



Marketing Launch Kit

September 2007

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Plan and Contact Information

Purpose of This Marketing Launch Kit

This kit provides an easy initial program launch approach for the promotion of the Boomerang program.

The contents of this kit are targeted to two of the three primary segments of the Boomerang audience.

1. *Active state government employees who:*

- may be planning to retire within a one year or less and could benefit from Boomerang.
- know someone who is retired or is planning to retire and could benefit from Boomerang.

2. *State government retirees who are interested in returning to work.*

Contact Information Regarding This Plan

State and Consumer Services Agency
Andrew Armani, Deputy Secretary

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Branding Fact Sheet



It is recommended that your domain name be short, brandable and easy to remember. This name meets all those criteria. This is a strong, positive, meaningful name. One that is memorable, likable, and visually pleasing.

Meaning

Boomerang is a play on words. The meaning behind it is, baby boomers returning to the workforce.

Color

Red has more personal associations than any other color. Recognized as a stimulant red is inherently exciting and the amount of red is directly related to the level of energy perceived. Red draws attention and a keen use of red as an accent can immediately focus attention on a particular element.

How the color red affects us mentally and physically

- * Increases enthusiasm
- * Stimulates energy
- * Encourages action and confidence
- * A sense of protection from fears and anxiety

Logo

The Boomerang logo consists of Modern No.20 font and a retro graphic element. In addition to that is the tag line, "State of California Retirees Job Connection". Without brand equity it is important to include a describing tag line. The tag line was decided as a collaborative effort with representatives from interested departments within our agency.

To get an electronic version of the logo please contact, Steve Cuckovich at 916.845.7987 or email steve.cuckovich@ftb.ca.gov

Messaging for Website

Introduction

Based on usability studies, we are providing information to help you successfully promote the Boomerang program on your website. Effective usability practices allow people to use a product or website to quickly and easily accomplish the task. For the first year of the program, people may not connect the name *Boomerang* with a state website. Therefore, we recommend the following content options for promoting the Boomerang program on your website.

Homepage Advertising

 - Free registration for State of California retirees looking for temporary state employment opportunities. [Register now](#) for placement in a hiring pool that certain State departments may use to fill retired annuitant positions.

Link the Boomerang logo and [Register now](#) to the Boomerang website at <https://boomerang.ca.gov/boomerang/>.

Descriptive Link

[Boomerang - State retirees job connection](#)

Link to <https://boomerang.ca.gov/boomerang>

Consider placement of the link in one or more of these areas that you may have on your website:

- Left or right homepage navigation panels
- Quick Links
- Job Opportunities or employment pages
- Additional Information
- Other Information

Intranet/Employee Newsletter Article

Boomerang Re-Opens the Door to Employment for State Retirees

California state government is about to experience its largest wave of retiring state employees in history. According to the State Personnel Board, 70,000 or 34 percent of state employees will be eligible to retire in the next five years. When workers retire, they take valuable knowledge and experience with them. This can result in temporary staff shortages and potential delays in services and processes.

Over the past several years, state government has leveraged its ability to hire skilled, knowledgeable temporary workers through the retired annuitant hiring process. Retired annuitants (RAs) are allowed to work up to nine months per year at or below the classification level at which they retired.¹ Currently, there are several thousand RAs working in various state departments. At this point, hiring RAs is primarily a paper-driven process.

In March 2007, recognizing the need to streamline the RA hiring process, the State and Consumer Services Agency established a team to develop an online service to streamline and simplify the retired annuitant hiring process. The team includes representatives from interested departments within the State and Consumer Services Agency. This effort is one of many under development to address the impact on state government due to the retirement of the baby boomer generation.

The online solution that the project team is developing is called "Boomerang, State of California Retirees Job Connection." <https://boomerang.ca.gov/boomerang/>

Boomerang Program Implementation

On September 5, Phase I will be implemented with state department participation limited to the departments under the State and Consumer Services Agency. Phase I implementation allows State retirees to provide information online regarding their employment history, education, skills, and employment goals. The information will be stored on a secure database. State retirees will be able to add, edit, and delete their information via a secure logon and password combination.

On November 1, Phase 2 will be implemented. Phase 2 allows participating state department staff the ability to search for potential employees to fill job openings. Hiring staff will be able to contact the potential employees directly via email or phone. Boomerang will be open to all

¹ A retired state employee may be appointed to a temporary position if they meet the requirements of Government Code Sections 21152 or 21153. These Government Code Sections, which are under the jurisdiction of CalPERS, allow any employee who is retired from CalPERS to be temporarily employed under specified conditions and still receive retirement benefits. A retired annuitant is allowed to work a maximum of 960 hours per fiscal year.

eligible state retirees, regardless of the department or agency that they worked for. By January 2008, the program will be expanded to include all state departments.

Messaging for State Retiree Paychecks

Interested in returning to State work as a retired annuitant? Visit <https://boomerang.ca.gov/boomerang/> and join the Boomerang program!