

# Colorado's Talent Development System: Communications Plan

March 18, 2016



**a-train**<sup>®</sup>  
marketing communications inc.

# 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

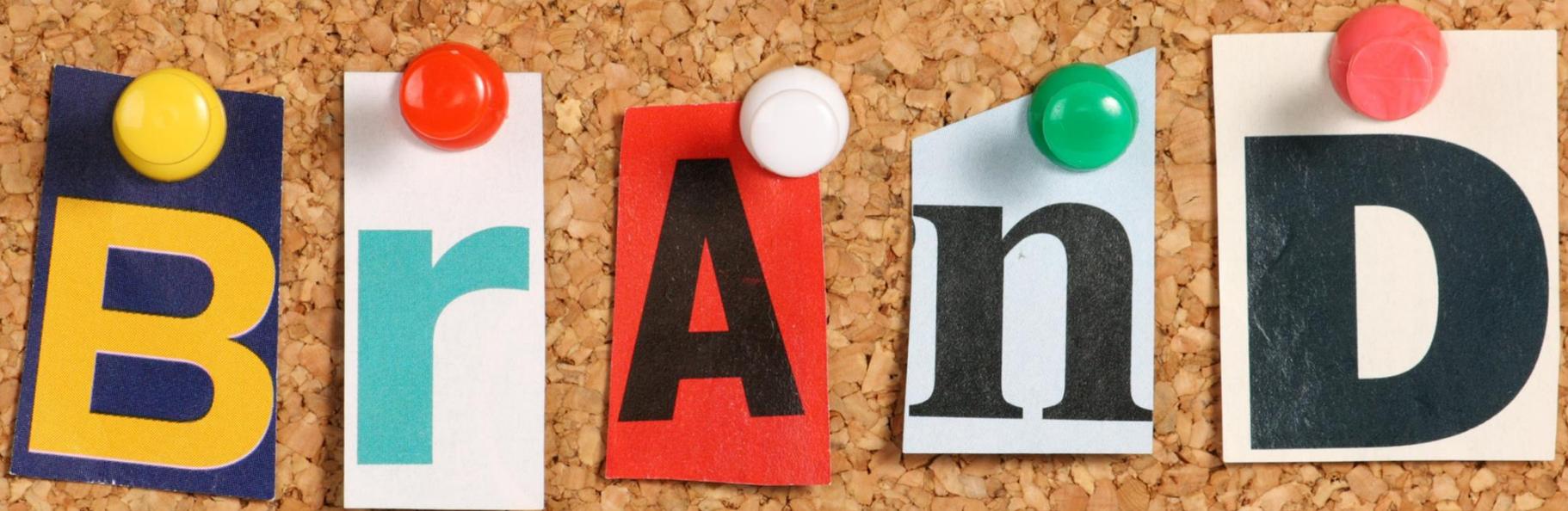
## **5. Agencies know:**

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











**Discover Ability > Develop Talent > Find Success**

# THERE ARE MANY PATHS TO ONE DESTINATION: A SUCCESSFUL CAREER



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 skillset through education and training
- 2 Line up your interests, skills and abilities with the jobs 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](http://www.talentFOUND.org)



A billboard advertisement for Talent Found. The background is a photograph of a winding asphalt road through a lush green landscape with a dense forest of evergreen trees. The billboard is supported by a large metal structure. At the top, five tall poles with lights are visible against a grey sky. The text is prominently displayed in the center and bottom of the billboard.

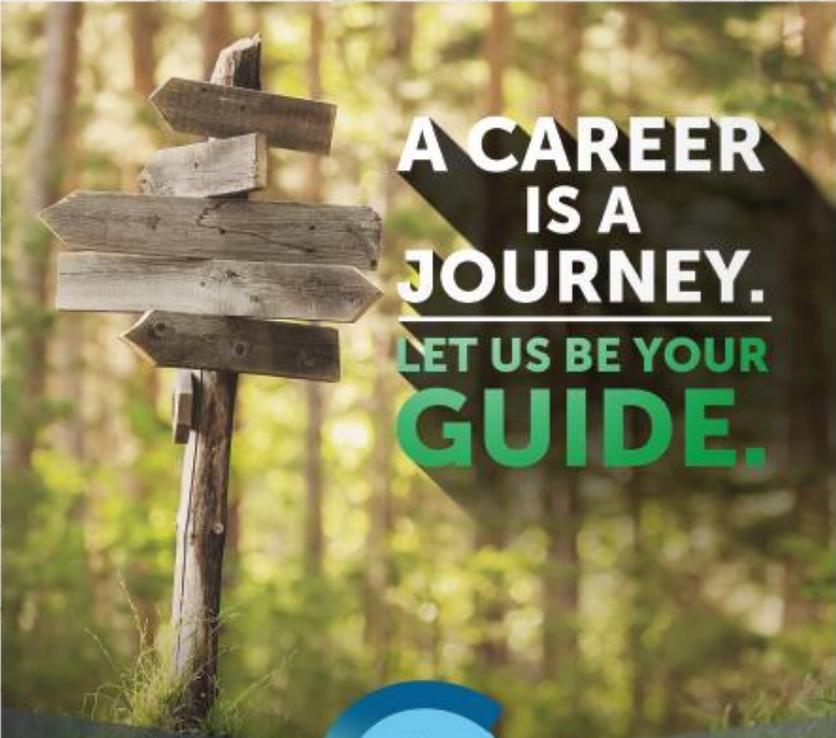
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# A CAREER IS A JOURNEY.

## LET US BE YOUR GUIDE.



talent **FOUND**

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**HIRING IS A JOURNEY.**  
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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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