



LET **INDIANA**
WORK FOR **YOU**

PARTNER TOOLKIT





About Let Indiana Work for You

Let Indiana Work for You was enacted in 2019 with the mission to help keep Hoosier graduates—both our in-state students and those who come to us from out of state—in Indiana.

We know Indiana’s future depends on keeping talented graduates in their communities and in our state. Let Indiana Work for You aims to provide colleges and universities with information and resources concerning workforce opportunities, economic and financial benefits, and quality of life incentives from a regional and statewide perspective. Let Indiana Work for You hopes to illustrate that Indiana is a place to live, work and play—a place to put down roots.

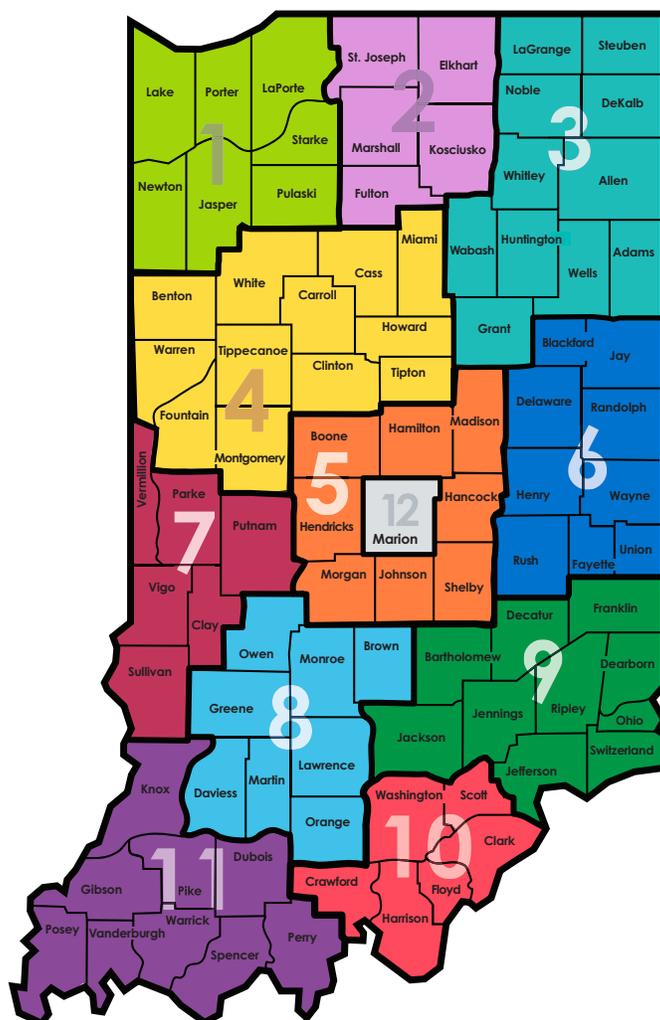
In the following pages, you’ll find information on Let Indiana Work for You, as well as materials and suggested use, social media guidelines, and resources and supports to help you as you implement this on your campus.

Let Indiana Work for you is a partnership between the Indiana Commission for Higher Education (CHE), the Indiana Department of Workforce Development (DWD), the Indiana Economic Development Corporation (IEDC), the Indiana Destination Development Corporation (IDDC), and the Indiana Secretary of Career Connections and Talent (CCT).



Regional Information: Economic Growth Regions

For the purposes of Let Indiana Work for You, regions are broken down by Economic Growth Regions, as defined by the Indiana Department of Workforce Development. Look at the map below to find out what region your institution is in. And, learn more about Economic Growth Regions in Indiana here: hoosierdata.in.gov/nav.asp?id=221.



Materials & Suggested Use: Workforce Opportunities

Materials provided for the Workforce Opportunities section include information on incentives for entrepreneurs and startups, on top industry sectors, and on major employers in the state and regionally.

CAREER CLUSTERS INCLUDED IN LET INDIANA WORK FOR YOU ARE:

- | | |
|---|--|
|  Agriculture, Food & Natural Resources |  Hospitality & Tourism |
|  Architecture & Construction |  Human Services |
|  Arts, AV Technology & Communications |  Information Technology |
|  Business Management & Administration |  Law, Public Safety, Corrections & Security |
|  Education & Training |  Manufacturing |
|  Finance |  Marketing, Sales & Service |
|  Government & Public Administration |  Science, Technology, Engineering & Mathematics |
|  Health Science |  Transportation, Distribution & Logistics |

YOU MIGHT CONSIDER USING WORKFORCE OPPORTUNITIES MATERIALS BY:

- Helping undecided students look at the top industries in your region.
- Connecting students with internships, job shadowing or meet-and-greets with the major employers in your region.
- Bringing representatives from top job sectors in your region in to talk to students about the opportunities in their sector.
- Ensuring your career fairs have representatives from your top job sectors.
- Helping students identify the regions in Indiana where their career interests align.
- Pointing students to [hoosierdata.in.gov/buslookup/BusLookup.aspx](https://www.hoosierdata.in.gov/buslookup/BusLookup.aspx) where they can find employers that align with their interests in different parts of the state.

Materials & Suggested Use: Economic & Financial Benefits

Materials provided for the economic and financial benefits section include information on median wages statewide and regionally, as well as comparison factors like cost of living and average home prices in Indiana versus other locations in the midwest and on the coasts.

It is important to note that average wages listed in these pages account for jobs at all education levels. In most instances, average wages are higher for individuals with higher education. Students can learn more about wage information, by education level and program level, using the Commission for Higher Education's Return on Investment Report, available here: [IN.gov/cche/4865.htm](https://www.in.gov/cche/4865.htm). We also encourage you to share first destination wage data, when available, to further illustrate appropriate wage information for your students.

The overall message here is that Indiana is an affordable place to put down roots. Information is available by region, and can be broken down further by county using the 21st Century Talent Dashboard at [IN.gov/cct/datadisplay.htm](https://www.in.gov/cct/datadisplay.htm) and the Indiana County Highlights at [hoosierdata.in.gov/highlights/default.asp](https://www.hoosierdata.in.gov/highlights/default.asp).

YOU MIGHT CONSIDER USING ECONOMIC & FINANCIAL BENEFITS MATERIALS BY:

- Providing students with information about the annual wages and starting salaries in different regions of Indiana and having a conversation about affordability.
- Providing students with information about the value of a dollar here and in other states, illustrating the affordability of Indiana.
- Encouraging students to use cost of living calculators, like [hoosierdata.in.gov/calculator.asp](https://www.hoosierdata.in.gov/calculator.asp), to get a good idea of where they can afford to live now and in the future.
- Helping students identify how much they can expect to make in their first job and working through a budget so they know where they can afford to live. Use [hoosierdata.in.gov/inreality](https://www.hoosierdata.in.gov/inreality) to help show students what kind of lifestyle they can afford.
- Share information with students about county taxes, property taxes and more so they understand what kind of money they'll be expected to pay into taxes, depending up where they want to live. View an interactive map about county taxes here: [in.gov/dor/6823.htm](https://www.in.gov/dor/6823.htm).

Materials & Suggested Use:

Quality of Life & Young Professional Benefits

Materials provided for the quality of life and young professional benefits section include recreational information, like green spaces, museums and breweries, in the state and regionally, as well as information on how—and why—to get involved in volunteering, young professional groups and coworking spaces.

One other major perk is Indiana is our world-class Indianapolis International Airport. With no one in Indiana more than a few hours away from the airport, residents have a direct link to other major cities and countries, meaning that traveling and vacations are that much easier.

YOU MIGHT CONSIDER USING QUALITY OF LIFE & YOUNG PROFESSIONAL BENEFITS MATERIALS BY:

- Sharing handouts about quality of life perks in Indiana and encouraging them to explore their local communities during spring break and on the weekends.
- Creating a social media campaign about what's in your community for students to explore. Anything that's quirky or "Instagram worthy" will excite students. This is a great task for an intern or student worker interested in social media marketing. Visit [visitindiana.com](https://www.visitindiana.com) to explore Indiana by region.
- Providing information to students about volunteering and how many opportunities there are in Indiana.
- Connecting students with young professional groups in your area or in other communities in Indiana.
- Making sure students—especially those interested in startups—know about the vast network of coworking spaces in the state. Learn more about the Indiana Co-working Passport, where members can utilize over 40 coworking spaces all over the state at [launchindiana.org](https://www.launchindiana.org).



Social Media: Suggested Posts & How-To's

Social media is a strong marketing vehicle for college students. Below, you'll find general information about marketing to college students, as well as sample social media posts for each of the content areas included in Let Indiana Work for You.

CONNECT WITH US

Connect with us on social media, and be sure to use **#LetINWork4U** in your posts.

Facebook: @LearnMoreIN. Instagram: @LearnMoreIndiana. Twitter: @ LearnMoreIN.

USE PHOTOS, VIDEOS AND EMOJIS

To find creative assets specific to Indiana, look through Instagram accounts that house photos and videos taken by members of the community, such as **@igers_btown** and **@igersfortwayne**.

USE PHOTO CAPTIONS, POST DESCRIPTIONS AND TARGETED HASHTAGS

Photo captions and post descriptions should always include an authentic message and targeted hashtags. Look up popular career related hashtags and use **#LetINWork4U**, too.

GET PEOPLE TO INTERACT WITH YOUR MATERIAL

The best way to encourage sharing of your content is to give viewers a call to action (CTA). Examples of how to provide a CTA, based on post goals, are included below.

To increase followers, get users to follow your account or encourage friends to follow.

“ Follow [Insert Account Name] to be in the know about the latest high-demand jobs in your area! ”

To encourage shares, start a conversation to increase engagement:

“ Tag a small business in [your city/region] you couldn't live without! ”

“ What does [your city/region] need more of? Give us your ideas below! ”

To encourage traffic to your website, include captions that lead them to click a link.

“ [City/Region] is more than just cornfields! Check out [website] to learn more about relaxation and entertainment that won't break the bank! ”



Social Media: Suggested Posts & How-To's

Below you'll find sample social media posts about workforce opportunities, economic & financial benefits, and quality of life & young professional benefits. These posts talk about statewide opportunities, but we encourage universities to share posts about your regional information, too.

WORKFORCE OPPORTUNITIES

“ Not sure what you want to do for a living? Start by exploring Indiana's top employment industries so you're ensured a job after college: nextleveljobs.org. ”

“ Whether you want to work for a large or small company, here are 10 of the major employers in Indiana: hoosierdata.in.gov/buslookup/BusLookup.aspx. ”

ECONOMIC & FINANCIAL BENEFITS

“ Living your best life can get expensive. Find out how much you need to make annually to support your ideal lifestyle: hoosierdata.in.gov/inreality. ”

“ It's not work if you enjoy it, right? Check out different #Hoosier employers that align with your interests and reflect your career goals: hoosierdata.in.gov/buslookup/BusLookup.aspx. ”

“ #Indiana is one of the most affordable places to live in the US. Check out how it ranks compared to other states across the country: hoosierdata.in.gov/calculator.asp. ”

QUALITY OF LIFE & YOUNG PROFESSIONAL BENEFITS

“ No need to travel out of state for your weekend getaway. Check out @VisitIndiana's "Don't-Miss Destinations" and start crossing places of your list! visitindiana.com/best-of-indiana/featured-in-travel-guide/2016/dont-miss-destinations. ”

“ MYTH: Silicon Valley is the only place to work in a #start-up. FACT: Launch Indiana is creating economic opportunities through entrepreneurial support in every county in #Indiana! Check out these co-working spaces across the state: launchindiana.org. ”

“ Love Euchre but need a team? Want to talk politics with likeminded people? Training for your first 5k? Not sure what careers are out there? Try using Meetup to join a local group to meet fellow #Hoosiers, try something new or do more of what you love: meetup.com. ”





Resources & Supports:

Additional Information and Contacts

If you're looking for Indiana data—whether it's statewide, regionally or by county—there are plenty of places to go. Below you'll find a list of websites and resources where you can go to find out more about the data and resources included in Let Indiana Work for you.

21ST CENTURY TALENT REGIONS DATA DISPLAY: IN.GOV/CCT/DATADISPLAY.HTM

Find county-level information that falls into three main categories: attraction, development and connection.

HOOSIERS BY THE NUMBERS: HOOSIERDATA.IN.GOV

Find information about Indiana, including Economic Growth Regions, like labor market reviews, industry snapshots, employment statistics, job demand and unemployment information.

INDIANA CAREER READY: INDIANACAREERREADY.COM

Find information and tools to prepare for and find high-demand and high-wage jobs in Indiana now and in the future.

INDIANA COMMISSION FOR HIGHER EDUCATION: IN.GOV/CHE

Find information and reports on college readiness and completion, as well as ROI data and information about educational equity in our state. Also connect to Indiana financial aid resources.

INDIANA ECONOMIC DEVELOPMENT CORPORATION: IEDC.IN.GOV/INDIANA-ADVANTAGES

Find information about advantages of living in Indiana, like tax benefits, low cost of living, and more. This page also connects you to regional IEDC offices.

INDEMAND JOBS: INDIANACAREERREADY.COM/INDEMANDJOBS

Find information about high-demand, high-wage jobs for now and for the future. Information can be broken down by job sector, InDemand ranking, education level, etc.

VISIT INDIANA: VISITINDIANA.COM

Find information on attractions, outdoors & sports, shopping, visitor services and agritourism. You can even connect to local tourism offices to find out what is located in your region.

Thank you for participating in Let Indiana Work for You. If you have questions or comments about Let Indiana Work for You, including best practices we can include in future iterations, please email info@che.IN.gov.



Resources & Supports: Logo and Branding

Colleges and universities are welcome to cobrand Let Indiana Work for You tools, resources and handouts with their existing resources and campus branding. When possible, Let Indiana Work for You logos should be placed in the upper left corner of the page (as illustrated in this toolkit).

Full color and one color logos are available for use below, as well as the color palette for the program. If you need additional logos or have branding questions, contact info@che.in.gov.

During the pilot phase of this program, colleges and universities will be asked to provide feedback, including additional information they would like to see included. Please keep this in mind as you cobrand and think through what materials may be missing.

LOGO OPTIONS



COLOR PALETTE

C: 66 R: 84 M: 57 G: 86 Y: 51 B: 91 K: 29	C: 33 R: 119 M: 93 G: 34 Y: 70 B: 48 K: 39	C: 100 R: 1 M: 76 G: 66 Y: 35 B: 106 K: 21	C: 0 R: 244 M: 65 G: 121 Y: 100 B: 27 K: 0

CAREER CLUSTER ICONS

