
**Team
Work Hard
for the \$\$\$**



Network2Work @ PVCC

Why did Network2Work ask for our help?

- Outgrowing resources
- Imbalance of Job Seeker to Navigator Peer ratio
- Program awareness amongst volunteers



Go to the Source

- Interviewed:
 - Network2Work Staff
 - Navigators
 - Job Seekers
- Identified obstacles
- Past/present marketing



Obstacles learned along the way

- Role
 - Definition - what is a “Navigator”
 - Navigator persona
 - Navigator skillset
- Program
 - Limited staff resources and funding
 - Outreach and marketing maintenance after LC19 steps away



Radio

- WINA interview: Sarah Mendoza (Network2Work)
- PSA airing on Charlottesville Radio group stations (97.5 3WV, 106.1 The Corner, 95.1 Z95, WINA, ESPN AM radio)
- Future PSA airing on Monticello Media stations (99.7 CYK, HOT 101.9, Generations 102.3, 107.5 News Talk Radio, 94.1 The Oasis)
- Future PSA airing on Community Corner (WNRN 91.9)



Social Media

Network2Work Facebook page overhaul



Network2Work
@NetworkToWork

Home

Posts

Reviews

Photos

About

Community

Info and ads

Events

Create a Page



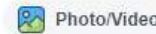
Liked Following Share ...

Donate

Create post



Write a post...



Photo/Video



Tag friends



Check in



Posts



Network2Work

31 January · 🌐



Are you passionate about helping people realize their potential? Do you believe in the power of positive relationships? Then you should consider becoming a Network2Work Peer! Click the link below to learn more and register.... See more

Non-profit organisation
Virginia

Closed now



Network2Work

WHY IS NETWORK2

PSA's on NBC29

30-Second Commercial



PVCC
NETWORK
2 WORK

Real Jobs. Real People. Realizing Potential.



PSA's on NBC29

[Testimonials](#)

PVCC
NETWORK
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Real Jobs. Real People. Realizing Potential.



Outcomes

- Increased number of Peer Navigator volunteers
- Media Package: radio PSA, two professional videos and improved social media presence



Real Jobs. Real People. Realizing Potential.



Suggestions for the Future

- Improve web awareness
 - ◆ Organic traffic
 - ◆ Marketing purposes
- Continue marketing to target group

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Real Jobs. Real People. Realizing Potential.

Team Members

- Torri Ayers, Jefferson Area CHIP
- Wildamie Ceus, R. E. Lee Companies
- William “Will” Crutchfield, Crutchfield Corporation
- Karen Dowell, Roy Wheeler Realty Co.
- Natasha Gray, S&P Global
- Scott Hamler, NBC29 WVIR-TV
- Caitlin Riopel, Habitat for Humanity
- Melissa Robertson, Gary Albert State Farm
- Glenn Wasson, UVA Health System





Contact Network2Work to become
a Peer Navigator Today!

434-961-5255

Network2Work@pvcc.edu



facebook.com/NetworkToWork

Questions?

