



Mississippi Valley Workforce Development Board

Youth Committee Meeting Agenda

Monday, July 12, 2021 at 5:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/81590561729?pwd=aEFTRXhFajdEN0hJOUc4YlVsbUFqdz09>

Meeting ID: 815 9056 1729

Passcode: 984372

One tap mobile: 1-312-626-6799

Called to Order	Jacob Nye
Roll Call	Miranda Swafford
*Excused Absences	Jacob Nye
*Approval of Agenda	Jacob Nye
*Approval of Previous Meeting Minutes	Jacob Nye
Equus May/June Youth Report	Kendra Schaapveld
Social Media Data Report	Kendra Schaapveld
Laptop Checkout	Kendra Schaapveld
Outreach Strategies	Miranda Swafford
Other Business	
Public Comment	
Adjourn	Jacob Nye

*Items Requiring a Vote ** Items Requiring a Roll Call vote

Accommodations

Accommodations are available upon request for individuals with disabilities. If you need an accommodation, please contact: Miranda Swafford director@mississippivalleyworkforce.org or at 319-759-8980.



Mississippi Valley Workforce Development Board

Youth Committee Meeting

Monday, May 10th, at 5:00 p.m., via Zoom

Members Present: Jacob Nye, Heather Halbrook, Roger Pavey, Tasha Beghtol, Carrie Nudd, Rebecca Ruberg, and Patrick Stock

Members Absent: Ron Schaefer

Staff Present: Miranda Swafford, Executive Director

CEO Present: Chad White (arrived late)

Equus Staff: Kendra Schaapveld, Shannon Weaver and Robert Ryan

CALLED TO ORDER

Nye called the meeting to order at 5:00 p.m.

QUORUM

There was a quorum to conduct business.

EXCUSED ABSENCES

Pavey made a motion to approve Schaefer's absence, seconded by Ruberg, motion carried.

APPROVAL OF AGENDA

Pavey made a motion to accept the agenda, seconded by Stock, motion carried.

APPROVAL OF MINUTES

Pavey made a motion to approve the meeting minutes, seconded by Nudd, motion carried.

EQUUS MARCH YOUTH REPORT

Schaapveld reported that there were 308 contacts with potential participants in the month of April, there was \$600 paid in incentives, and \$5,728 for WBL. There was 1 ISY and 6 OSY enrollments during the month of April, and the average case load is 24.25. Three work experiences started during April. Some challenges identified are around TABE testing, AEL classes, and coordinating WBL opportunities.

SERVING GEN Z OVERVIEW

Schaapveld gave a condensed version of the presentation that she gave at the Association of Iowa Workforce Partners (AIWP) conference.

SOCIAL MEDIA DATA REPORT

Schaapveld reviewed the report for the first two-week period.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There were no public comments.

ADJOURN

Nye adjourned the meeting at 5:50 p.m.



A proud partner of the AmericanJobCenter network

Digital Report - June 2021

	Website Clicks	Add. Clicks	Gmail S/FW	Impressions	Views (30s)	View Rate (%)	Compl. Rate (%)	Avg. Watch Time/Impr.	Gross Spend	Net Cost	CPC	CTR (%)	CPM	Reach	Frequ.
DynAdmic (30s) - 5-21	9			28,390	21110		74	24.5	\$500.00	\$425.00	\$55.56	0.03	\$17.61	35,817	1.6
DynAdmic (30s) - 6-21	5			28,348	21590		76	25.1	\$500.00	\$425.00	\$100.00	0.02	\$17.64		
Google Display - 5-21	669			177,839					\$607.47	\$516.35	\$0.91	0.38	\$3.42	20,481	8.1
Google Display - 6-21	945			221,712					\$1,020.52	\$867.44	\$1.08	0.43	\$4.60	22,580	9.8
Gmail (Audience 1) - 4-21	11	201	1	750					\$50.87	\$43.24	\$0.24	28.4	\$67.83	457	1.4
Gmail (Audience 1) - 5-21	22	565	10	2,623					\$83.40	\$70.89	\$0.14	22.8	\$31.80	1,363	1.9
Gmail (Audience 1) - 6-21	71	2,220	11	7,244					\$214.61	\$182.42	\$0.09	22.8	\$29.63	3,776	1.8
Gmail (Audience 2) - 5-21	74	992	10	5,476					\$346.52	\$294.54	\$0.33	19.7	\$63.28	2,613	2
YouTube (Audience 1) - 4-21	5			2,357	331	14	1.33	27.6	\$73.12	\$62.15	\$14.62	0.21	\$31.02	2,053	1.1
YouTube (Audience 1) - 5-21	68			9,945	1,123	11.3	0.73	19.2	\$460.58	\$391.49	\$6.77	0.68	\$46.31	4,786	2.1
YouTube (Audience 1) - 6-21	71			17,299	1,816	10.5	1.3	23	\$677.53	\$575.90	\$9.54	0.41	\$39.17	12,201	1.4
YouTube (Audience 2) - 5-21	174			26,277	3,209	12.2	0.79	20.7	\$1,200.54	\$1,020.46	\$6.90	0.66	\$45.69	7,076	3.3
YouTube (Audience 2) - 6-21	167			37,399	4,708	12.6	0.93	22.8	\$1,198.34	\$1,018.59	\$7.18	0.45	\$32.04	16,976	2.2
Snapchat - 4-21	48			8,394					\$58.05	\$49.34	\$1.21	0.57	\$6.92	1,532	5.5
Snapchat - 5-21	348			56,873					\$335.95	\$285.56	\$0.97	0.57	\$5.91	5,576	10.2
Snapchat - 6-21	155			21,035					\$116.60	\$99.11	\$0.75	0.74	\$5.54	2,717	7.7
Spotify - 4-21	8			1,655			70		\$58.41	\$49.65	\$7.30	0.48	\$35.29	1,568	1.1
Spotify - 5-21	48			6,529			70		\$245.32	\$208.52	\$5.11	0.74	\$37.57	4,715	1.4
Spotify - 6-21	40			7,462			71		\$296.74	\$252.23	\$7.42	0.54	\$39.77	4,427	1.7
Pandora (Audience 1) - 4-21	5			3,698			99		\$78.32	\$66.57	\$15.66	0.11	\$21.18	2,014	2.5
Pandora (Audience 1) - 5-21	31			18,940			99		\$456.20	\$387.77	\$14.72	0.17	\$24.09	10,092	3.2
Pandora (Audience 1) - 6-21	25			15,100			98		\$411.46	\$349.74	\$16.46	0.17	\$27.25	8,974	1.7
Pandora (Audience 2) - 6-21	31			24,205			98		\$605.61	\$514.77	\$19.54	0.13	\$25.02	8,699	2.8
Creative Charges									\$405.00						
Totals:	3,030	3,978	32	729,550	53,887				\$10,001.15	\$8,156.73					
Averages:											\$1.43		\$13.71		

Impressions: the number of times an ad was served

Additional Clicks: primarily apply to social media campaigns and include likes, comments, shares, etc.

Gmail S/F: number of times a Gmail was either saved or forwarded

View: A view is counted when a person watches 30 seconds of your video or interacts with your video.

View rate: measures the percentage of people who watched your video after they first saw the video or thumbnail. It equals the number of views your ad receives divided by the number of impressions, including thumbnail impressions for video discovery ads.

Average Watch Time per Impression: measures the average number of seconds someone watched your video ad per impression of the ad.

CTR = number of clicks on an ad in relation to impressions served

CPC = the average cost per click

CPV = the average cost per view

CPM = the average cost for 1,000 impressions

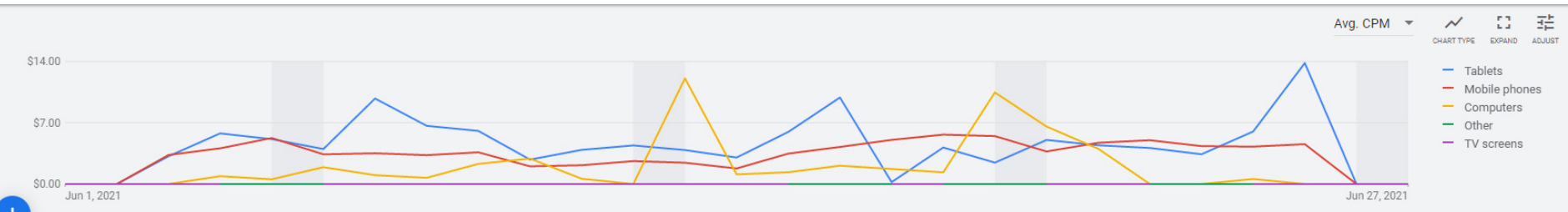
	Result		Goal	
	Reach	Frequency	Reach	Frequency
DynAdmic	35,817	1.6	N/A	N/A
Google Display	36,629	11	Combined with Gmail, see below	
Gmail - Audience 1	5,330	1.9	35,000	10
Gmail - Audience 2	2,717	2	Combined with Google, see above	
YouTube - Audience 1	18,209	1.6	10,000	6
YouTube - Audience 2	21,139	3	20,000	6
Snapchat	6,712	13.2	14,000	8
Spotify	8,428	1.9	1,500	6
Pandora - Audience 1	12,809	3	8,000	6
Pandora - Audience 2	8,699	2.8	N/A	N/A

- Overview
- Recommendations
- Ads & extensions
 - Ads
 - Extensions
 - Landing pages
 - Keywords
 - Audiences
 - Demographics
 - Placements
 - Settings
- Less
- Topics
- Devices
- Advanced bid adj.
- Change history

Enabled Status: Not eligible Type: Display Max. CPC: \$3.00 [More details](#)


Ads

This month Jun 1 - 27, 2021



Ad status: All, Impr. > 1 [View all](#) [ADD FILTER](#)

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Ad	Status	Cost	Impr.	Avg. CPM	Clicks	Avg. CPC	↓ CTR
	Not eligible Campaign ended, Campaign paused	\$867.44	221,713	\$3.91	945	\$0.92	0.43%
Other		\$0.00	1	\$0.00	0	-	0.00%
Computers		\$54.87	33,330	\$1.65	56	\$0.98	0.17%
Mobile phones		\$676.19	161,017	\$4.20	742	\$0.91	0.46%
Tablets		\$136.38	27,335	\$4.99	147	\$0.93	0.54%
TV screens		\$0.00	30	\$0.00	0	-	0.00%
Total: Filtered ads		\$867.44	221,713	\$3.91	945	\$0.92	0.43%
Total: Ad group		\$867.44	221,713	\$3.91	945	\$0.92	0.43%



Jun 01, 2021 - Jun 27, 2021 (CDT) 📅

Saved Views ▾



Campaigns		Ad Sets	Ads	Search campaigns by name							+ Create Campaign
<input type="checkbox"/>	Name	Status	Delivery Status	Amount Spent	Paid Impressions	Paid eCPM	Swipe Ups	eCPSU	Paid Reach	Paid Frequency	
<input type="checkbox"/>	Your Future is Waiting - Campaign	ⓧ	Not Delivering Campaign is inactive	\$99.11	21,035	\$4.71	155	\$0.64	2,717	7,742	
Deleted campaigns are excluded from totals				\$99.11 Total	21,035 Total	\$4.71 Total Avg	155 Total	\$0.64 Total Avg			

Campaign Name

IowaWORKS - Pandora (Audience 2.June 2021)

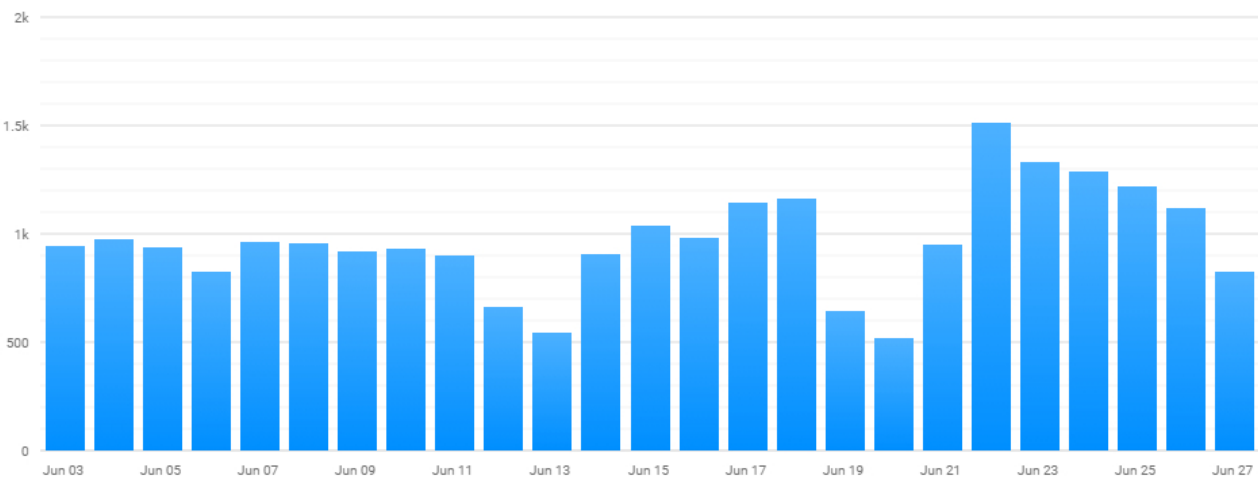
Impressions
24,205

Listeners Reached
8,699

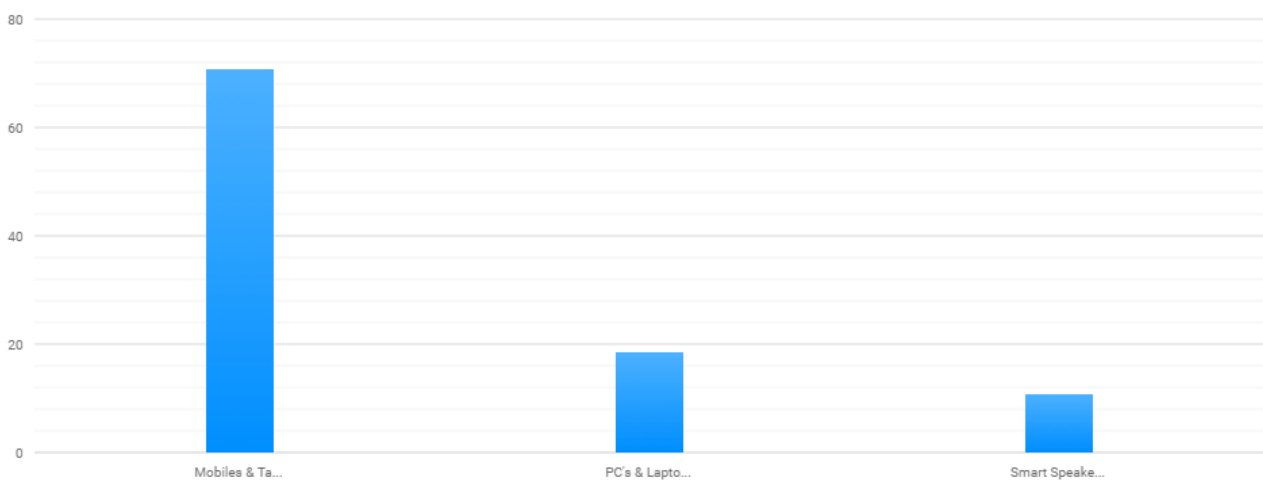
Total Clicks
31

Total Spend
USD514.77

Daily Trend for Impressions



Device Breakdown



Campaign Name

IowaWORKS - Pandora (Audience 2.June 2021)

Impressions
24,205

Listeners Reached
8,699

Total Clicks
31

Total Spend
USD514.77

Age Breakdown



Gender Breakdown



Campaign Name

IowaWORKS - Pandora (Audience 2.June 2021)

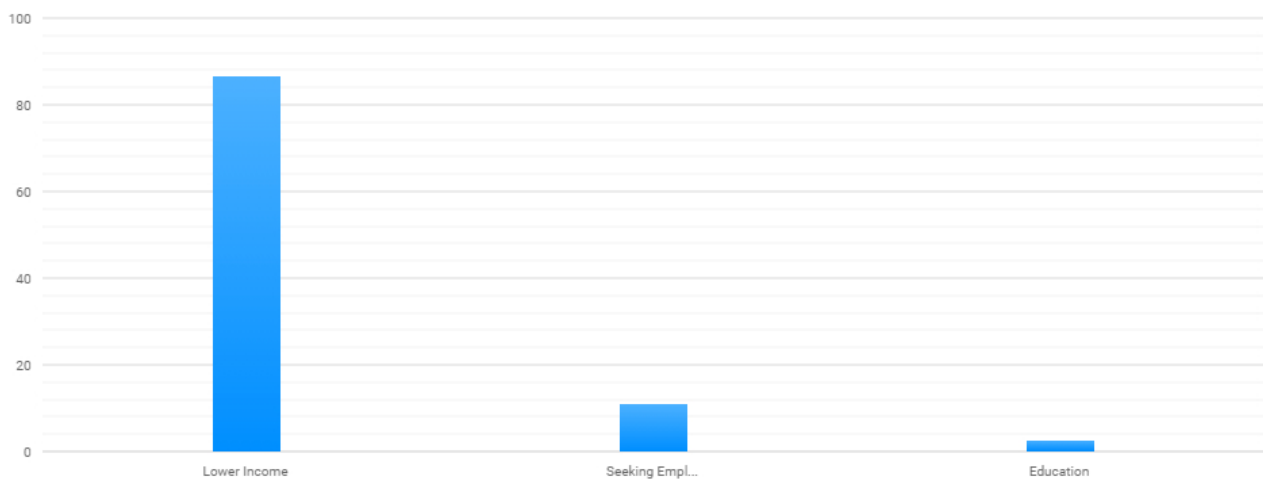
Impressions
24,205

Listeners Reached
8,699

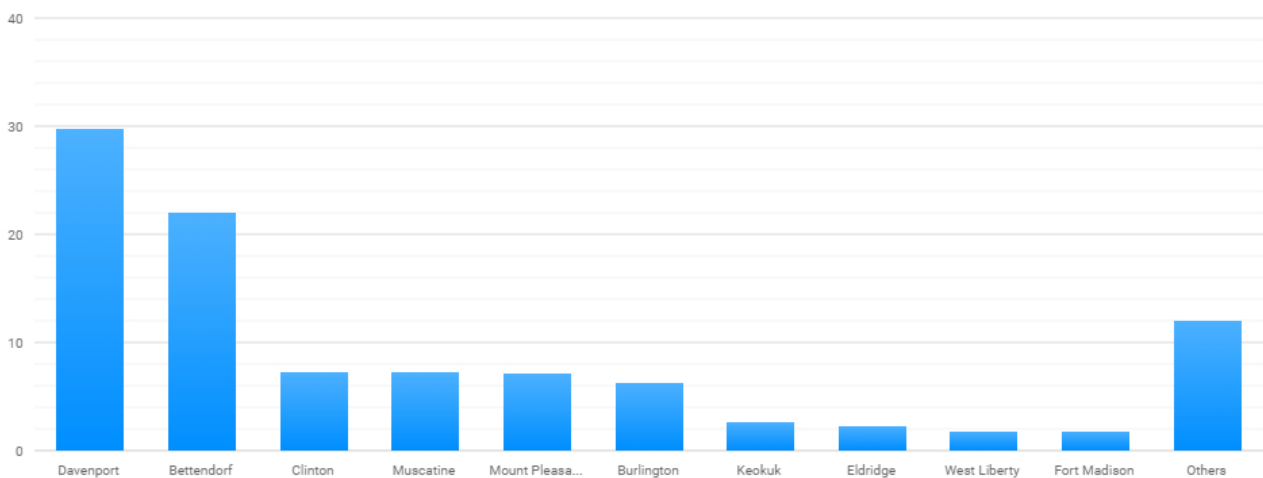
Total Clicks
31

Total Spend
USD514.77

Behavioural Segments Breakdown



Location Breakdown for Cities



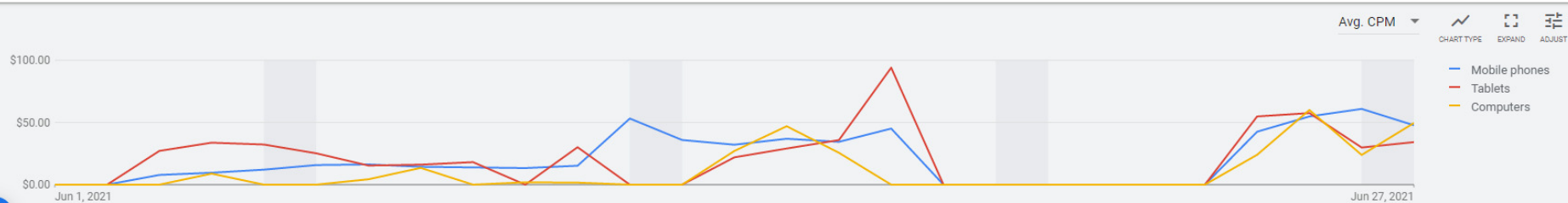
Overview

Enabled Status: **Not eligible** Type: Display Max. CPC: \$0.09 More details

Recommendations

Ads

This month Jun 1 - 27, 2021



Ad status: All, Impr. > 1 View all ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Ad	Status	Gmail clicks to website	Cost	Impr.	Avg. CPM	Clicks	Avg. CPC	CTR	Gmail forwards	Gmail saves
<input type="checkbox"/>	<input checked="" type="radio"/>	IowaWORKS Your Future is Waiting Paid internships, apprenticeships, on-the-job training, ...	Not eligible Campaign paused	30	\$88.61	1,748	\$50.69	909	\$0.10	52.00%	0	4
		Computers		1	\$3.82	95	\$40.23	33	\$0.12	34.74%	0	0
		Mobile phones		28	\$79.09	1,529	\$51.73	813	\$0.10	53.17%	0	4
		Tablets		1	\$5.70	124	\$45.99	63	\$0.09	50.81%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	IowaWORKS Your Future is Waiting Paid internships, apprenticeships, on-the-job training, ...	Removed Disapproved (Unavailable video), Campaign paused	41	\$91.95	5,475	\$16.80	1,380	\$0.07	25.21%	0	7
		Computers		1	\$1.82	254	\$7.18	25	\$0.07	9.84%	0	0
		Mobile phones		40	\$85.37	5,024	\$16.99	1,285	\$0.07	25.58%	0	7
		Tablets		0	\$4.75	197	\$24.13	70	\$0.07	35.53%	0	0
		Total: Filtered ads		71	\$180.57	7,223	\$25.00	2,289	\$0.08	31.69%	0	11

Overview

Enabled Status: **Not eligible** Type: Skippable in-stream Start and end date: Apr 23, 2021 - Jun 24, 2021 Target CPM: \$80.00 More details

Recommendations

Ads

This month Jun 1 - 27, 2021

Ads & extensions

Ads

Extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

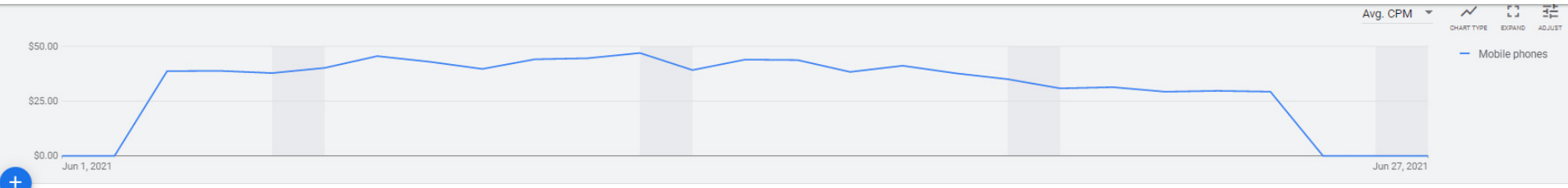
Less

Topics

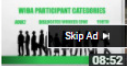
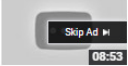
Devices

Advanced bid adj.

Change history



Ad status: All; Impr. > 1 View all ADD FILTER

Ad	Status	Cost	Impr.	Avg. CPM	Clicks	Avg. CPC	CTR	Video played to:				Views	Avg. CPV	View rate	Avg. watch time / impr.
								25%	50%	75%	100%				
<input type="checkbox"/> IowaWorks - Ad (April/May 2020)  Learn More IowaWORKS	Not eligible Campaign ended, Campaign paused	\$431.60	13,664	\$31.59	53	\$8.14	0.39%	2.93%	1.90%	1.52%	1.34%	1,440	\$0.30	10.54%	23.1
Computers		\$0.00	0	—	0	—	—	—	—	—	—	0	—	—	—
Mobile phones		\$431.60	13,664	\$31.59	53	\$8.14	0.39%	2.93%	1.90%	1.52%	1.34%	1,440	\$0.30	10.54%	—
Tablets		\$0.00	0	—	0	—	—	—	—	—	—	0	—	—	—
<input type="checkbox"/> IowaWorks - Ad (April/May 2020)  Learn More IowaWORKS	Removed Disapproved (Unavailable video +1 more), Campaign ended, +1	\$134.33	3,319	\$40.47	18	\$7.46	0.54%	3.28%	1.87%	1.29%	1.16%	339	\$0.40	10.21%	22.6
Computers		\$0.00	0	—	0	—	—	—	—	—	—	0	—	—	—
Mobile phones		\$134.33	3,319	\$40.47	18	\$7.46	0.54%	3.28%	1.87%	1.29%	1.16%	339	\$0.40	10.21%	—
Tablets		\$0.00	0	—	0	—	—	—	—	—	—	0	—	—	—
Total: Filtered ads		\$565.93	16,983	\$33.32	71	\$7.97	0.42%	2.99%	1.89%	1.48%	1.30%	1,779	\$0.32	10.48%	—

Campaign Name

IowaWORKS - Pandora (Audience 1.April, May, June 2021)

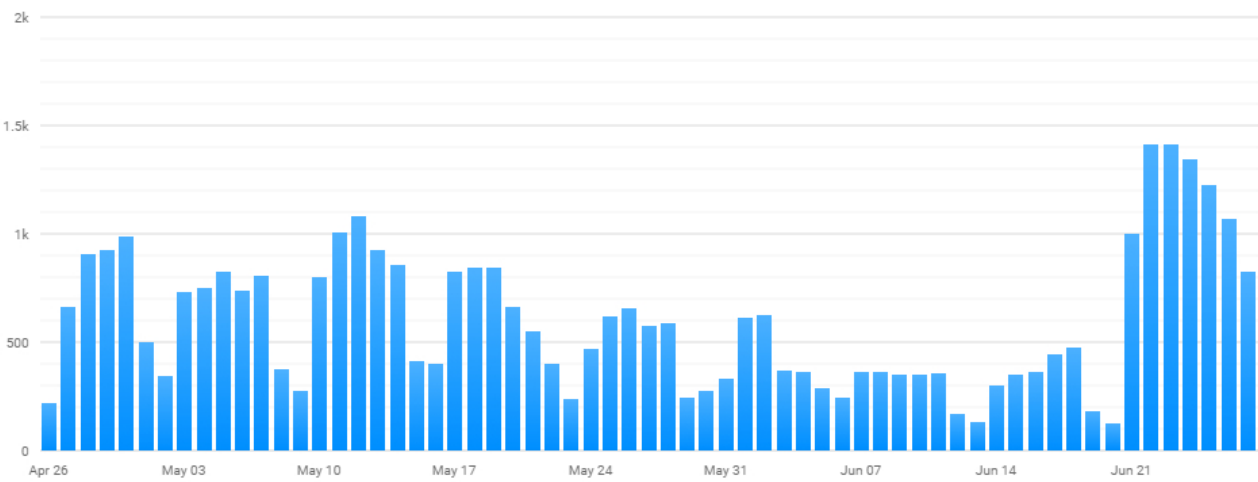
Impressions
37,738

Listeners Reached
12,809

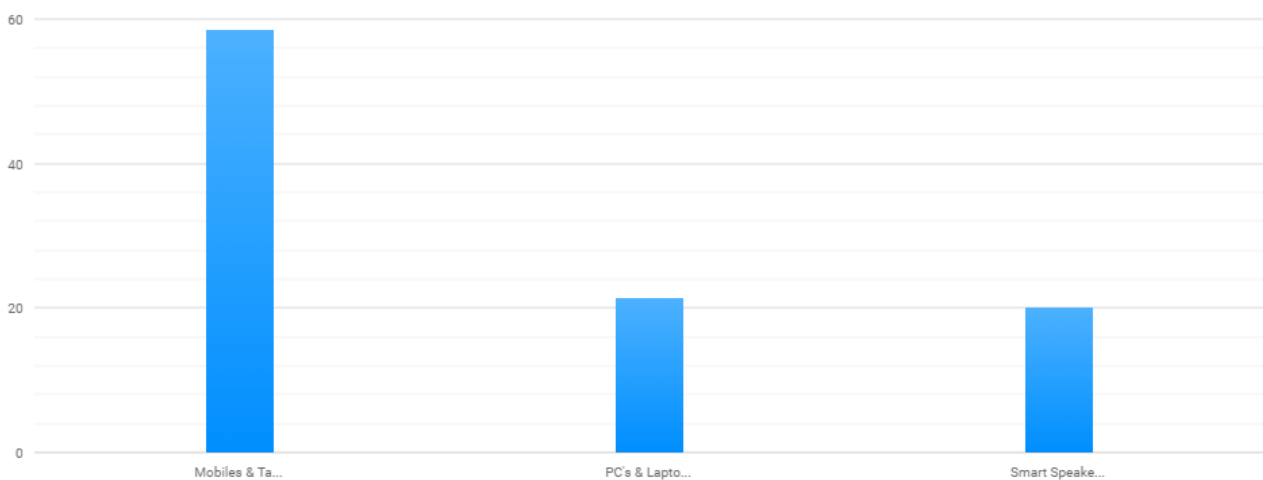
Total Clicks
61

Total Spend
USD804.04

Daily Trend for Impressions



Device Breakdown



Campaign Name

IowaWORKS - Pandora (Audience 1. April, May, June 2021)

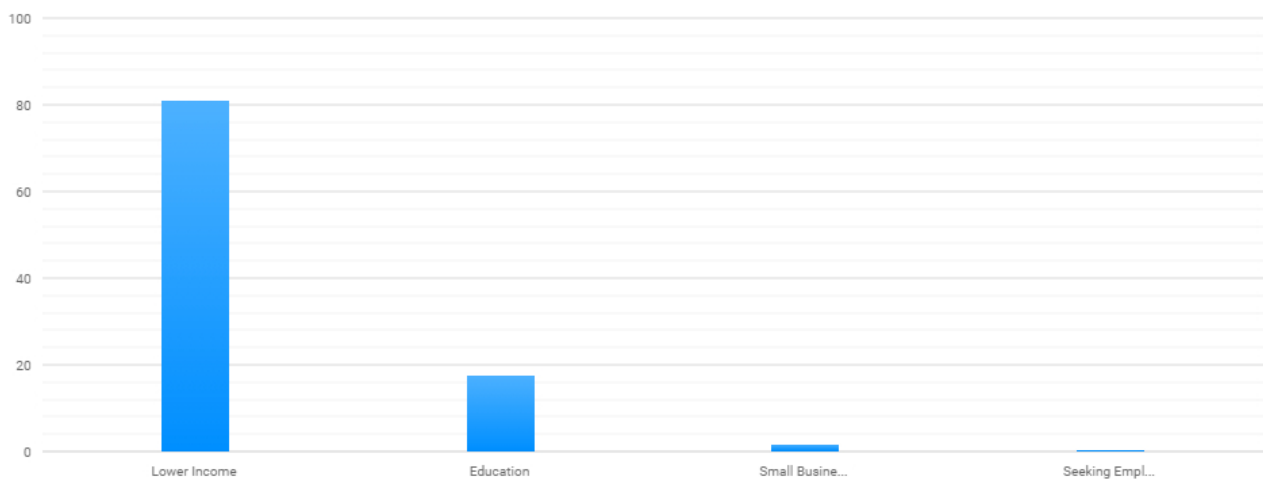
Impressions
37,738

Listeners Reached
12,809

Total Clicks
61

Total Spend
USD804.04

Behavioural Segments Breakdown



Gender Breakdown



Campaign Name

IowaWORKS - Pandora (Audience 1.April, May, June 2021)

Impressions
37,738

Listeners Reached
12,809

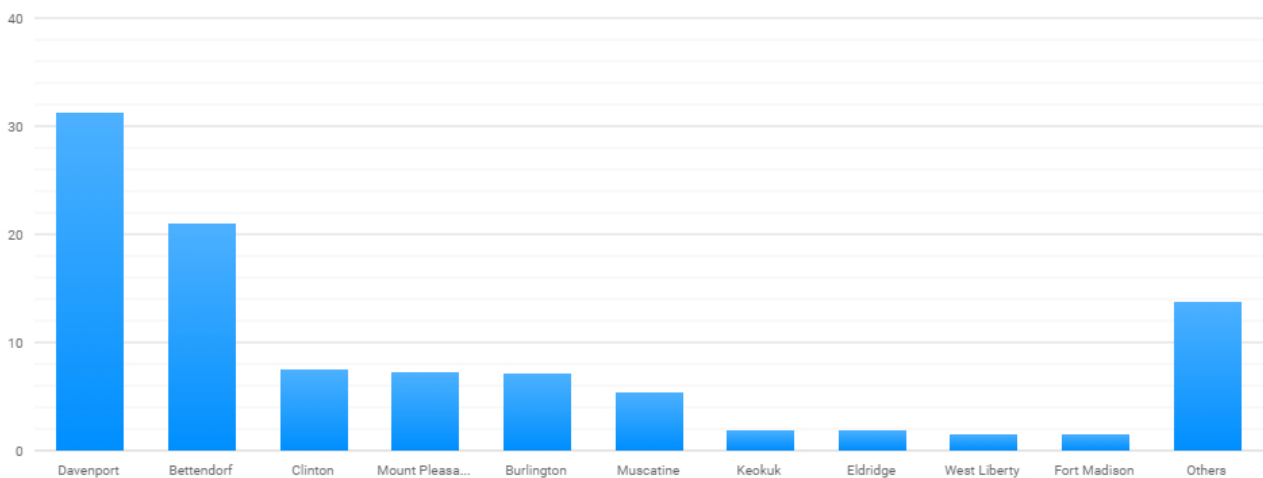
Total Clicks
61

Total Spend
USD804.04

Age Breakdown

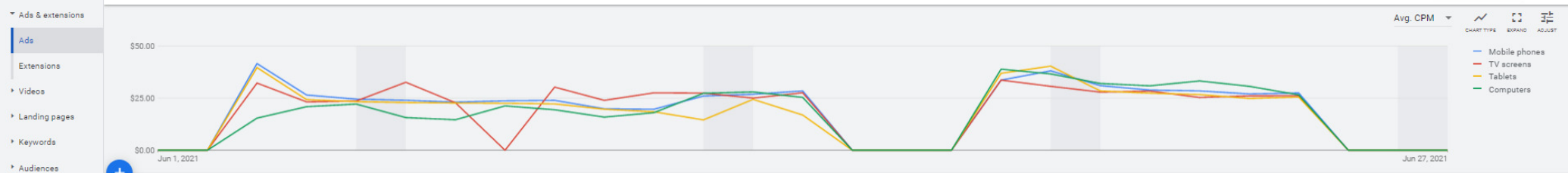


Location Breakdown for Cities



Overview **Enabled** Status: **Not eligible** Type: Skippable in-stream Start and end date: May 5, 2021 - Jun 24, 2021 Target CPM: \$75.00 [More details](#)

Recommendations **Ads** This month Jun 1 - 27, 2021



Ad status: All [ADD FILTER](#) [SEARCH](#) [SEGMENT](#) [COLUMNS](#) [REPORTS](#) [DOWNLOAD](#) [EXPAND](#) [MORE](#)

Ad	Status	Cost	Impr.	Avg. CPM	Clicks	Avg. CPC	CTR	Video played to:				Views	Avg. CPV	View rate	Avg. watch time / impr.
								25%	50%	75%	100%				
<input type="checkbox"/> IowaWorks - Ad (June 2020) 	Not eligible Campaign ended, Campaign paused	\$662.58	22,520	\$29.42	85	\$7.80	0.38%	3.29%	1.97%	1.49%	1.21%	2,868	\$0.23	12.74%	25
Computers		\$35.33	1,112	\$31.77	3	\$11.78	0.27%	6.86%	4.03%	3.57%	3.29%	169	\$0.21	15.20%	-
Mobile phones		\$420.09	14,018	\$29.97	59	\$7.12	0.42%	2.31%	1.20%	0.81%	0.66%	1,684	\$0.25	12.01%	-
Tablets		\$127.72	4,491	\$28.44	23	\$5.55	0.51%	2.05%	1.29%	0.90%	0.66%	496	\$0.26	11.04%	-
TV screens		\$79.44	2,899	\$27.40	0	-	0.00%	8.82%	6.10%	5.01%	4.02%	519	\$0.15	17.90%	-
<input type="checkbox"/> IowaWorks - Ad (April/May 2020) 	Removed Disapproved (Unavailable video +2 more), Campaign ended, +1	\$356.22	14,888	\$23.93	82	\$4.34	0.55%	2.13%	1.10%	0.72%	0.52%	1,841	\$0.19	12.37%	19.5
Computers		\$6.30	335	\$18.81	2	\$3.15	0.60%	16.96%	9.52%	6.55%	5.65%	109	\$0.06	32.54%	-
Mobile phones		\$242.85	9,929	\$24.46	35	\$6.94	0.35%	1.72%	0.83%	0.53%	0.36%	1,211	\$0.20	12.20%	-
Tablets		\$104.23	4,520	\$23.06	45	\$2.32	1.00%	1.86%	0.99%	0.65%	0.41%	504	\$0.21	11.15%	-
TV screens		\$2.85	104	\$27.36	0	-	0.00%	6.86%	4.90%	3.92%	3.92%	17	\$0.17	16.35%	-
Total Ads		\$1,018.80	37,408	\$27.23	167	\$6.10	0.45%	2.82%	1.62%	1.18%	0.93%	4,709	\$0.22	12.59%	-



CAMPAIGN WRAP UP REPORT

IowaWORKs - US - 5/21

/ CAMPAIGN OVERVIEW



CAMPAIGN OBJECTIVE

The goal of this campaign is to raise quality awareness to IowaWORKS and their current opportunities.



GEO TARGET

Counties in Iowa



DATES

FROM MAY 1, 2021
TO JUNE 28, 2021



TARGET(S)

TARGET AUDIENCE:
People looking for jobs between the ages of 18-64

TARGET CATEGORIES:
Education, Jobs



ORDERED
BUDGET

\$ 850.00



PRIMARY KPI*

VTR

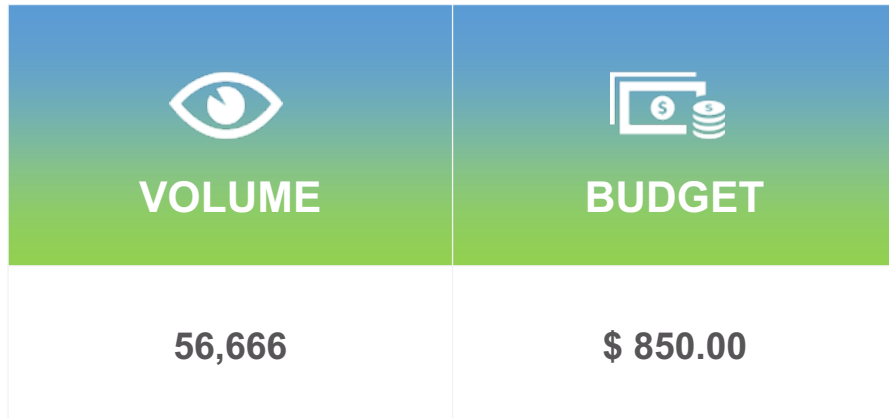


DEVICES

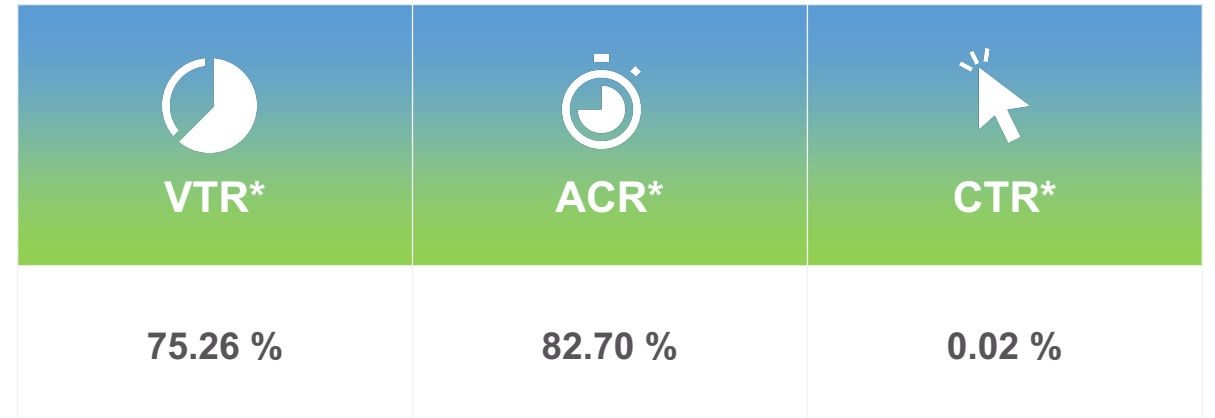
MOBILE
TABLET
COMPUTER

/ CAMPAIGN RESULTS

TOTAL DELIVERED



KPI



RESULTS BY QUARTILE*



1ST QUARTILE
90.75 %



2ND QUARTILE
84.83 %



3RD QUARTILE
79.95 %



4TH QUARTILE
75.26 %

/ GREEN IT: PROJECT DYNADMIC FOREST

DYNADMIC FOREST



01.10.20



MANGROVES



HAITI

EVERY AD IMPRESSION COUNTS

INCLUSIVE FOR EVERY CAMPAIGN

- ALL FORMATS
- ALL BUDGETS
- ALL BUYING MODELS

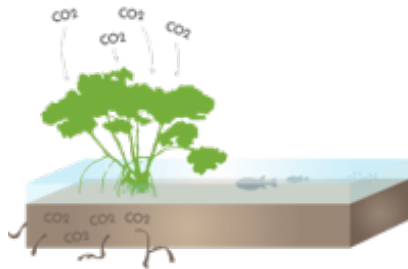
OUR PARTNER



Eden Reforestation Projects
PLANT TREES | SAVE LIVES

EDENPROJECTS.ORG

YOUR CAMPAIGN HAS HELPED TO PLANT MANGROVES ON HAITI



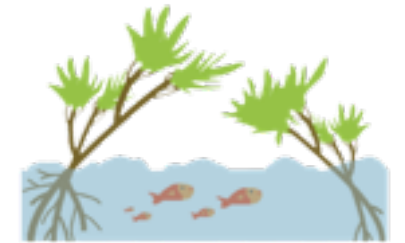
DELIVERED AD
IMPRESSIONS

56,738



PLANTED TREES
THANKS TO YOU

6



DYNADMIC FOREST: EDENPROJECTS.ORG/USER/DYNADMICFOREST

A woman with long dark hair and glasses, wearing a white t-shirt, stands in a meeting room pointing at a wall covered in colorful sticky notes. Several people are seated around a table with laptops, looking towards her. The scene is overlaid with a semi-transparent green filter.

STATISTICS



/ CREATIVE

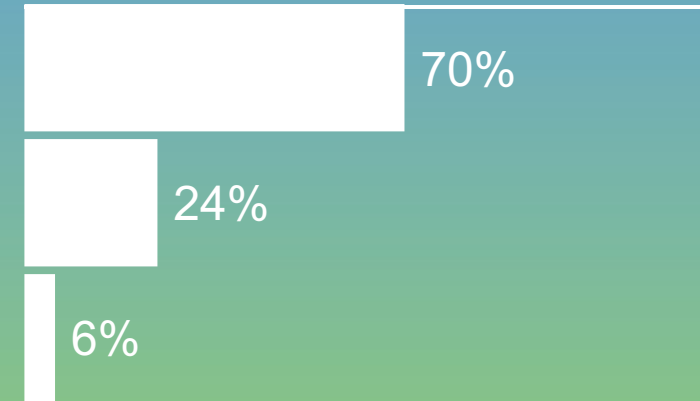


CREATIVE NAME	BUDGET	DELIVERED VOLUME	VTR	CTR
IOWA Your Future Is Waiting	\$ 850.00	56,666	75.26 %	0.02 %








/ DEVICE

DEVICE	DELIVERED VOLUME	VTR	CTR
Mobile	39,642	72.25 %	0.03 %
Computer	13,886	88.36 %	0.01 %
Tablet	3,210	55.86 %	0.03 %






/ MONTHLY

 MONTH	 VOLUME	 VTR	 CTR	 ACR
MAY	28,390	74.36 %	0.03 %	81.82 %
JUNE	28,348	76.16 %	0.02 %	83.58 %

/ DAY OF WEEK

 DAY	 VOLUME	 VTR	 CTR	 ACR
Monday	8,125	75.51 %	0.05 %	82.87 %
Tuesday	7,480	74.93 %	0.00 %	82.47 %
Wednesday	8,535	74.11 %	0.00 %	82.19 %
Thursday	8,492	76.46 %	0.01 %	83.49 %
Friday	8,367	75.31 %	0.04 %	82.65 %
Saturday	8,105	76.73 %	0.05 %	83.39 %
Sunday	7,634	73.67 %	0.03 %	81.75 %




/ CATEGORY

CATEGORIES	 VTR	 CTR	 ACR
Jobs	71.13 %	0.02 %	79.73 %
Education	67.43 %	0.03 %	77.14 %

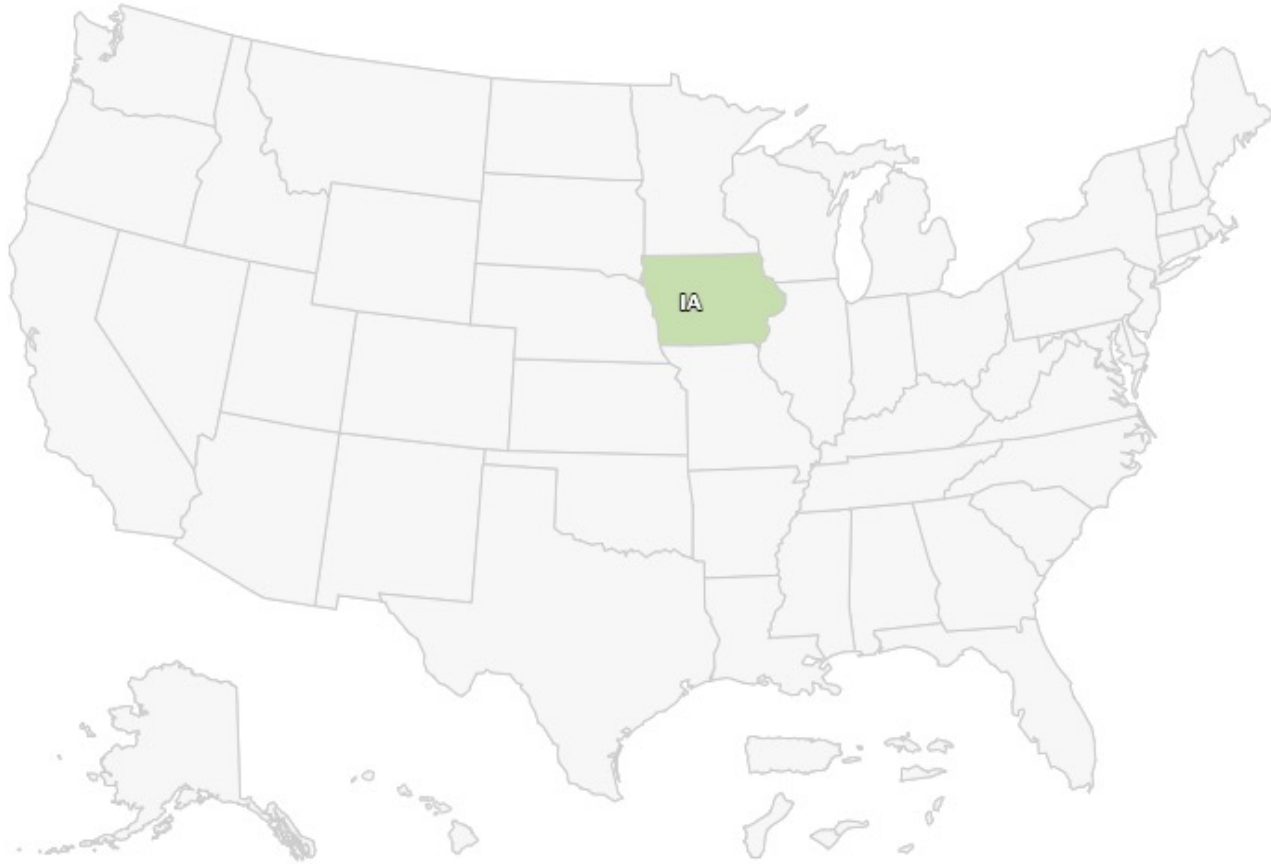
/ DATA SEGMENTS

TOP	 VTR	 CTR	 ACR
Ages > 25-34	87.02 %	0.03 %	91.26 %
Ages > 35-44	86.95 %	0.03 %	91.28 %
Ages > 55-64	86.46 %	0.03 %	90.86 %
Ages > 45-54	86.55 %	0.03 %	91.05 %
High School Graduate	87.11 %	0.03 %	91.31 %
Associates Degree	86.38 %	0.02 %	90.62 %

/ DOMAIN

TOP	 VTR	 CTR	 ACR
usatoday.com	87.50 %	0.00 %	87.58 %
marketwatch.com	71.83 %	0.00 %	80.23 %
msn.com	73.98 %	0.00 %	82.62 %
forbes.com	73.73 %	0.03 %	82.77 %
cbsnews.com	81.76 %	0.00 %	86.32 %

/ STATE / REGION



STATE / REGION	BUDGET	DELIVERED VOLUME	VTR	CTR
IA	\$ 850.00	56,666	75.26 %	0.02 %

TOP	VTR	CTR
Davenport	75.58 %	0.00 %
Muscatine	68.26 %	0.00 %
Bettendorf	72.59 %	0.00 %
Burlington	77.28 %	0.00 %
Clinton	75.79 %	0.02 %
Keokuk	83.20 %	0.01 %
Eldridge	71.82 %	0.03 %
Mount Pleasant	77.37 %	0.00 %
Wilton	75.02 %	0.02 %
West Liberty	78.49 %	0.00 %

/ ZIP CODE

TOP 10	VTR	CTR
52807	77.30 %	0.00 %
52803	75.62 %	0.01 %
52732	75.79 %	0.02 %
52632	83.20 %	0.00 %
52802	74.68 %	0.00 %
52801	83.76 %	0.00 %
52641	77.37 %	0.01 %
52776	78.49 %	0.00 %
52655	76.47 %	0.00 %
52638	85.71 %	0.03 %



PERFORMANCE



/ REACHED USERS

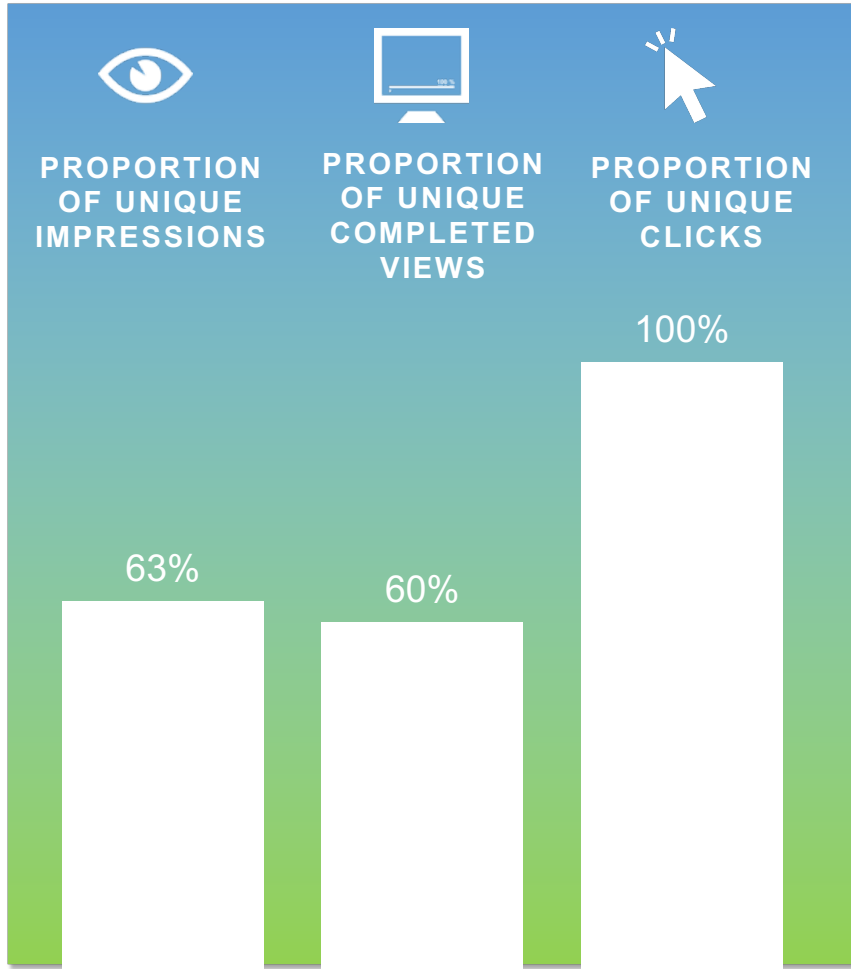


35,817 USERS



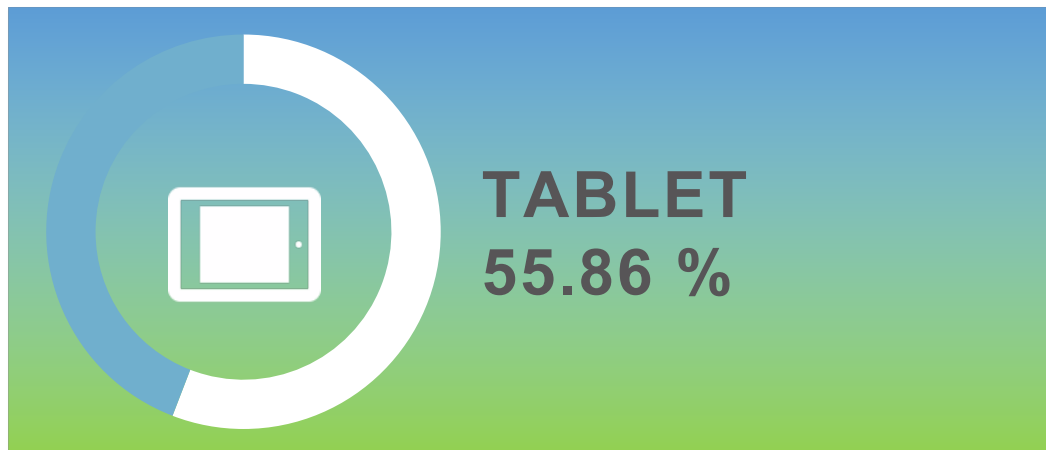
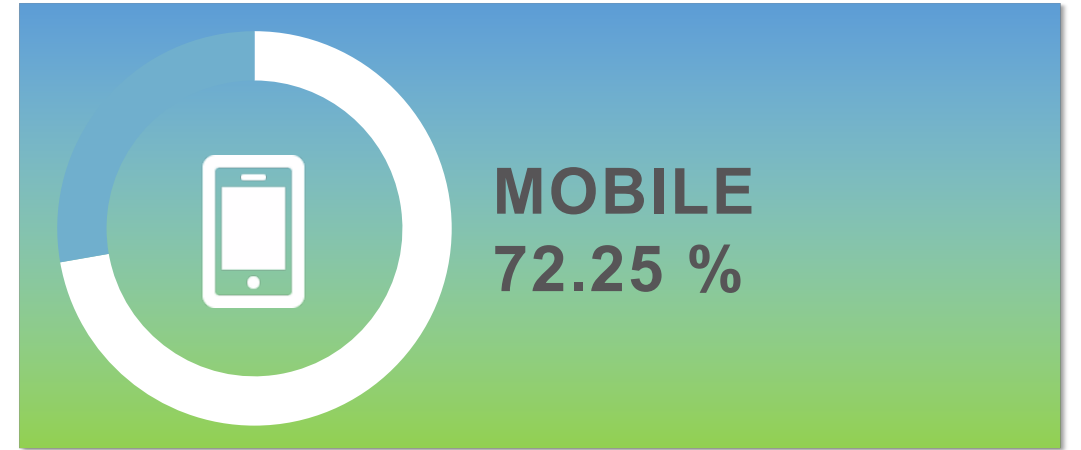
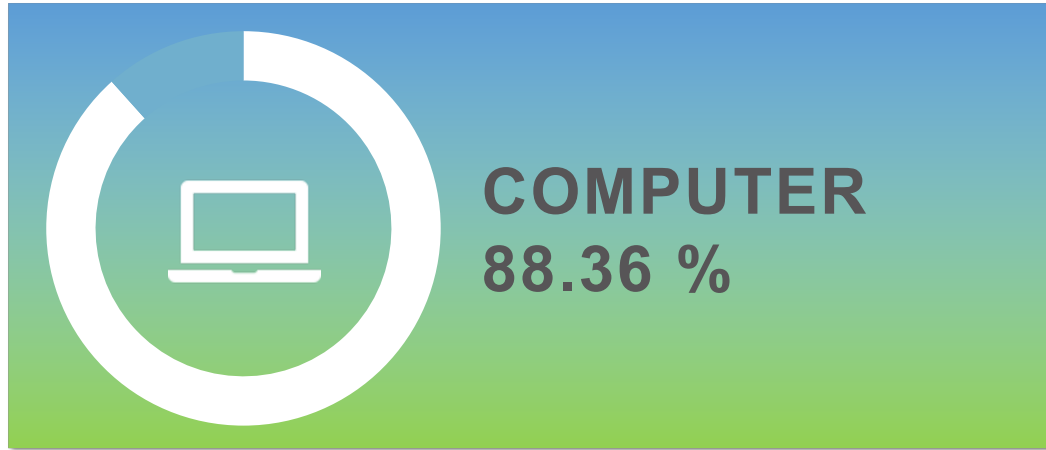
**1.58 AVERAGE
FREQUENCY**

/ REACH



EVENT	DELIVERED VOLUME	UNIQUE USERS
IMPRESSIONS	56,666	35,817
25 %	51,488	31,790
50 %	48,133	29,314
75 %	45,364	27,370
100 %	42,702	25,531
CLICKS	14	14

/ COMPLETION RATE PER DEVICE



A hand holding a camera lens against a blurred background of a lake and mountains. The lens is held in the foreground, and the background is a soft-focus landscape with a blue sky and green hills. The word "SCREENSHOTS" is overlaid in white, bold, uppercase letters across the center of the lens.

SCREENSHOTS

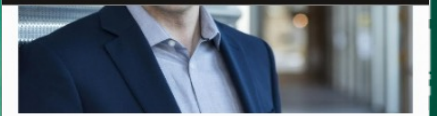




12:55 PM 39%

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JP Michel DWAYNE BROWN STUDIO

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A prominent concern regarding *The Future of Work* is the push-pull relationship between the pace of technological change and workers' readiness to adapt. That readiness often traces back to the career advising the workers received as young adults. What career opportunities were introduced for them, and with what consequences? Can we do better with the present generation of young adults, and if so how? I recently interviewed Ottawa-based careers specialist JP Michel, whose views on



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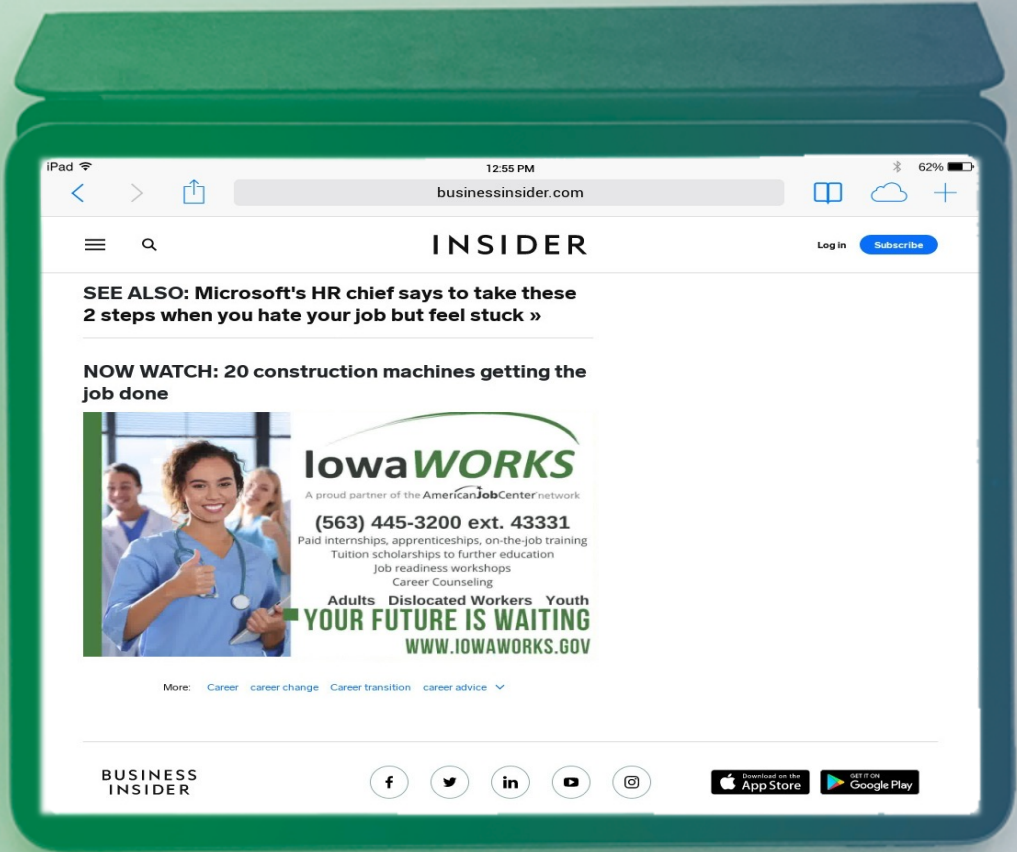
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Paid internships, apprenticeships, on-the-job training
Tuition scholarships to further education
Job readiness workshops
Career Counseling

Adults Dislocated Workers Youth

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BUSINESS INSIDER



/ GLOSSARY VIDEO AD

ACR

Average Completion Rate : The average point in which the user stopped viewing

CTR

Click Through Rate : Percentage of clicks through to the landing page from the ad

IVT

Invalid Traffic : Percentage of impressions flagged as potential invalid or fraudulent traffic (i.e. bot traffic)

KPI

Key Performance Indicator (i.e. VTR)

Quartile

A Quartile is 1/4th of the video ad. Media players indicate how many quartiles have been played firing at 25% 50% 75% and 100% completion

VTR

View Through Rate : Percentage of times the ad was played to the end

Liat
BenYehuda



Sr. Partnership Manager
Phone: +1 (315) – 395 – 7511
Email: liat@dynadmic.com



THANK YOU!





THANKS



Laptop Checkout Policies and Procedures

Please take a moment to read over the following policies and make sure you understand the responsibilities in regards to acceptable Chromebook usage.

1. Laptops must be carried in a sturdy book bag or the laptop case provided.
2. All use of the Laptop must be for employment search and attainment purposes.
3. Inappropriate use will result in the Laptop checkout being suspended.
4. Participant will assume full responsibility for the device during the time the Participant checked out the laptop. Any intentional or unintentional damage will be the responsibility of the person who has signed out the Laptop. Common damage and costs for repairs includes: Key damage or loss = \$8.00 per key Screen damage = \$40.00 Keyboard damage = \$25.00 Total replacement of Laptop = \$800.00

Damage can be avoided by following these simple rules:

1. Do not loan or allow the laptop to be used by another person.
2. Do not leave the laptop unattended.
3. Do not eat or drink while using the laptop. The laptop should not be near any food or drink.
4. Do not place the laptop on or in areas where it could be stepped on or sat on, such as leaving it on the floor or in a chair.
5. Do not leave the laptop near the edges of a table or desk.
6. Do not have the laptop open as you are moving from place to place.
7. Do not carry the laptop by holding the screen.
8. Participant assume full responsibility for reporting device problems, breakage, damage, loss, or theft.
9. Participants are not allowed to deface the laptop in any way with writing, stickers, etc.
10. Participants are not allowed to download or install any programs, files, images, etc. onto the laptop.
11. Participants are not allowed to tamper with the settings on the laptop or remove files pre-loaded/downloaded on the device.
12. Participants are not allowed to override, bypass, or change the Internet filter settings.
13. Participants are not allowed to be on unauthorized websites.
14. Participants are not allowed to trade the laptop with other participants or loan the laptop to other participants or other people.
15. Identifying stickers, serial numbers, or tags should not be removed from the laptop at any time.

Failure to utilize laptop properly will result in a loss of use of laptop.

Issuing of laptops: Participant will be issued a laptop with a specific serial number. The Laptop will be issued to the Participant by a program representative of their local IowaWORKS office, for a specific period, and agreed upon by Participant and the local Career Navigator. If the participant must travel out of town while in charge of the laptop, the Participant will return and check in the laptop prior to travel. Participant will notify and coordinate turning in the laptop prior to travel. Participants should follow the policies and procedures of IowaWORKS for picking up and returning devices daily or weekly, as predetermined. Failure to return the laptop at the end of the agreed upon time and day may result in a loss of privilege and use of the laptop.

Sign out and check out time periods for signing out/checking out to a participant:

Laptops may be checked out daily in the presence of an authorized representative at the IowaWORKS office. Laptops will be returned on the agreed upon date/time.

For in center/classroom use the laptop checkout policies and procedures will be signed by the participant and kept on file.

I have read the laptop policies above and agree to comply with them as stated. I also understand that any violation of these procedures may constitute my loss of Chromebook privileges.

Day Use

And/or

I am checking out the laptop # _____

For time period:

Check out day and time: _____

Planned return day and time: _____

Returned day and time: _____

Participant Int.

PARTICIPANT NAME (please print) _____
PARTICIPANT SIGNATURE _____
DATE

STAFF NAME/TITLE (please print) _____
STAFF SIGNATURE _____
DATE

