




MUST Construction Careers

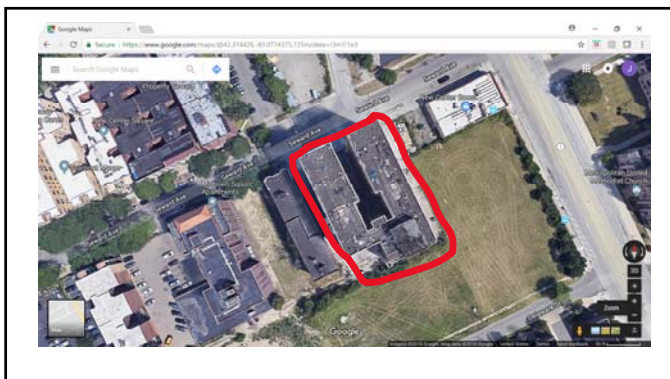
BUILDING DETROIT

Detroit is experiencing a rebirth and there is a great deal of opportunity for qualified Detroit residents within the construction trades. The many new commercial buildings, residential housing, retail spaces and the new arena district will provide opportunities for city residents for years to come.

What are Geofences?



THE USE OF GPS OR RFID TECHNOLOGY TO CREATE A VIRTUAL GEOGRAPHIC BOUNDARY, ENABLING SOFTWARE TO TRIGGER A RESPONSE WHEN A MOBILE DEVICE ENTERS OR LEAVES A PARTICULAR AREA.



Targeted Projects – Geo Fencing

The Wellington @ 59 Seward


The Platform @ 6402 Woodward

The Hamilton @ 40 Davenport

Philip Houze @ 415 Clifford

Geo Fencing Campaign

- 179 click throughs to www.IBEWCareers.org
- 37 Interested contacts with Organizers
- Opportunity sharing among workers in Lansing, Saginaw & Detroit
- Waiting for new Class to Open
- Campaign has ended



Total Campaign Metrics

6-8 Leads Per day (radio & digital)

50% of all leads to regular apprenticeship

20 Organized Workers in Upper Class since January 2018

20 Waiting for Upper Class (Ready to go)

1,100 hits www.IBEWCareers.org

Leads come in via text, email and phone calls to Organizers







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