



CALCTRA

Career Training | Quality Products | Changed Lives

**JOINT VENTURE PROGRAM
MARKETING PLAN**



CALCTRA
Career Training | Quality Products | Changed Lives

**85 PERCENT OF CALCTRA PARTICIPANTS
DO NOT RETURN TO PRISON.**





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EXECUTIVE SUMMARY

Pursuant to Penal Code (PC) Section 27171, the California Correctional Training and Rehabilitation Authority (CALCTRA) operates the Joint Venture Program (JVP). PC 2805 requires CALCTRA to initiate and develop new vocational training programs, and to assume jurisdiction over all existing vocational training programs.

The JVP enables private businesses to operate within California correctional facilities, employing incarcerated individuals at market-competitive wages. The program aims to reduce recidivism, support victim compensation, and provide businesses with a skilled, motivated workforce. Recognizing the importance of expanding its reach, CALCTRA is committed to further promoting and growing JVP programs across correctional facilities statewide, ensuring broader impact and enhanced alignment with its mission of transforming lives and fostering societal benefits. This marketing plan outlines strategies to raise awareness, attract business partners, and enhance public perception.

Sincerely,

SUZIE CHANGUS
General Manager (A)

SPECIFIC OBJECTIVES AND GOALS

Attract additional business partners to increase employer participation in the JVP from five to eight (50% increase) over the life of this plan through the following objectives:

- Develop targeted outreach campaigns to industries such as manufacturing, logistics, and technology, showcasing the benefits of participating in the JVP.
- Host informational webinars and in-person events to educate businesses about the program and its alignment with social responsibility goals.
- Collaborate with trade associations and chambers of commerce to amplify the program's visibility among potential business partners.
- Enhance partnerships with workforce development organizations to identify and promote skilled labor solutions provided by the JVP.
- Leverage success stories and testimonials from current business partners to build trust and credibility.
- UCI Recidivism Study, phase 2 – A comparison of recidivism within CALCTRA programs

Increase public awareness of the program's benefits to California's communities and the economy over the life of this plan through the following objectives:

- Increase existing number of public success stories and testimonials to highlight success stories and tangible impacts on rehabilitation and workforce development from current JVP partners and participants.
- Launch a sustained social media campaign targeting both businesses and the public, featuring infographics, behind-the-scenes insights, and thought leadership articles emphasizing the program's social and economic advantages.
- Create a dedicated JVP ambassador network comprised of former participants, business leaders, and advocacy groups who can share firsthand accounts and advocate for the program to wider audiences.
- Determine ways to track JVP participants individually as it relates to recidivism.
- Collaborate with media outlets to publish feature stories, interviews, and opinion pieces that emphasize the transformative impact of JVP on communities and industries.

Strengthening stakeholder engagement including correctional institutions, businesses, and advocacy groups over the life of this plan through the following objectives:

- Host or attend regular forums and roundtable discussions with correctional institutions to align the JVP with evolving rehabilitation strategies and inmate training initiatives.
- Facilitate or attend networking events between businesses and advocacy groups to foster collaborations and produce trackable success rates and leads from events.
- Strengthen partnerships and efforts with local Institutional Administration to market the JVP and identify viable space for expanding the JVP.
- Develop process for formal Joint Venture Space Assessment to develop database of available space by institution statewide.
- Kick-off Technology Statewide Revamp project, phase 2 – All institutions

Promote success stories to build credibility and trust by implementing the following objectives:

- Develop a multimedia campaign including written articles, and videos highlighting testimonials from former participants and business partners that showcase the program's tangible benefits and positive outcomes.
- Host live events and webinars where JVP ambassadors share their experiences and engage with audiences directly, fostering stronger emotional connections to the program's mission.

TARGET AUDIENCES

1. **Private Sector Businesses** (manufacturing, logistics, tech support, etc.)
2. **Trade Associations & Chambers of Commerce**
3. **Policy Makers & Government Agencies**
4. **General Public & Media**
5. **Nonprofits**
6. **Workforce Development Organizations**

KEY MESSAGES

- **Social Impact:** JVP reduces recidivism and supports rehabilitation.
- **Public Safety:** Productive engagement reduces prison idleness and improves institutional safety.
- **Restorative Justice:** Wages support victims, families, and reentry savings.
- **Economic Value:** Businesses benefit from cost-effective labor and tax incentives.



SPECIFIC MARKETING STRATEGIES

A. Digital Marketing

- Revise current JVP intranet page with current and relevant testimonials, FAQs, and application info.
- Revise and use of Entry to Employment (E2E) Network participation to garner additional success stories for both internal potential incarcerated workers and for public sharing upon release.
- Use social media campaigns (LinkedIn, Twitter, YouTube) to share success stories and program stats.
- Create partnership with GOBiz to advertise opportunity to private sector businesses on their sites.

B. Outreach & Events

- Determine appropriate and most applicable industry trade shows and economic development conferences for maximum return on investment for participation.
- Host webinars and virtual tours of JVP facilities.
- Partner with chambers of commerce and business incubators.
- Create partnership with the California Secretary of State (SOS) Office to build bridges to newly established businesses in the state

C. Public Relations

- Issue press releases highlighting new partnerships and program milestones.
- Pitch feature stories to local and national media.
- Collaborate with influential advocates in criminal justice reform.

D. Print & Promotional Materials

- Revise and redesign brochures, infographics, and case studies for distribution at events.
- Develop a media kit for interested parties and stakeholders.

METRICS AND EVALUATION

By the close of this plan, the JVP should have:

- No less than five operational JVP's, resulting in an increase in the number of incarcerated individuals employed by Joint Venture partner businesses.
 - Increase in the amount of employed incarcerated individuals will also result in an increase in victim restitution satisfaction, financial support to the families of the incarcerated workers, and contributions to the non-profit of their choice.
- Successful and proven increase in website traffic of 25% over current level.
- Additional press release activity and media coverage/social media reach.
- Survey and data collection tools should show satisfaction and desire to expand or continue working relationships.
- Have a fully implemented Salesforce system in place, capable of effectively capturing and tracking the complete lifecycle of a new lead, from initial contact through to successful establishment.
- Have deployed an overhauled Incarcerated Individuals (IIs) Database housed within the Offender Employability Tracking System (OETS) platform, utilizing a modernized approach to collecting pertinent II data to support accurate and consistent recidivism reporting.
- Launched a refreshed website equipped with Google Analytics, enabling the tracking of website traffic and landing page engagement, while maintaining alignment with overall CALCTRA branding.
- A dedicated Joint Venture Specialist position to directly lead and oversee digital content, routine website maintenance, and social media platforms, in addition to their normal duties.



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CALPIA
Leading People to Change Lives & Save Lives

JOINT VENTURE PROGRAM

California Department of Corrections and Rehabilitation
 Central California Women's Facility (CCWF)

Date 12/13/24

Pay to the Order of Mollie's House \$36,646.64

Thirty Six Thousand, Six Hundred Forty Six 64/100 Dollars

MEMO JVP Restitution Funds FY 23/24

SIGNATURE William Davidson
 William Davidson, General Manager (A)
 California Prison Industry Authority

CALPIA

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