

HOWARD COUNTY BRAC TASK FORCE

BRAC BIT: #31

DATE: 26 March 2009

SUBJECT(S): Making Contact with the BRAC Market, BRAC Jobs

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DISCUSSION:

1. BRAC Jobs 101, When they are coming and how to apply:

- a. **What:** A presentation by the HC Office of WFD, government agencies and private companies. An information session, not a job fair!
- b. **Why:** To update the community on available BRAC related jobs
- c. **When:** 1 April 2009, 7 PM to 8:30 PM, “no fooling!”
- d. **Where:** Howard High School Auditorium, 8700 Old Annapolis Road, Ellicott City, MD 21043

2. We Need to Get With It:

- a. The number one question we have been getting for the past 6 months is: how can we connect our businesses and the services and/or products that we provide with the expanded market brought to the region by Fort Meade growth. For a number of months we “BRAC People” have been able to successfully waffle our way through these kinds of questions by stating the time is not quite right. Now the time is upon us. For example, the first Defense Information Systems Agency (DISA) employees will be getting their Transfer of Function Letters in October of 2009. And, we know that they and other BRAC organization’s employees and contractors have been up to our region looking at houses and other quality of life factors.
- b. What is the solution? There is no single solution! The techniques of marketing to this group will not be much different than marketing to our current customers. The only real difference is that we have more knowledge about them before they arrive in our county/region. And, that is an opportunity for all of us. That said, knowing we will not have specific names of these employees and their families how can we let them know what services and products our region can provide? The following are some of the vehicles that either are available or will be available:
 - o Relocation Guides: Ask the questions: how many will be published and how will they get to your market?
 - o Fort Meade newspaper, SOUND OFF: Advertising # 301-621-5232
 - o Relocation Fairs: The Fort Meade Alliance and regional Chambers of Commerce have events in the planning stage. More information to follow.
 - o Virtual Marketing: Already many of our businesses are marketing on the web. We are looking for ways to focus these capabilities on the BRAC marketing segment. (More to follow on all of these initiatives. Call me if you have questions or great ideas!)