



BCW/Workforce

Case Study

Bringing Community Impact to Life Through Strategic Marketing

Introduction

BCW/Workforce plays a vital role in connecting job seekers, employers, and workforce resources throughout Butler, Clermont, and Warren Counties. Through workforce development programs, career training initiatives, and employer partnerships, BCW/Workforce helps strengthen local economies and create opportunities for individuals and businesses throughout the region.

While the organization was already creating significant community impact, much of that success was happening behind the scenes. Communication efforts lacked consistency, and many success stories and program outcomes were not reaching the audiences who needed to hear them.

Dimalanta Design Group partnered with BCW/Workforce to strengthen communication, increase visibility, and better showcase the organization's impact throughout Area 12.

The Challenge

BCW/Workforce faced a communication and visibility gap.

While workforce programs were delivering measurable results, messaging across stakeholders, employers, and community partners lacked consistency. Success stories, program outcomes, and community impact were not always being communicated in a way that reflected the full scope of BCW/Workforce's work.

OhioMeansJobs also faced outdated perceptions that did not reflect the innovative services, training opportunities, and workforce resources available throughout the region.

BCW/Workforce needed more than updated marketing materials. They needed a communication strategy that could strengthen engagement, increase visibility, highlight measurable outcomes, and tell the stories behind the data.

The Objective

Develop a strategic communication framework that would strengthen stakeholder engagement, increase visibility, amplify success stories, and position BCW/Workforce and OhioMeansJobs as trusted workforce development leaders.

The Dimalanta Process

01

Consulting & Strategy

We identified BCW/Workforce's strongest storytelling opportunities and communication needs, developing a framework designed to strengthen engagement with employers, job seekers, workforce partners, and community stakeholders.

02

Brand Development

We refined messaging and developed communication assets including annual reports, email campaigns, social media content, event promotions, workforce outreach materials, and digital resources that better reflected BCW/Workforce's mission and impact.

03

Marketing Activation

Through ongoing communication support, social media, email marketing, website content, workforce forums, podcasts, and outreach campaigns, BCW/Workforce's message reached audiences across multiple channels while increasing visibility throughout Area 12.

Together, these efforts helped transform BCW/Workforce's communications from functional to impactful, creating stronger connections between workforce data, community outcomes, and the people they serve.

The Results

Community Impact

Aligned the brand identity with Zone 4's status as a complex automation authority.

32,000+

Individuals Served

\$11M

Participant Income Generated

Digital Engagement:

Visuals and copy now reflect the high-stakes precision required for modern turnkey systems.

44,555

Website Pageviews

43.5%

Average Email Open Rate

54%

Business Employer E-Blast Open Rate

Communications and Outreach:

Established a consistent brand system that supports ongoing growth and multi-phase engagement.

132

Marketing Projects Completed

186

Partner Meetings

Why It Matters

Strong communication does more than share information. It builds trust, strengthens relationships, and helps organizations communicate their value more effectively.

By combining strategic storytelling, digital marketing, and consistent communication, BCW/Workforce transformed the way its impact is communicated throughout Area 12. The result is stronger stakeholder engagement, increased visibility, and a more connected workforce network serving employers, job seekers, and communities across the region.

Today, BCW/Workforce is better positioned to share both the measurable outcomes and personal success stories that demonstrate the lasting impact of workforce development.

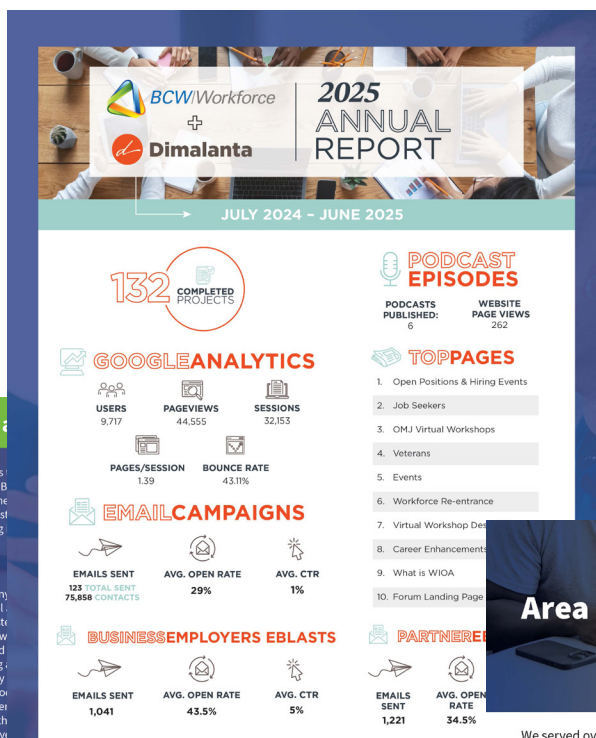
Impact in Action

Real Stories. Real Impact.

Behind every workforce statistic is a personal success story.

Individuals like Bryann, Daron, Amy and Sally, Kourtney, Caroline, Destanee, and Connie demonstrate how workforce development programs help people overcome barriers, gain new skills, secure meaningful employment, and create brighter futures for themselves and their families.

From workforce re-entry programs and healthcare training to career development and employment support, BCW/Workforce's impact extends far beyond the numbers.



Transforming Lives Through Opportunity

BCW/Workforce and OhioMeansJobs continue to make a lasting impact on individuals by offering hope, resources, and clear pathways to meaningful careers. The stories of B how the right support at the right moment can change the entire direction of a life. The the heart of what workforce development is meant to do. It is about second chances, st the power of believing in someone's potential even when they have stopped believing.



Bryann

Bryann's story began with a setback that many recover from. She dropped out of high school without a clear direction or path forward. Instead, she found support through OhioMeansJobs and was another shot at her future. With guidance and resources, she committed herself to pursuing. Her dedication paid off when she successfully education and became a Registered Nurse. Today, a respected, high-demand field and serves her and compassion. Her journey proves that with right opportunities, early mistakes do not have

WATCH THE VIDEO

Daron

Daron's story highlights the resilience of the human spirit and the impact of having someone believe you can rise again. Life dealt him significant challenges and he reached a low point that could have led to long-term instability. Instead, OhioMeansJobs stepped in to provide guidance, encouragement, and a clear path back toward employment. Through coaching, support services, and job placement resources, Daron regained hope and the confidence to rebuild. His transformation shows how workforce programs can restore dignity and direction, helping people stand tall again and move toward a future they once thought was out of reach.



WATCH THE VIDEO

Why These Stories Matter

Bryann and Daron represent two very different journeys, yet they share a common thread. Each found a supportive team that met them where they were and walked with them toward something better. These stories reflect the mission of BCW/Workforce and OhioMeansJobs. When individuals are given the tools, education, and encouragement they need, remarkable things happen. Communities become stronger. Families become more secure. And people discover the pride of building a future they once believed was impossible.



Workforce Development Area 12
Buckeye, Cincinnati & Warren Counties
Partnership of Ohio's Workforce and Career Centers

Area 12 ROI (Return on Investment)

July 1, 2024 - June 30, 2025 Results

We served over **32,000 people** - paving the way for them to enter high-demand, sustainable careers. This funding allowed job-seeking adults and dislocated workers across the state to learn new skills, attain their employment goals, and earn an income.

We Turned \$2.0M in Funding into \$11M in Income

ADULTS



239
UPSKILLED



91.2%
ATTAINMENT RATE
In-Demand Credential



\$37,488
MEDIAN EARNINGS
MEDIAN EARNINGS TOTAL:
\$8.9 MILLION

DISLOCATED WORKER



51
UPSKILLED



89.5%
ATTAINMENT RATE
In-Demand Credential



\$52,548
MEDIAN EARNINGS
MEDIAN EARNINGS TOTAL:
\$2,679,948 MILLION

Key Takeaways

Strategic Communication Creates Visibility

Clear, consistent communication helps organizations showcase their impact and strengthen stakeholder engagement.

Storytelling Humanizes Data

Success stories transform workforce metrics into meaningful community outcomes.

Ongoing Activation Drives Results

Consistent communication across digital, print, and community channels builds awareness and long-term trust.



BCW/Workforce's transformation demonstrates how strategic communication, storytelling, and marketing activation can strengthen workforce systems and expand community impact throughout an entire region.