

Department of Commerce Workforce Video

Strategy

Promote Kansas as a great place to live, work and play by producing a video featuring testimonials from Kansans talking about the great jobs and quality of life they enjoy in Kansas.

Profile of Testimonial Candidates

1. Loves their life in Kansas and can portray their “story” and reasons why they love Kansas in an articulate and engaging way on camera. Can speak to specific aspects about life in Kansas such as:
 - a. Quality of life
 - b. Great job
 - c. Things they enjoy doing and seeing in the state
 - d. Friendly people
 - e. Great schools
 - f. Richness of life
 - g. Cultural diversity
 - h. Geography (centrally located or unexpected and amazing landscapes)
 - i. Reasons why they moved to Kansas
 - j. Productive and innovative business environment (progressive industries, great workers/co-workers)
2. Ages 25-45 (may make exceptions based on strength of their testimony)
3. Testimonial candidates may come from a broad range of backgrounds:
 - a. An original Kansan who moved away, and now moved back to Kansas
 - b. A transplant from another state
 - c. A military transplant
 - d. An international transplant
 - e. A Kansan who made the decision to stay
4. Would like testimonials from a variety of locations across the state (note major population centers may have more testimonials than other locations).
5. Mix of male/female and ethnic backgrounds.
6. Would like a wide variety of industries represented (including entrepreneurs).
7. Candidate must have a healthy appearance and attitude and be personable and engaging.