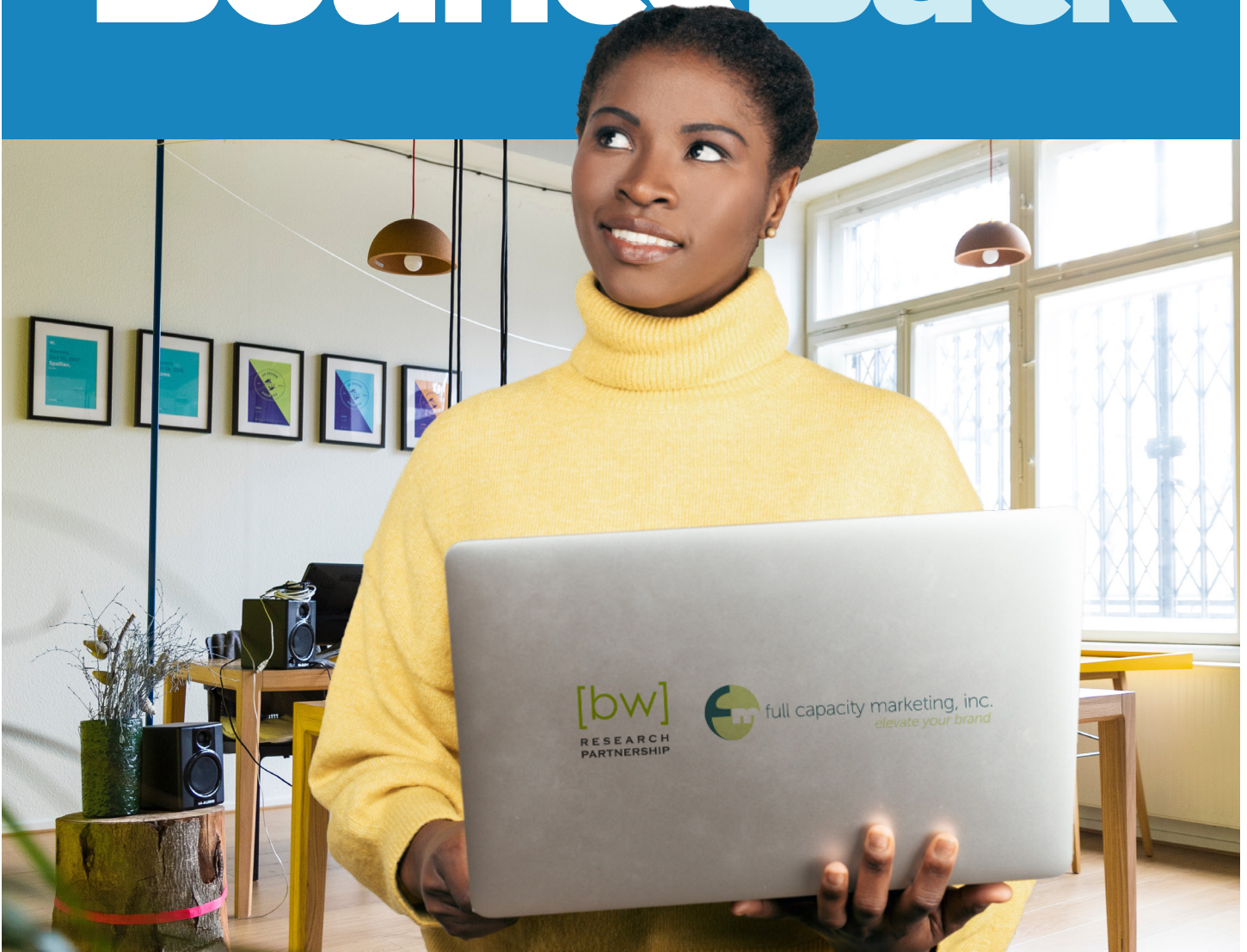


Employment BounceBack



BounceBack Blueprint

Data-driven recovery campaigns to drive employment and rebuild communities



BounceBack Blueprint: Sample Report

Data-driven recovery campaigns to drive employment and rebuild communities

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- How has COVID-19 impacted your workforce and your community demographic profile?
- Which workforce cohorts were impacted most by the economic downturn created by COVID-19?
- How has the current and potential student community changed do to COVID-19?

Employers & Industry (Demand-side analysis)

- How has industry and occupational employment changed due to the economic downturn created by COVID-19?
- What does job quality look like in your community?
- What does job volatility look like your community?
- What industries, employment opportunities and career pathways should be highlighted in your community/region for job-seekers and students?

Research Recovery Outlook

- What will economic recovery and resilience look like in your region?
- How will COVID-19 change the world of work in your community?

Key Findings and Recommendations

From Data to Community Campaign

- Recommended Campaign Theme & Domain Name
- Recommended Campaign Messaging Platform to Target Audiences
- Microsite Sections for Target Audiences
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