

# Urban Resilience Fellowship Program



**North Central Texas  
Council of Governments**

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# THE TEAM

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University of Texas at Arlington

Madison Dalton

Tiffany Melkoski

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# SCOPE OF WORK:

Develop an innovative outreach strategy for recruitment focused on reaching the next generation to address current and future workforce gaps in technical and field positions within public works. Design outreach with a sustainable marketing campaign to raise awareness about public works careers among students at high schools, technical colleges, and community colleges. Alongside traditional marketing best practices, students will consider incorporating user experience, user interface, video, virtual reality, augmented reality, marketing, and/or technology for effective outreach and high engagement with potential candidates interested in these fields of work.

# AGENDA

- 01** OUR TEAM
- 02** SCOPE OF WORK
- 03** SURVEY
- 04** COMMERCIAL CAMPAIGN
- 05** VIRTUAL REALITY
- 06** Q&A

# STUDENT SURVEY

Upon receiving feedback from the high school students, we can:

- Better understand our target demographic.
- Analyze survey results to understand trends.
- Create engaging content on students' preferred social media platform(s).
- Publicize benefits of these careers with topics that most engage and attract students.











PHOTOS

ZAN ZAN

Montréal

Montréal

MATIERES RECYCLABLES

RUE TALON



ONE WAY



B103 LIMITED

028

581

VIMVIXEN

YMI

3878

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"OUR COMMUNITY, OUR WORK"



# 360 IMMERSIVE VIRTUAL REALITY



**QUESTIONS?**