



Objectives

- **Share** | WRK to provide unlimited wrap-around support to optimize and promote PGA WORKS Fellowships from participating sections and opportunities at PGA of America headquarters to a curated selection of BIPOC talent communities for 30 days or until filled.
- **Access** | PGA of America to receive unlimited access to view, manage, and download resumes of applicants and a curated selection of BIPOC talent communities.
- **Measure** | WRK to provide a toolkit and reporting to track impact of internal recruiting efforts and engagement with external partners.

Final Deliverables

Reach Talent

- Six (6) WRK-produced videos featuring current fellows showcasing a day in their life, sharing insights, and highlighting program benefits
- Two (2) WRK-produced videos featuring section leaders elevating their section, the ideal candidate, and highlighting program benefits
- Two (2) WRK-produced teasers featuring current fellows and section leaders promoting PGA WORKS Fellowship opportunities
- Two (2) WRK-hosted LinkedIn Audio events featuring PGA REACH leaders and current PGA WORKS fellows sharing their experience and answering questions from potential applicants
- A dedicated webpage at letsdowrk.com showcase WRK produced videos, audio recap of LinkedIn audio events, and updates on current openings from participating sections
- Extending the reach of section openings to diverse talent using the social media and email newsletters viewed by ideal candidates and professional development communities focused on diverse talent.

Get Support

- Enhanced promotion of 19 PGA WORKS Fellowship opportunities to diverse communities using the WRK Job board
- Collected applicant information to include their letter of interest and resume
- Provided candidate recommendations to PGA REACH leadership
- Participation in PGA WORKS programming during 2023 PGA Show in Orlando

2022 - 2023 Promotional Material

A Day in the Life: A video series highlighting current PGA WORKS Fellows showcasing their daily experiences while providing a glimpse into the unique opportunities and valuable experiences offered by PGA WORKS Fellowships.



Section Leaders: A video series showcasing dedicated section leaders providing an insider's perspective on their roles, responsibilities, and the impact PGA WORKS Fellows have on their organization.



Total Impressions	Total Views
776	178



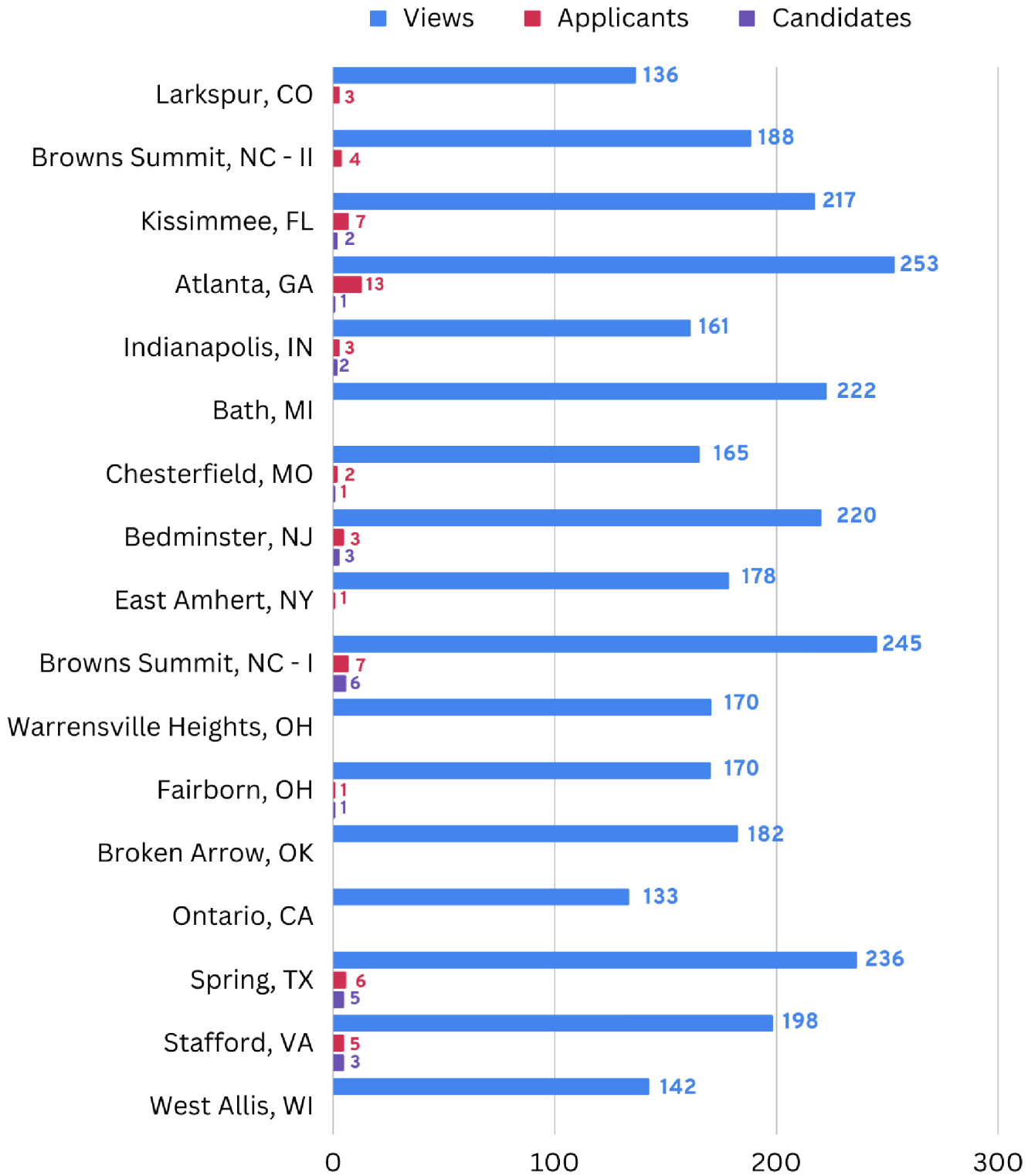
2022 - 2023 Video Impressions by Traffic Source¹

Source	Impression	Views
External	-	73
Direct or unknown	-	33
YouTube search	356	22
Channel pages	124	20
Suggested Videos	230	10

2022 - 2023 Additional Promotion Impressions

Type	Attendees/Views
LinkedIn Audio Event - Featuring Cameron Dinkins - 12/13/22	160
LinkedIn Audio Event - Featuring current fellows - 1/11/23	68
LinkedIn Post - PGA WORKS Teaser 1	331
LinkedIn Post - PGA WORKS Teaser 2	417
LinkedIn Post - A Day in the Life	132
Instagram Reel - A Day in the Life	244
Instagram Reel - Teaser	166

2022 - 2023 Job Summary



Total Views	Total Applicants	Total Candidates
3,216	57	26