CO’s Talent Development System

• Nationally recognized as a leader
• Many in our own state are not aware & not engaging

Our Communications Plan goal:

• Better reach those served
• Help them access tools & resources available
• Continue & enhance internal collaboration
What is SUCCESS?

1. Students and workers know:
   Multiple on- and off-ramps to education and meaningful work

2. Businesses know:
   Colorado can support their rapidly changing workforce needs

3. Legislators know:
   Collaborative work is happening – and is effective

4. Governor & agency directors know:
   Colorado is leading the nation – and getting even better

5. Agencies know:
   How to engage; their role in contributing; collaboration is there

6. Community leaders know:
   What’s happening at the state level, but it’s bottom up
Much more than a logo ...

“A brand is the art of aligning what you want people to think about your organization with what people actually do think about your organization.” - Jay Baer
Building the **BRAND**

The Colorado Talent Development System:

- Business-centered
- Powerful collaborations and aligned efforts
- Bringing together:
  - Industry
  - Workforce Development
  - Education and Training
  - Economic Development
- Serving Businesses, Workers, Job-seekers and Students
Marketing Plan **OBJECTIVE**

Promotion of Colorado’s talent development system will result in the following outcomes:

- **Students, job-seekers & workers:** information; access; help set and achieve their goals
- **Businesses:** Develop talent in Colorado
- **Individuals in all partner entities:** know the Talent Pipeline; their role; how it benefits those they serve
- **Elected officials and community leaders:** support and promote the value of the Talent Development System
Marketing Plan STRATEGIES

- **Increase awareness and use** of the Talent Development System
- **Connect students, job-seekers and workers** to career and training opportunities
- **Streamline business’ access** to information they need
- **Engage more businesses more deeply**
- **Actively engage a diversity of partners**
- **Develop a network of leaders** and advocates across industries
Marketing Plan **TACTICS**

**Increase awareness and use** of the Talent Development System

1. Develop an umbrella brand
2. Actively communicate to target audiences via:
   a. Existing marketing channels
   b. Public Service Announcements (PSA’s)
   c. Business and media partnerships
   d. Digital and search engine marketing
Marketing Plan TACTICS

**Connect students, job-seekers and workers** to career and training opportunities

**Streamline business’ access** to information they need

3. Develop an electronic gateway / “landing page”

4. Move audiences from awareness to advocacy:
   a. Centralized social media strategy
   b. Content marketing
   c. PR and earned media
Marketing Plan TACTICS

System Coordination Tactics under development:

- **Engage more businesses more deeply** in solution development and implementation

- **Actively engage a diversity of partners** focused on alignment to create Colorado’s talent pipeline

- **Develop a network of leaders** and advocates across industries
THERE ARE MANY PATHS TO ONE DESTINATION:
A SUCCESSFUL CAREER

talentFOUND

The journey to a successful career is as varied and unique as you are. But the formula is universal:

1. Discover your talents and refine your skills through education and training
2. Line up your interests, skills and abilities with the jobs and businesses need to hire
3. Obtain the work experience that will set you on your way
4. Refine your skills and continue on your unique journey to success

Fortunately, you live in Colorado, nationally recognized for aligning workforce, education, and economic development services and programs to help students and job seekers get the training they need for the jobs of today and tomorrow. No matter where you’ve come from or where you want to go, we can help you define and design YOUR path to a great job, a rewarding career, and a prosperous life.

Discover Ability > Develop Talent > Find Success

www.talentFOUND.org
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A CAREER IS A JOURNEY. LET US BE YOUR GUIDE.

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Breakouts:

1. Choose the audience you know best:
   - Students, job-seekers, & workers
   - Businesses
   - Talent development system partners

2. Stay at the 100K foot level – answer for the ENTIRE talent development system

3. Report back at the end
THANK YOU!
NOW IT'S TIME FOR YOUR QUESTIONS.

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