# ACCELERATE BIO WORKFORCE DEVELOPMENT IN OREGON





## IT'S GAME TIME FOR GROWING OREGON'S TALENT PIPELINE

Oregon Bio is pleased to support Oregon's existing Life Sciences industry and Oregon's economic development recruitment efforts through building a sustainable talent pool. Rad Lab is one of our workforce initiatives focused on awareness and access, especially for the underrepresented populations.

#### What's in it for Oregon Bio Members:

- Builds a sustainable pipeline, earlier: Engages Oregon's untapped talent, ages 13-24, in your brand and most needed jobs before they choose another path
- Scales your recruitment efforts: Expands your career and pathway awareness efforts across the state, in-school and out-of-school, and fulfills DEI initiatives through Gen Z's #1 form of entertainment (Genentech can also use this platform with existing STEM efforts as a way to continue engagement -tours, job fairs, science days, etc)
- Changes your workforce game: Rad Lab handles all the marketing and deployment including contests and scholarships in game to events and PR out of the game (Genentech's brand could be on all in-school and out-of-school materials, on art in-game and be included in PR opportunities)
- Access to a vetted talent pipeline: Minimize turnover by accessing vetted in-game talent with proven life science interests and achievements you're looking for to fill apprenticeships, internships, jobs or events
- Impact your surrounding communities: Help bring an innovative tool to Oregon's youth to support workforce development. Your jobs can change the lives of those you hire along with their families while helping to build thriving communities



## ACTIVELY ENGAGING WITH THE UNDERSERVED COMMUNITIES AND UNDERREPRESENTED POLULATIONS.

TARGET AUDIENCE: OREGON YOUTH (AGES 13-24+) REACH: APPROXIMATELY 450,000+ YOUTH



### **Data Tracking:**

Skillsgapp adheres to all data privacy laws and does not sell any user data. The following data is tracked and would be shared with the game team partners.

- Unique game users
- Location of player
- Age of player
- Emails
- Recruited atys
- Badges earned

- Stickness of gameplay
- Playtime daily/monthly
- Link clicks or video views
- Contest and scholarship winners
- School recruites aty
- Assessment questions in-game