on video during today's session".
- Audio Settings:** "Select a Speaker" menu with options: "Speakers (Realtek(R) Audio)", "Same as System", "Test Speaker & Microphone...", "Leave Computer Audio", and "Audio Settings...".
- Q&A Window:** "Question and Answer" window with tabs for "All questions (1)" and "My questions (1)". It shows a test question: "This is a test question!". Callouts explain: "You can switch between questions you've asked and those asked by others using these buttons." and "You can use the Q&A feature to ask questions of the host and presenters. These questions can receive text or live responses. To begin asking a question use the field below. You can see a test question above." A text input field says "Type your question here...".
- Zoom Webinar Chat:** A chat window on the right with a callout: "The chat feature will allow you to talk with other people in today's webinar." and another: "The To field will tell you who will receive your message. Be mindful of who you are chatting to." The chat shows "To: All panelists" and "Your text can only be seen by panelists".
- Bottom Toolbar:** "Audio Settings", "Click Here to adjust your audio settings", "Chat", "Raise Hand", "Q&A", "Click here to leave the session", and "Leave".

All attendees are muted. Today's session will be recorded.

# Job Development: Building Skills to Connect with the Business Community-Webinar Series

## Session 2: Marketing your Employment Services

Joni Dolce, MS, CRC

Rutgers University

11/30/21



Northeast and Caribbean (HHS Region 2)

**MHTTC**

Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# About Us ...

The Northeast and Caribbean MHTTC received 5 years (2018 – 2023) of funding to:

- Enhance capacity of behavioral health workforce to deliver evidence-based and promising practices to individuals with mental illnesses.
- Address full continuum of services spanning mental illness prevention, treatment, and recovery supports.
- Train related workforces (police/first responders, primary care providers, vocational services, etc.) to provide effective services to people with mental illnesses.

Supplemental funding to:

- Support school teachers and staff to address student mental health
- Support healthcare providers in wellness and self-care activities



# Grow Your Knowledge and Skills

Keep up with the latest effective practices, resources, and technologies!

**Subscribe** to receive our mailings.  
All activities are free!

<https://bit.ly/3IU0xF4>

# We Want Your Feedback!

Our funding comes from the Substance Abuse and Mental Health Services Administration (SAMHSA), which requires us to evaluate our services. We appreciate your honest, ANONYMOUS feedback about this event, which will provide information to SAMHSA, AND assist us in planning future meetings and programs.

Feedback about this training will assist us in developing future trainings that are relevant to your professional needs. Therefore, your feedback counts!

# Video Recording Information

## ***Please Note:***

We will be recording this webinar and posting it to our website along with the presentation slides and any relevant resources.

# Disclaimer

This presentation was prepared for the Northeast and Caribbean Mental Health Technology Transfer Center (MHTTC) under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this presentation, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this presentation for a fee without specific, written authorization from the Northeast and Caribbean Mental Health Technology Transfer Center (MHTTC). This presentation will be recorded and posted on our website.

At the time of this presentation, Miriam Delphin-Rittmon served as Assistant Secretary for Mental Health and Substance Use at SAMHSA. The opinions expressed herein are the views of the speakers, and do not reflect the official position of the Department of Health and Human Services (DHHS), or SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this presentation is intended or should be inferred.

This work is supported by grant H79SM081783 from the DHHS, SAMHSA.

# Your Interactions With Us

## Question and Answers

- Q & A will occur at the end of the call.
- Please share your questions in the chat box
- Note: your question is visible to all participants.

## Chat and Polls

- Throughout the webinar, we will be asking for your input.
- We will also have breakout sessions- these sessions will not be recorded.
- You can control who can see your chat comments.



**The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:**

**STRENGTHS-BASED AND HOPEFUL**

**INCLUSIVE AND ACCEPTING OF DIVERSE CULTURES, GENDERS, PERSPECTIVES, AND EXPERIENCES**

**HEALING-CENTERED AND TRAUMA-RESPONSIVE**

**INVITING TO INDIVIDUALS PARTICIPATING IN THEIR OWN JOURNEYS**

**PERSON-FIRST AND FREE OF LABELS**

**NON-JUDGMENTAL AND AVOIDING ASSUMPTIONS**

**RESPECTFUL, CLEAR AND UNDERSTANDABLE**

**CONSISTENT WITH OUR ACTIONS, POLICIES, AND PRODUCTS**

# Our Presenter:



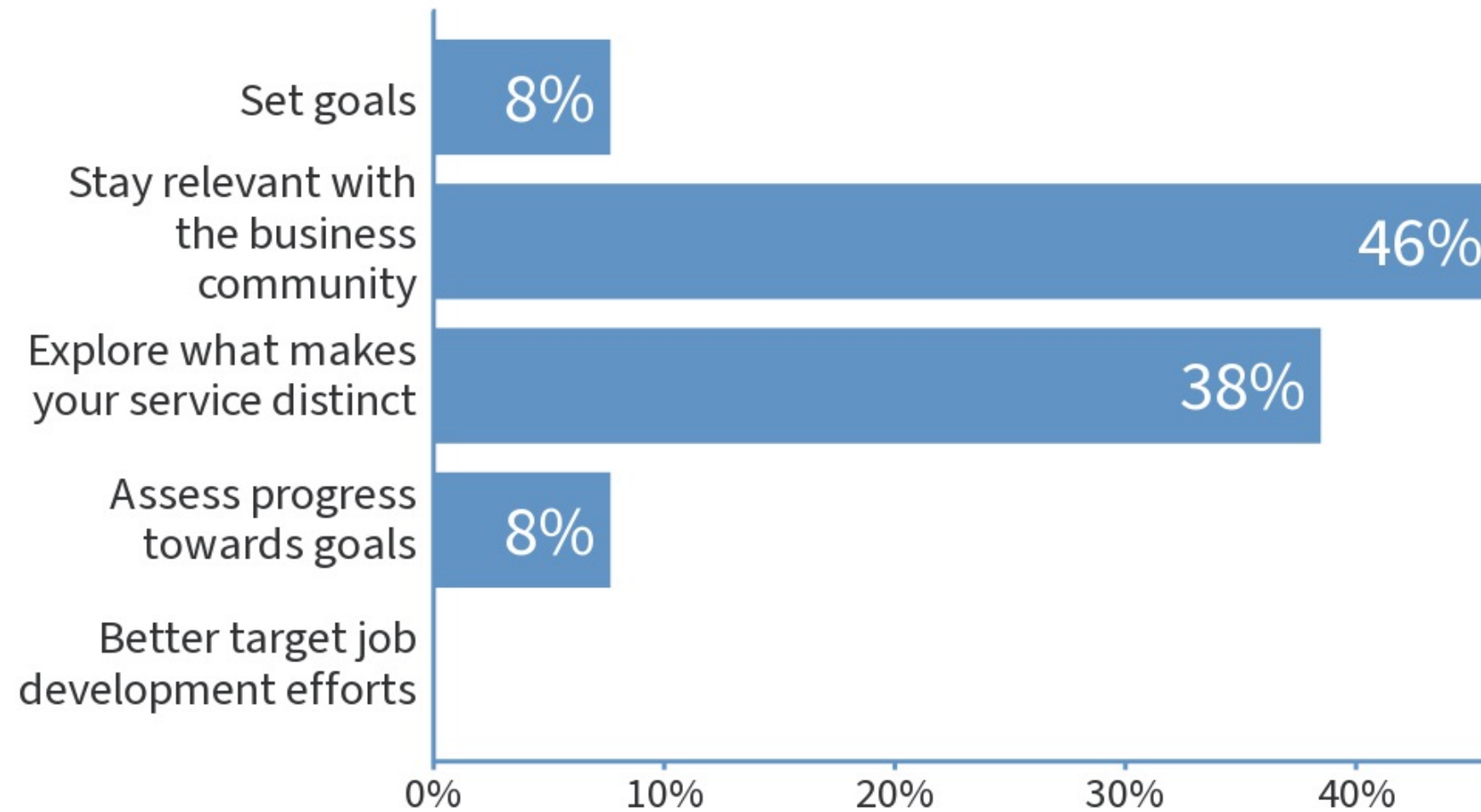
Joni Dolce, MS, CRC

# Poll Everywhere log in

- From your computer
  - [PollEv.com/jonidolce727](http://PollEv.com/jonidolce727)
- Text
  - JONIDOLCE727 to 22333

**M**<sub>3</sub> **A**<sub>1</sub> **R**<sub>1</sub> **K**<sub>5</sub> **E**<sub>1</sub> **T**<sub>1</sub> **I**<sub>1</sub> **N**<sub>1</sub> **G**<sub>2</sub>

# What are some reasons to have a marketing plan?



What about the time it takes?



# How many of you have a marketing plan?

Yes

No

# 7 Steps to Marketing Planning



Adapted by McCalla, Dolce, Waynor for IEI Job Development/MHA Training from materials by Morgan, V.L. from *Russmor Marketing Group*



# Marketing Planning

1. Explain the purpose of your marketing
2. Describe the benefits to your customers
3. Specify your target market
4. Describe your niche
5. Outline your marketing tools
6. Focus on the identity of your business
7. Establish your marketing budget

Adapted by McCalla, Dolce, Waynor for IEI Job Development/MHA Training from materials by Morgan, V.L. from *Russmor Marketing Group*

# Step 1: Your Marketing Purpose



What outcome do you want?

# Step 2: Benefits to Employers

What is the difference between your employment service and your competitors?

## Competitive Analysis

<https://core.score.org/resources/competitive-analysis-template>

<https://www.score.org/>

# Step 3: Target Your Market



# Who is interested in what you have?

# Step 4: Describe Your Position

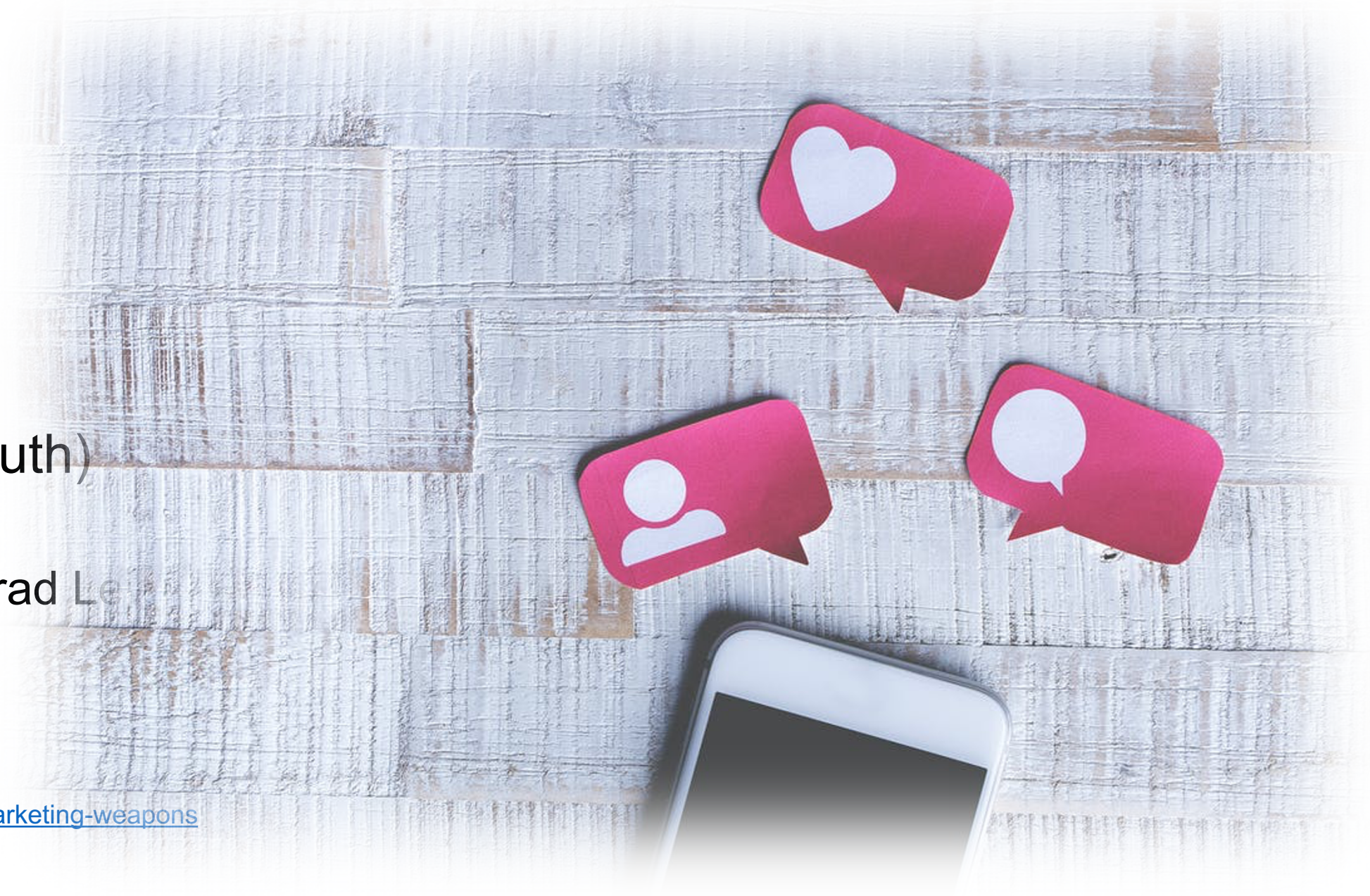
How are you different than others?

# Step 5: Describe Your Tools

- Mini Media
- Maxi-Media
- E-media
- Info-media
- Human media
- Non-media (word of mouth)

200 Marketing Tools (J. Conrad Le

<https://www.thepositivemom.com/the-200-guerrilla-marketing-weapons>



# What is your most important marketing tool?



# Step 6: Business Identity



What image do you want to convey to employers?

## What can you do to establish continued linkages with employers?

Reach out to employers via social media

Drop by periodically to say hello with no other agenda

Send emails/cards during holidays

Offer to assist with something you have an expertise in

Maintain presence at local business functions

Follow employers and human resource professionals on social media

# Step 7: Budget



Yeah, right!!!

**What are some free marketing tools that you have used or plan to use?**

# Sample Marketing Plan

# SUMMARY

Ann H

# References

Levinson, J. C. (1984). *Guerrilla marketing: secrets for making big profits from your small business*. Boston: Houghton Mifflin.

McCalla, F. & Dolce, J., Waynor, W. 'New Strategies for Job Development' [PowerPoint presentation].

Morgan, V.L., Russmor Marketing Group [PowerPoint Presentation].

# CONTACT INFORMATION

Joni Dolce, MS, CRC

Integrated Employment Institute

Rutgers, The State University of New Jersey

School of Health Professions

200 College Dr.

Blackwood, NJ

856-566-2772

Email: [dolcejn@shp.rutgers.edu](mailto:dolcejn@shp.rutgers.edu)



# Upcoming Session

Developing and Maintaining Relationships with Employers  
Tuesday, December 7 | 10:00-11:00 am ET

# Question and Answer



# Evaluation Information

The MHTTC Network is funded through SAMHSA to provide this training. As part of receiving this funding we are required to submit data related to the quality of this event.

At the end of today's training please take a moment to complete a **brief** survey about today's training.



# CONTACT INFORMATION

Joni Dolce, MS, CRC

Integrated Employment Institute

Rutgers, The State University of New Jersey

School of Health Professions

200 College Dr.

Blackwood, NJ

856-566-2772

Email: [dolcejn@shp.rutgers.edu](mailto:dolcejn@shp.rutgers.edu)

# Connect With Us

Phone: (908) 889-2552

Email: [northeastcaribbean@mhttcnetwork.org](mailto:northeastcaribbean@mhttcnetwork.org)

Website:

<https://mhttcnetwork.org/centers/northeast-caribbean-mhttc/home>

*Like and follow us on social media!*

Facebook: Northeast & Caribbean MHTTC

Twitter: @necmhttc

LinkedIn: @Northeast and Caribbean MHTTC



Northeast and Caribbean (HHS Region 2)

MHTTC

Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration