



Latino G.R.E.A.T. Jobs! Program Guide

Administrative Guidelines For Implementation of
The Latino G.R.E.A.T. Jobs! Program in your City

Step-By-Step Guide to Implementation

■ Introduction:

In March 2004, WUVP-TV collaborated with clients General Motors and the Greater Philadelphia Area Chevrolet-Pontiac-GMC Dealers, on a Hispanic Salesperson Recruitment Initiative. Clients needed to attract, train and hire 35 Bilingual (Spanish/English) speaking salespeople in the Delaware Valley to effectively serve the needs of Spanish-Speaking customers and to increase their market share.

WUVP-TV put an infrastructure in place to grow their Hispanic business by recruiting and training qualified bi-lingual Spanish speaking salespeople, entitled “The Latino G.R.E.A.T. Jobs! Program.”

WUVP-TV enlisted Councilman Juan F. Ramos to announce the innovative program for Delaware Valley Bilingual Hispanics. The program made an emotional connection with the viewers and instilled a sense of pride, security, and professionalism among participants. The training included a preliminary 3-day workshop followed by a 13-week GM Certified Training and Coaching program. The workshops instilled a sense of accomplishment, commitment, accountability, and empowerment.

The “The Latino G.R.E.A.T. Jobs! Program” graduated over 70 qualified Bilinguals—20 of whom received job offers and 15 of these are achieving their sales metrics in their current employment. This resulted in a win-win-win solution for the 3 groups of stakeholders:

GM: Qualified leads to GM Brand Auto Dealers Association of qualified Bilingual (Spanish/English) candidates.

WUVP-TV: Community Outreach and link to employment opportunities.

Hispanic Audience: Bilingual Hispanics interested in a career in new/used automotive sales.

■ The Team:

- Marty Rolnick – Envisioned the program & Co-sold the program
- Ken Nanus – Co-sold the program
- WUVP-TV – Executed the program:
 - Diana Bald – Project Manager
 - Italmayr Mimo – Project Coordinator
 - Josue Duarte – Production/Promotions Manager
- See Appendix for complete Contact Information

Step 1: Planning Meeting

- Hold meeting with your Production Department, Promotion Department, Community Affairs Department, and Project Manager, to put together strategies on how to reach the future candidates and the Chevy-Pontiac-GMC Dealerships in the DMA. Also, develop a workflow for The Latino G.R.E.A.T Jobs! Program:
 - Press Conference:
 - Press Alert
 - Press Kit
 - Promotional Announcements:
 - Creation of a Commercial Promo
 - Distribution of Poster and Flyers
 - Registration & Qualification Process:
 - Web Site – www.gmjobsi.com
 - Call Center – 1800 gmjobsi
 - Career Night:
 - Venue
 - Display Vehicles
 - Future Candidates
 - Speakers
 - Prominent Hispanic Leader in the Community
 - Trainer/Coach
 - Representatives of:
 - GM Board Members
 - Chevrolet-Pontiac-GMC Dealerships
 - Univision
 - Workshops:
 - Venue
 - Training Sessions
 - Graduation
 - Interview Process
 - Job Offers
 - Congratulatory Dinner:
 - Venue
 - Speakers
 - Prominent Hispanic Leader in the Community and Trainer/Coach
 - Representatives of:
 - GM Board
 - Univision

Step 2: Identify Stakeholders & Create Timeline

- Identify all parties that you will be working with and their roles. Stakeholders are:
 - GM Board Members
 - Chevy-Pontiac-GMC Dealerships
 - Univision Legal Department
 - Univision Television Group:
 - Co-President, Tom Arnost
 - Co-President, Michael Wortsman
 - Univision National Sales:
 - Senior Vice President, Charlie Stuart
 - VP National Sales, Frank Donaldson
 - VP National Sales, John DeSimone
 - Orbistel (web site & call center creators)
 - Business for Life (trainer/coach and created posters/flyers)

- Create a list with all Dealerships in your area:
 - Chevrolet
 - Pontiac
 - GMC
 - Using the lists, assign AEs to each of the Dealerships

- Develop a timeline for all of the steps in this guide.

Step 3: Press Conference

Contact the Legal Department and let them know you are working on The Latino G.R.E.A.T Jobs! Program, same program implemented by the Philadelphia Station – WUVP-TV.

- Identify and secure confirmation for the Press Conference.
 - Date, Time and Location (Philadelphia held the Press Conference at the City Hall)
 - Speakers:
 - Prominent Hispanic Leader in the Community
 - Representatives of:
 - GM Board Members
 - Chevy-Pontiac-GMC Dealerships
 - Univision
- Prepare a Press Release, Press Alert and Press Kit announcing the program.
- Obtain Stakeholders buy-in of the Press Release.
- A week before the Press Conference, coordinate distribution of and then send the Press Alert with the date, time and location of the Press Conference to:
 - All local media
 - Dealerships
 - Prominent Hispanic Leader in the Community
 - Prepare for the Press Conference:
 - Final confirmation of all speakers
 - Coordinate with each speaker their talking points for the Press Conference
 - Sufficient quantities Press Kit
 - Set up refreshments and snacks
- Two days before the Press Conference, distribute the Press Release to:
 - All local media
 - Dealerships
 - Prominent Hispanic Leader in the Community
- Day of the Press Conference:
 - Set up the production equipment (cameras, and lights, banners)
 - Distribute Press Kit
 - Provide refreshments and snacks

Step 4: Registration & Qualification Process

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- Registration Process:
 - Contact the Legal Department for agreements needed.
 - Contact Orbistel, the company that developed the web site and call center in Spanish and English for the Philadelphia Station. Please contact Project Manager for more information.
 - Tell Legal Department and Orbistel that you want to replicate the same site as the Philadelphia station.
 - Identify and register the URL (estimate cost, \$35/yr.).
 - Develop the flow and fields for the web site (www.gmjobsi.com) and call center (1800 gmjobsi).
 - Ensure the web site and call center are ready for testing at least 2 weeks prior to launch.
 - Test web site and call center at least 1 week prior to launch.
 - Launch web site and call center on same day and hour as the first commercial promo is to air.

- Nine (9) Qualifiers used on web site and call center:
 - Do you:
 - Have a valid social security number?
 - Have a valid driver's license?
 - Speak both English and Spanish?
 - Are you:
 - Over 21 years of age?
 - Eligible to work in the United States?
 - Able to travel to and from work?
 - Available to work weekends?
 - Willing to undergo a background check?
 - Willing to undergo a drug and alcohol test?

Step 5: Promotional Announcements

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- Create Commercial Promo:
 - Identify the Dealerships in your DMA that have Hispanic salespeople on staff (preferably with several years of experience as salespeople).
 - Talk to these Hispanic salespeople about the program, and invite them to be part of our promotional campaign.
 - Capture the following in the commercial:
 - Make an emotional connection
 - Pride, Security, Honesty, and Professionalism
 - Invite every Bilingual Hispanic to participate in this program by registering through the web site or call center.
 - Announce a Career Night for Qualified Candidates.
 - Incorporate the official rules on the commercial (contact the Legal Department).
 - Once the Commercial Promo is ready, obtain stakeholder buy-in.
 - Create Commercial Promo schedule

- Posters/ Flyers
 - Create posters and flyers:
 - Posters and flyers were created by Business for Life.
 - Please contact Project Manager for more information.
 - The content of the posters and flyers is an invitation to all the Bilingual Hispanics in your area to be part of the family, and achieve their dreams by working with a successful company.
 - Incorporate the web site for more information (see Philadelphia flyer or poster). Do not include call center or you will incur additional costs.
 - Incorporate the official rules on the flyers (contact the Legal Department).
 - Distribute posters and flyers:
 - Salespeople and the Community Affairs Manager distribute posters and flyers to:
 - All the Dealerships in your DMA
 - Community-Based Organizations
 - Non-Profit Organizations
 - Colleges
 - Universities
 - Job Banks
 - Employment Agencies
 - U.S. Army

Step 6: Pre-Career Night

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- Search and find the right venue (Philadelphia station held Career Night at The Franklin Institute, a venue for 500 people with space for display vehicles).
- Contact the Legal Department to discuss risk management forms, procedures, fire safety plans, emergency evacuation plan, etc., for Career Night event. Complete all risk management and legal documents.
- Take your Engineer, and Production Dept. to the venue before the event to pre-plan the set up for the day of the event (music, videos, podium, etc.)
- If the venue doesn't offer catering, find a catering company. Also, you may need to outsource a lighting company, valet parking, a multimedia equipment company, etc.
- Create a plan/agenda for the Career Night:
 - Venue Layout (tables, food stations, podium, registration desk, parking, etc.)
 - Roles and Responsibilities of each volunteer the night of the event
 - Registration:
 - Guests
 - Media Registration
 - Name Tags
 - Speakers Agenda
- At least 1 month prior to Career Night, send a "Save the Date Postcard" with time and location of the Career Night event to:
 - Qualified Candidates
 - GM Board Representatives
 - Chevy-Pontiac-GMC Dealerships
 - Community Based Organizations
 - Prominent Hispanic Leader in the Community
 - Univision Guests
- At least 2-½ weeks prior to Career Night, send invitations with directions to how get to the venue.
- At least 3 business days prior to Career Night, create and send a Press Release informing of Career Night.
- At least 3 business days prior to Career Night, follow-up with all invitees to confirm their attendance and prepare a final registration list.

Step 7: Career Night

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- Set up crew (3 hours prior to the event):
 - Banners
 - Audio/ Visual
 - Production
 - Catering
 - Guides
 - Hosts
 - Parking
 - Speakers
 - Registration Desk
 - Clean-up crew

- Implement Career Night Plan and Agenda:
 - Registration time should be 45 minutes prior to start of event
 - Sign-In
 - Name Tags
 - Give all Qualified Candidates a welcome cover letter, a booklet of the program and make them sign a Release Form (contact Legal Department).
 - Networking Time (30 minutes prior to speakers)
 - Speakers Time (Philadelphia example):
 - MC - WUVP News Anchor, Introduce the first speaker
 - Univision General Manager, Welcome & Introduction (approx 5 min.)
 - Prominent Hispanic Leader in the Community (approx 5 min.)
 - GM Representative 1 (approx. 10 min.)
 - GM Representative 2 (approx. 5 min.)
 - Trainer Saul Serna - CEO of Business for Life, Presentation of the Program (approx. 45 min.)
 - MC, Closing

Step 8: Workshops

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- At least 1 month prior to workshops:
 - Identify and secure venue (Philadelphia held the workshop at the Community College of Philadelphia).
 - Take your Production Dept. to the venue before the workshop to pre-plan the set up and identify shot list.
 - Identify and secure catering company for snacks and refreshments.
 - Prepare all the material for the training to give to all the qualified candidates.
 - Prepare final registration list.
 - Contact the Legal Department to discuss risk management forms and procedures.

- Immediately after Career Night, send a letter to all the Qualified Candidates requiring they attend the workshops, and provide the dates, times and location. Include directions to how get to the venue.

- At least 2 business days prior to workshops, follow-up with the Qualified Candidates to confirm their attendance to the workshop.

- The Workshops:
 - Three days (3) of training:
 - Three (3) hours each day, for a total of 9 hours of training
 - Salespersonship skills
 - Communication skills
 - Sales training program
 - Registration Desk:
 - Sign-in daily (it is important to track all candidates attendance daily).
 - On Day 1, distribute all material for the workshops.
 - Exam is giving at the end of each workshop.
 - Prepare Graduation Certificates for distribution on last day of workshop.

Step 9: Interviews / Jobs

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- Interviews:
 - After graduation, each graduate receives a list of contact information containing all of the Chevrolet-Pontiac-GMC Dealerships in the area that are interested in hiring bilingual salespeople, along with a Claritas Map reflecting the location of these Dealerships.
 - Contact Orbistel to have this information uploaded to the web site.
 - Candidates will call the dealerships and make an appointment for interviews
 - For more information please contact Project Manager.

- Hired graduates begin a 14-week GM Certified Training Program with their Trainer/Coach, Saul Serna.

Step 10: Congratulatory Dinner

Remember to check-in with the Legal Department and let them know which phase you are on of The Latino G.R.E.A.T Jobs! Program, and remember to obtain Stakeholder buy-in for each phase of the program.

- At least 1 month prior to final GM Certified Training class:
 - Search and find a venue (Philadelphia held the event at a Restaurant).
 - Take your Production Dept. and Engineer to the venue before the event to pre-plan the set up.
 - Contact Legal Department to discuss risk management forms and procedures.
 - Determine the date for the Congratulatory Dinner so that the dinner is held 3-4 weeks prior to the last day of class.

- At least 1 month, prior to Congratulatory Dinner:
 - Send a “Save the Date Postcard” with time and location of the Congratulatory Dinner event to:
 - All the hired graduates
 - Their mentors and managers
 - Chevy-Pontiac-GMC Board Representatives
 - Chevy-Pontiac-GMC Dealerships that have hired the graduates
 - Prominent Hispanic Leader in the Community
 - Coach/Trainer, Saul Serna
 - Univision Guests
 - Speakers
 - Contact and prepare talking points for the Speakers

- At least 2 weeks prior Congratulatory Dinner, send out invitations.

- At least 1 week prior Congratulatory Dinner:
 - Follow-up with the guests to confirm their attendance
 - Create an agenda for the night

- At Congratulatory Dinner:
 - Set-up crew (2 hours previous to the event)
 - Roles and responsibilities for the rest of the staff (The Philadelphia station had a raffle with prizes at the end of the night in honor to the hired)
 - Banners
 - Production
 - Speakers

Appendix

Contact information:

- The Team:
 - Marty Rolnick – envisioned the Program 212-455-5287
 - Ken Nanus – sold the Program 212-455-5429
 - Univision WUVP-TV – executive the program:
 - Diana Bald – Project Manager 215-564-7782
 - Ita Mimo – Project Coordinator 215-564-7778
 - Josue Duarte – Promotions/Production Coordinator 856-690-3725

- Univision Television Group:
 - Gabriella Pullham – Legal Department 310-348-4879
 - Tom Arnost – Co-President 310-348-3453
 - Michael Wortsman – Co-President 310-348-3655

- Univision National Sales:
 - Charlie Stuart — Senior Vice-President 212-455-5215
 - Frank Donaldson — VP National Sales 212-455-5235
 - John DeSimone — VP National Sales 212-455-5236

- Orbistel — web site and call center:
 - Mario Bermúdez Buevas mbermudez@orbistele.com
 - Ricardo Tafur rtafur@orbistele.com

- Business For Life:
 - Saul Serna – Trainer/Coach 815-391-9265
saul@businessforlife.biz