TC Anchor Consulting

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████, 2019

Dear ████:

We would like for ████████ to be the webmaster, or web developer at the least, of a Get Hired (Tech and Healthcare) community website. Our members would be served not simply through an information resource, but an interactive companion to a growing program that educates job seekers to get hired.

Get Hired (Tech and Healthcare) is a community group. Providing meaningful services generates a network of advocates who bring community to industry, and industry to the community. Recent advances necessitate new tools, including one for which ████████████████, is uniquely positioned to support.

The accompanying document is a proposal that reflects the advances Get Hired (Tech and Healthcare) has made to date – and there are more plans in the works. Please find more details in the following. Although written at a high level, the intent is to answer as many questions as might be asked. No doubt, you will have more. We welcome not only those questions, but your ideas and input into our engagement strategy.

Sincerely,

Max Crismon	Jacob Miller	Danny Rehr
Lead Organizer	**Lead Organizer**	**Assistant Organizer**
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Join purpose. Create opportunity.

Proposal

Prepared for: ███████████
███████████████

Prepared by:

Max Crismon	Jacob Miller	Danny Rehr
Lead Organizer	Lead Organizer	Assistant Organizer

Get Hired (Tech and Healthcare)

Description

What if Get Hired (Tech and Healthcare) existed 24/7? What if Get Hired (Tech and Healthcare) were to become an authority or a local institution? The group—inclusive of its leadership, members, partners, organizations and sponsors—would together represent situational improvement, positive-sum associations, and getting involved for its members and the unemployed workforce in Southwest Washington and beyond. ████████████████
███
████████ website is necessarily essential to the programming we are███████████ building.

Table of Contents

Executive Summary

Get Hired (Tech and Healthcare) educates job seekers to get hired. A community group, we aim to become an authority or a local institution by creating new resources, opportunities and connections. In effect, we will direct the focus of our members, partners, organizations (including area colleges and universities), and sponsors toward situational improvement, positive-sum associations, and getting involved.

To do this properly, we need a tool. This proposal puts forward that a website would serve the group's 3-fold need:
1. A centralized information resource along with deeper, interconnected services for members.
2. Open channels for and among partners, organizations and sponsors.
3. Brand coherence across
   a. Physical distance.
   b. Varied programming.
   c. Diverse stakeholders.
      i. Existing and prospective.

The very benefit of leveraging associations to bring more value to everyone is respectfully enacted here.

We ask ███████ to manufacture the website tool. ████████████████████████████████ ██ is uniquely gifted to produce such an instrument. ███ ███████████████████████████████████████ website is necessarily essential to the programming we are███████████████ building.

Background

History (Timeline)

Get Hired (Tech and Healthcare) has been in existence since December 2017 when it was called Get Hired in Tech.

July 2019	**Expansion, Training Announced**
	Max announces expansion of programming into west-Portland; Development beginning on new training component.
June 2019	**Groundwork for Growth**
	Adopted the Beaverton-based PDX Support Group for Job Seekers; Formed partnership with University of Portland.
May 2019	**VanCoffee Adoption, Sponsors Added**
	Adopted VanCoffee meetup group; Gained sponsorships from Gravitate, and Ryan Krusac Studios; Leadership team grows to 6 members.
April 2019	**Healthcare, Rebranding**
	Changed group name to 'Get Hired (Tech and Healthcare) with addition of Healthcare component; Leadership team grows to 5 members.
January 2019	**500 Members, Events Recorded**
	Get Hired in Tech is one of the largest meetup groups in SW Washington; Events are video-recorded and uploaded onto a dedicated YouTube channel.
April 2018	**New Home / Meetup Space**
	CoLab Coworking opens up its downtown (Main Street) locations, The Collective and later Tandem Hall, for regularly-scheduled programming.
December 2017	**Get Hired in Tech Begins**
	Max Crismon and Jacob Miller co-found Get Hired in Tech to provide another, more accessible forum for helping people find jobs.

More About Get Hired (Tech and Healthcare)

Formerly coworkers, Co-Founders, Max Crismon and Jacob Miller, originally established the Vancouver, WA-based group to provide another, more accessible forum for helping people find jobs. Get Hired (Tech and Healthcare) began and remains a community group built on the meetup.com platform on a $0 budget. There is neither a charge to be a member, nor to attend events; we do not pay guest speakers, nor do we pay for event space.

The group has expanded its geographical footprint into west-Portland. Plus, a new training component is under development.
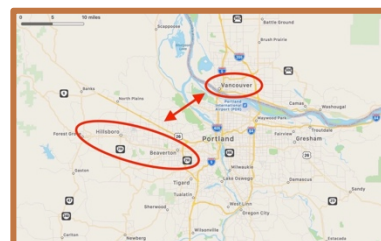
Team

Technology and healthcare, in particular, are two of the largest industries in Vancouver, WA and the broader region. To support the larger program, the team has grown to six leaders.

Name	Role	Profession
Max Crismon	Co-Founder, Lead Organizer, Technology Program Director	Account Manager, Career Consultant
Jacob Miller	Co-Founder, Co-Organizer	Employment Specialist
Brandi Sander	Co-Organizer, Healthcare Program Director	RN Recruiter
Sean Moore	Co-Organizer, Healthcare Program	Business Solutions Consultant
Alex Pavlenko	Co-Organizer, VanCoffee (networking, and branding)	Owns 4 Small Businesses
Danny Rehr	Assistant Organizer, (team support, outreach & strategy)	Strategy Consultant

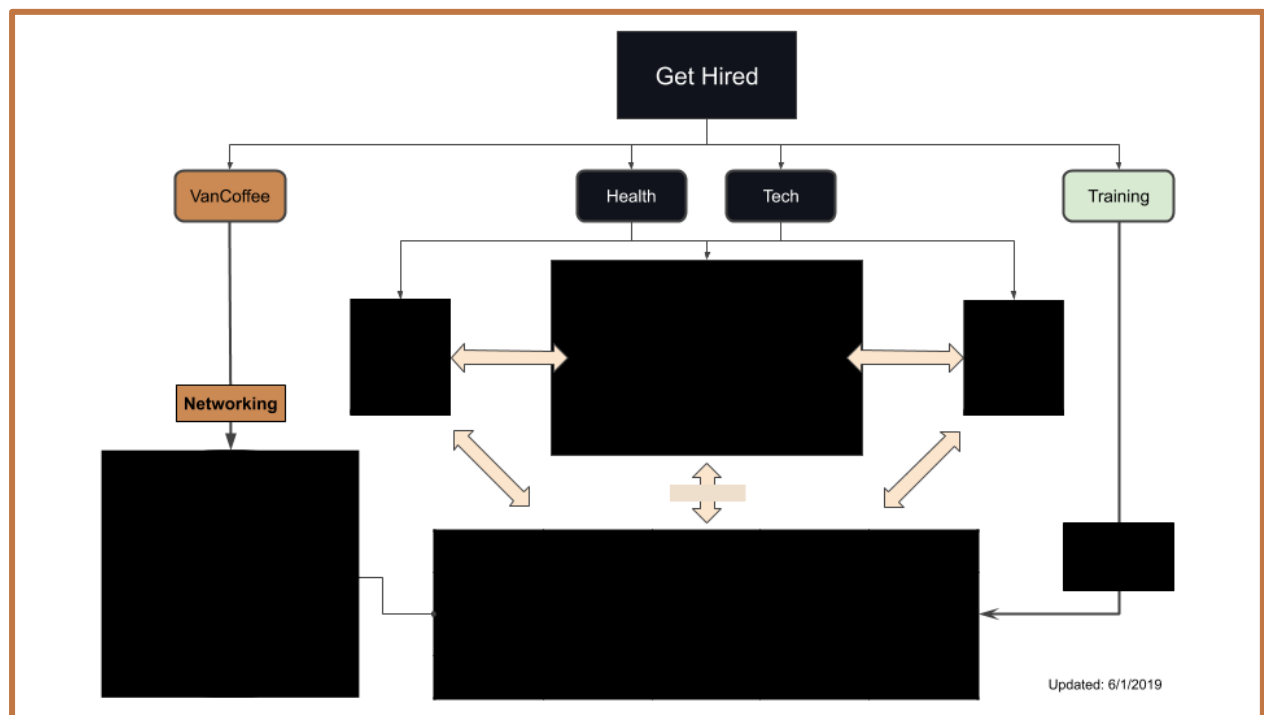The 6-person team is a strong collection of

- Individual talent.
- Varied disciplines within the talent acquisition field, and small business strategy space.
    - To provide value to membership, hiring companies, partners and sponsors.
- Professional networks in the greater-Portland-metropolitan region.

Our collective sense of supporting community and economic development in the region; and connecting businesses, people and resources is what drives us to an individual. We are all volunteers for Get Hired (Tech and Healthcare).

Milestones

As of June, 2019 we see our next 6-12 months as the window in which we plan to
1. Grow our membership ██████.
    a. Stage and build-out healthcare-related programming.
    b. Establish firm footing in the Hillsboro, OR and Beaverton, OR areas.
2. Develop a training arm.
    a. ██ ████████████████████████████████.
3. Establish ████████████████████████.

Get Hired

VanCoffee | Health | Tech | Training

Networking

Updated: 6/1/2019

Requirements

Our development, growth and inevitable brand expansion have resulted in a 3-fold need:

1. A centralized information resource along with deeper, interconnected services for members.
2. Open channels for and among partners, organizations and sponsors.
3. Brand coherence across
   a. Physical distance.
   b. Varied programming.
   c. Diverse stakeholders.
      i. Existing and prospective.

Measurement of Success

1. Membership growth ████████████████████
   a. Highlighted by swift growth in healthcare membership.
2. ████ partners, organizations and sponsorship.
   a. To recycle and reinforce value to members, and amongst one another.
3. Degree to which we can fortify consistent:
   a. Training.
   b. ████████████████████████████████████.
   c. Networking campaigns.
   d. Interest of area businesses, healthcare providers, speakers, etc.

Partners, Organizations and Sponsors	
CoLab	Presso Coffee
Gravitate	
RKS	
PeaceHealth	
WorkSource	

Opportunity

Get Hired (Tech and Healthcare) has the chance **to create a market** and, with it, value in the form of

Resources

1. Network of businesses, healthcare providers, practitioners, etc.
2. ███████████████████████████████ ██████████.
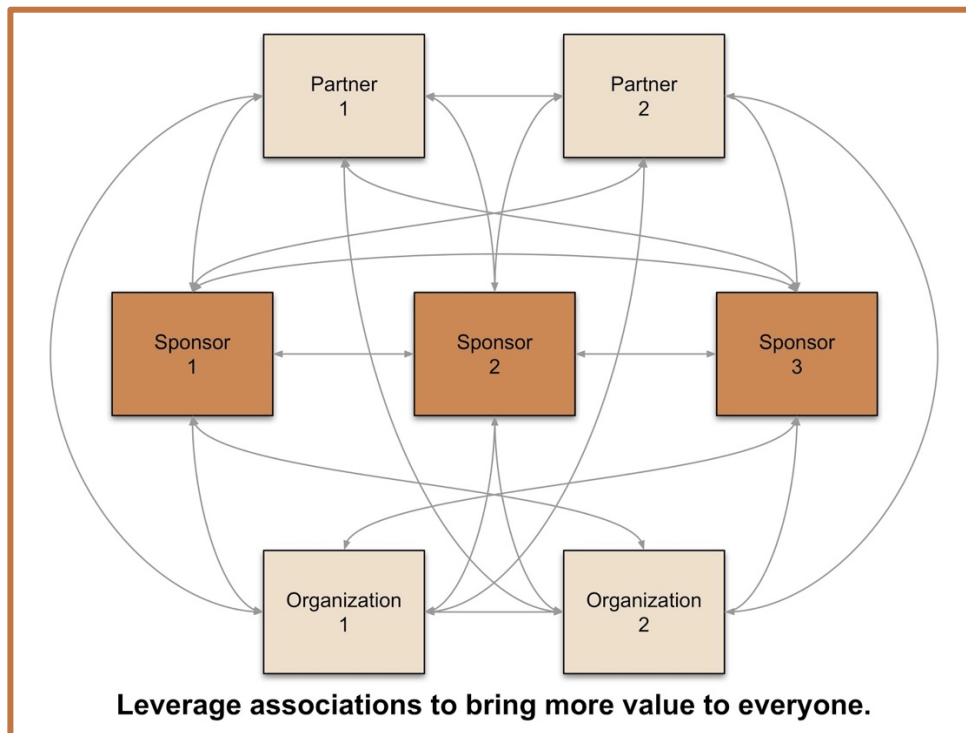3. ███████████████████████████████ █████.

Redacted

Opportunities

4. Job openings ██.
5. ██ ████████████████████████████████.
6. Establishing partnerships for
   a. Economic development.
   b. Community campaigns.
   c. ██.

Awareness

7. Synergies among our partners, organizations, and sponsors.

Leverage associations to bring more value to everyone.

Solution

A Get Hired (Tech and Healthcare) website would provide the anchor necessary to meet need, acknowledge achievement, and generate benefits for all involved.

Timeline

The faster we can create a market by serving the existing [unemployment] market, the better positioned we will be to take advantage of the above opportunities.

Current Tools

1. Meetup.com – https://www.meetup.com/Get-Hired-in-tech-and-healthcare/
   a. Announce events.
   b. Mass communicate, e.g. job openings, tips, news, stories of interest, etc.
2. Facebook Page – https://www.facebook.com/gethiredtechandhealthcare/
   a. General interest announcements.
   b. Reminders of upcoming events.

Proprietary platforms and limited expression *disallow* the perception of authority much less a sense of trust.

A New Tool

The tool's inherent quality would be to demonstrate authority or even designate a local institution that prompts **situational improvement, positive-sum associations, and getting involved**. Users, of which there would be 3 categories, each have their own needs and determination of value to them. The tool should simultaneously support these interests in an approach that consciously puts the primary user first – that is the member and unemployed workforce.

Proposal

Market-creating innovations create growth because they have to create the infrastructure.[i] – Clayton Christensen

Vision – Becoming an Authority or Local Institution

When members and the unemployed workforce figure where to go first **for relief, results, options, and upkeep on achieving their goals**, they should choose the Get Hired (Tech and Healthcare) website.[ii]

Website

As a tool, a Get Hired (Tech and Healthcare) website should be
1. The preferred destination for job seekers *before or in conjunction with the job search*.
2. A single source of up-to-date information.
3. Comparatively better than any single, alternative resource available.[iii]
    a. Options for meaningful information.
    b. Choices for what's material to them.
4. A perpetuating venture for

GOAL	USER
Getting hired	Members and/or Unemployed Workforce
Advancing interests	Partners, Organizations, Sponsors, etc.
Hiring new talent	Other Beneficiaries, e.g. area firms.

5. Representative of the aptitude and talent necessary to make connections.
    a. How to share messages, services, products and awareness to members and one another.
    b. Invoke confidence, capability and awareness of the individual's power.
6. A first and continual step toward human connection.
    a. A compelling platform to, of one's own accord, make connections (outside of the platform).
    b. For the user (list below), the tool feels as if [it] [is]
        i. **Member, Unemployed Workforce**
            1. I am not alone.
            2. The tool, its intent and features assume my (personal and individual) unemployment.
            3. Advances processes beyond me that help.

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[i] *Knowledge@Wharton, and Clayton Christensen. "Innovation | Want To Foster Prosperity? Focus On Market-Creating Innovations". Knowledge@Wharton, 2019, https://knowledge.wharton.upenn.edu/article/prosperity-paradox-clayton-christensen/. Accessed 21 July 2019.*
[ii] NOTE: Get Hired (Tech and Healthcare) is not the source of the job itself; its goal is to educate job seekers to get hired*.*
[iii] *Competitive advantage—value, rarity, inimitability, organization—is crucial to the viability and sustainability of Get Hired (Tech and Healthcare). Competition in the market* at least *before we obtain regional footing will dilute our ability to grow, gain partnerships, and readily expand programming.*

    ii. **Partners, Organizations, Sponsors, etc.**
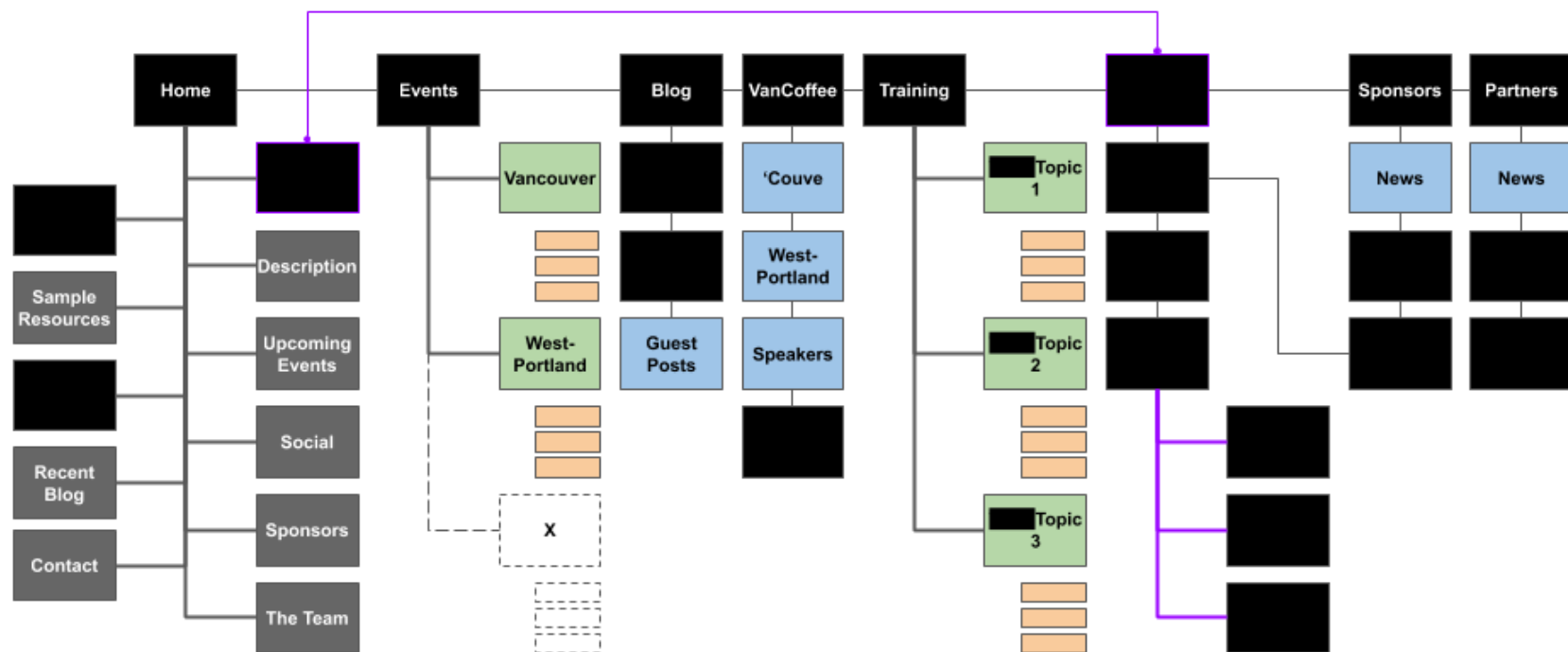   1. An expression of my/our organization's values.
        2. I/We are represented to a targeted audience.
        3. We are and can still make a difference.
   iii. **Other Beneficiaries**
        1. Adds value to our talent acquisition practices and goals.
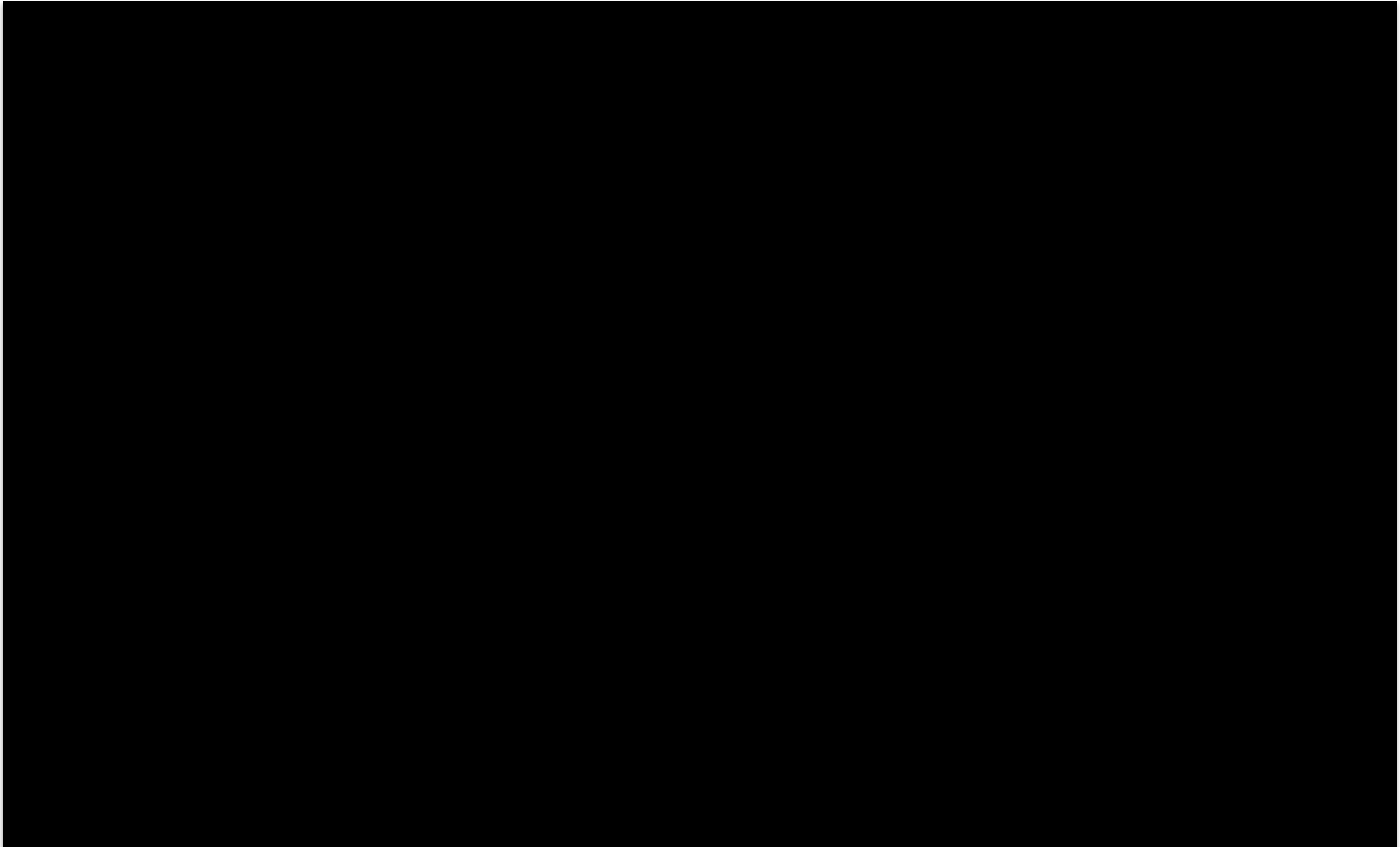
Attachment 1: Website Map

Get Hired (Tech and Healthcare) Website Map

Updated: June 23, 2019

Attachment 2: Website Map Dictionary

Attachment 3: Notes from Website Map Buildout

When I* go to the Get Hired (Tech and Healthcare) website I want
1. To <u>concede</u> that the group understands **how I feel**.
    a. To read headlines (blog) that **address my situation**.
    b. To <u>see</u> that there is/are
        i. Current and future **activity**.
        ii. Salient **resources**.
        iii. **Compelling** and yet **engrossing** content.
2. To <u>trust</u> that there's **value for me**.
    a. To **discover or be reminded** about events past and future.
    b. To sense that **this is an institution**.
3. To <u>perceive</u> an authority that serves.
4. To <u>comprehend</u> opportunity I can
    a. Not [easily] create on my own.
    b. **Comfortably take advantage of** [if I give it a chance].

* Any participant in the system.