



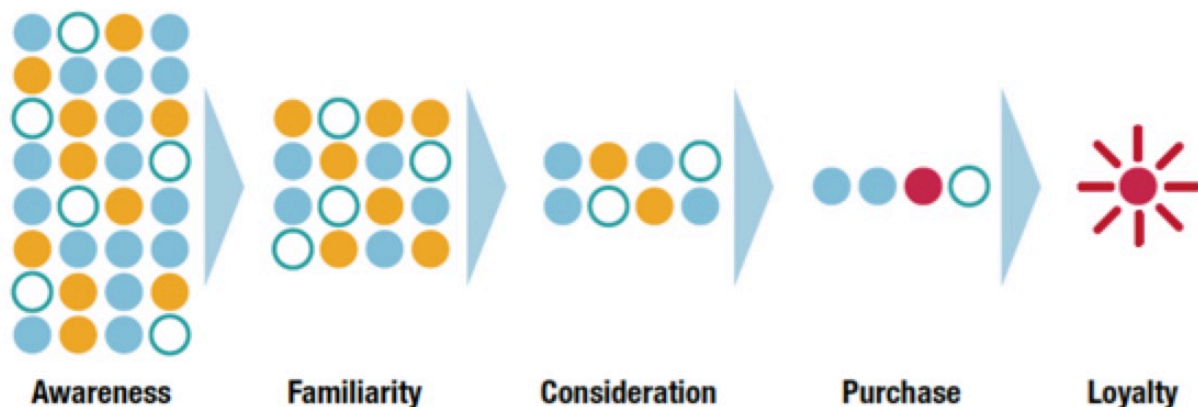
DSPOhio

## The Future of DSP Recruitment



**DSPOhio** is a unique statewide DSP recruitment effort that combines data-driven, targeted DSP branding and recruitment advertising with an on-line direct link that connects potential employees with provider employers.

OPRA is launching **DSPOhio** in direct response to Ohio's developmental disabilities system's number one challenge-the workforce crisis. To effectively recruit DSPs on an ongoing basis a process is required to increase awareness of and familiarity with the role of DSP. This moves people to consider it as a career option, apply for a job and hopefully enjoy their career as a DSP so much that they stay in the role, perhaps advance in their career and become an advocate for the role with others (see below graph).



**DSPOhio** consists of five major components:

**Branding.** Through the use of continual multi-media purchases **DSPOhio** will continuously build awareness and understanding of the term DSP, the rewarding nature inherent in the work and the potential career opportunities available.

**Connectivity.** Using a data-driven, integrated marketing communications strategy, **DSPOhio** focuses on provider identified employee demographics and offer interested employees a simple way to immediately connect with prospective employers.

**Website.** The **DSPOhio** website will be the conduit between interested employee and provider employer. The website will also offer more in-depth information on the role and responsibilities of a DSP, testimonials, videos and will allow provider specific information.

**Sustainability.** **DSPOhio** is a subscription-based service open to all DD providers. Subscribing providers pay an annual fee with an opportunity for advertising. Vendors will also have an opportunity to advertise. Revenues from subscriptions and advertising will be reinvested in multi-media buys (and the cost of operations) thereby ensuring an ongoing year after year effort. The more revenue from subscriptions the more power in the media buys.

**Metrics.** All components of **DSPOhio** are data-driven and measurable allowing for continual learning and adaptation to become more and more sophisticated and effective. Effectiveness can be assessed by looking at how paid media is leveraged to drive people to the website. Other metrics include new visitors to the website, time on site, video views, video completion rates, what pages people visit, and number of lead generation forms completed. Finally, it will be necessary for subscribing providers to share how many website visitors turn into applicants, how many applicants are hired as DSPs and the retention rate of these DSPs.

#### **How does DSPOhio work?**

*Ohioan sees DSPOhio branding/advertising materials and becomes interested > Visits DSPOhio website > Learns more about DSPs if they wish and/or > Inputs personal contact information > Clicks on county they wish to work in > A list of subscribing providers in that county immediately appear > They can further research any of the listed providers by clicking on that provider > Individual selects provider or providers they wish to apply to > Their personal Contact information is immediately sent to selected provider(s) > Selected provider(s) are responsible for responding to interested applicant.*

## DSP OHIO Proposed Budgets

### *Startup Budget (Year One)*

#### **Startup Expenses**

*Website Development - \$35,800*

*Website Hosting - \$138 thru 2017 (\$69 per month)*

*Awareness Campaign Development - \$9,000*

*Media Buy - \$150,000 to \$200,000*

*Media Buy Commission - \$11,250 to \$14,000*

*OPRA Administrative Expense - \$5,000*

**Total: \$211,188 to \$263,938**

#### **Startup Revenue Projection**

*DD Council - \$75,000*

*\* County/COG - \$50,000*

*\* DODD - \$10,000*

*\* Subscriptions - \$140,000*

*\* Advertising/Vendor - \$10,000*

*\*Advertising/Provider - \$20,000*

**Total: \$305,000**

### *Operating Budget (Year Two)*

#### **Expense**

*Website Hosting/Maintenance - \$3,000*

*OPRA Administrative Expenses - \$5,000*

*Media Buy – TBD via revenue*

#### **Revenue**

**DD Council: \$75,000 confirmed**

**County/Cog: \$50,000 based on initial conversations/commitments**

**DODD: \$10,000 based on initial conversation**

**Subscriptions: \$140,000 (114 @ \$1,200 annually plus 112 county add-ons @ \$50 per county)**

**Advertising/Vendor: \$10,000 (5 advertisers @ 2,000 each or 10 advertisers @ 1,000 each)**

**Advertising/Provider: \$20,000 (10 providers @ 2,000 each)**