

# QUARTERLY UPDATE



JAN - MAR 2018



## BY THE NUMBERS

### Q1 YOUTUBE TOP VIDEO VIEWS:

- 7-Eleven | 200,347
- Akamai | 172,145
- NC3 | 35,000
- Slope of the Curve | 254,565

\*Slope of the Curve began on YouTube on 3/26 with a starting point of 3,100 views.

### Q1 FACEBOOK TOTAL VIDEO VIEWS:

- 1.1 million WorkingNation (DSA) video views. 327% growth over last quarter. (total views were 332,594 in Q4 of 2017).

### Q1 TOTALS BOTH PLATFORMS:

- Akamai | 510,145
- Tri-C | 266,200
- NC3 | 207,300
- 7-Eleven | 327,547
- Slope of the Curve | 393,965

### Q1 YOUTUBE TOTAL VIDEO VIEWS:

- 662,057 WorkingNation (DSA) video views.

### Q1 FACEBOOK TOP VIDEO PERFORMERS:

- Akamai | 338,000
- Tri-C | 266,200 (823,025 lifetime – top overall performer)
- NC3 | 172,300
- 7-Eleven | 127,200
- Slope of the Curve | 139,400 (re-released 3/26)

## WorkingNation NEWS

### WELCOME NEW ADVISORS

#### ALLEN BLUE

LinkedIn Vice President of Product Management and Co-founder, joins our Executive Committee. Blue brings his knowledge of products and platforms aimed at helping close the middle skills gap in the U.S. Allen also serves on the board of the Hope Street Group where he focuses on workforce projects.

#### SUSAN ARMSTRONG

Senior Vice President, Engineering Qualcomm, Inc., joins our Advisory Board. Armstrong is a member of Qualcomm's Government Affairs group. She brings an engineering and product background to Government Affairs work in worldwide public policy including intellectual property protection, trade and immigration reform, STEM and STEM diversity.

#### GRETCHEN KOCH

Executive Director of Workforce Development Strategies, Creating IT Futures, joins our Advisory Board. Koch is responsible for CompTIA's Creating IT Futures Foundation's IT workforce development and education initiatives. When she is not working from the Foundation's headquarters in Downers Grove, IL, she spends a great amount of time in Los Angeles, working with local leaders in education and workforce development.

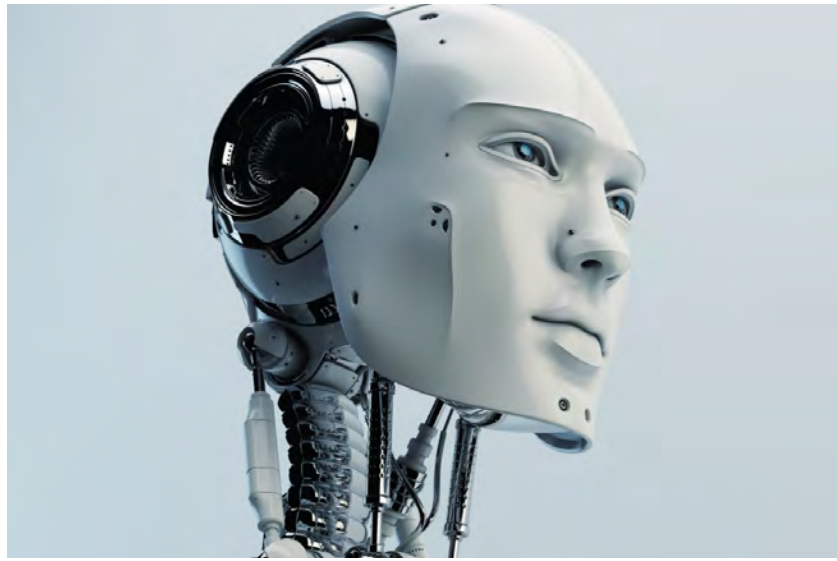


## WorkingNation & YPO CO-HOST TOWN HALL EVENT

In January, WorkingNation & YPO hosted a Town Hall event inside the Dreamline Aviation hangar at Van Nuys Airport where aerospace industry experts discussed solutions to the STEM skills gap. At the town hall, WorkingNation premiered "The Shift is Now," a Do Something Awesome (DSA) documentary on aviation's race for technicians. More...

## WorkingNation & THE POYNTER INSTITUTE TEAM UP FOR FUTURE OF WORK WORKSHOPS

WorkingNation and The Poynter Institute have partnered to teach two workshops for professional journalists. One will focus on the Future of Work and the other on the need to help more African-Americans, Hispanics, and American Indians earn college degrees and other high-quality credentials after high school. The workshops will be made possible by a funding grant from the Lumina Foundation. More...



## UPCOMING...

On June 26, WorkingNation will hold a Town Hall event, Cracking the Code: A Town Hall on Bridging the Skills Gap in Cybersecurity, at The Jacobs Technion-Cornell Institute in New York City.



# WorkingNation STORYTELLING

This quarter, WorkingNation released four documentaries of organizations who 'Do Something Awesome' (DSA) to connect workers to meaningful and sustainable jobs.

- All Hands on Deck: Living the Dream with 7-Eleven Franchising
- Today's Teachers With Tomorrow's Skills: NC3 Connects the Knowledge Network
- No Experience Required: Building a New Digital Workforce
- The Shift Is Now: Aviation's Race for Technicians

[CLICK HERE TO WATCH](#)

## NEW FRANCHISE ALERT!

The State of Work offers a first-hand look at the workforce development programs happening at the state level. For the series launch, WorkingNation Executive Producer and Senior Business Correspondent Ramona Schindelheim spoke with Michigan Gov. Rick Snyder on his \$100 million proposal to change the way the state develops its pipeline of skilled workers. More...



WorkingNation's Ramona Schindelheim with Gov. Rick Snyder.

## THE INTERVIEWS

Ramona continued her conversations with CEOs and other C-Suite executives this quarter for her series, Shaping the Future Workforce, C-Suite Solutions, and Closing the Gap with interviews featuring LinkedIn Co-Founder Allen Blue; John Palmer, AT&T's Chief Learning Officer; Jennifer Crozier, President IBM Foundation; and Humana CEO Bruce Broussard, among others.

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## UPCOMING...

WorkingNation interviews Indiana's Governor for a documentary about a workforce development program in prisons.



## WEB GOLD!



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What can we do to stay ahead of the #techcurve? Join 2018 keynote speaker, @WorkingNation's Art Bilger and connect with business leaders to share insights and solutions for the changing economy.

✓ Register for the 21st Annual #StrictlyBizLA Luncheon: [jvs-social.org/sb2018](https://jvs-social.org/sb2018)



10:06 AM - 6 Apr 2018

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