

Communications Plan Update

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Communications Plan **GOALS**

1. Students, Job-seekers and Workers know:

Multiple on- and off-ramps to education, training and meaningful work

2. Businesses know:

Colorado understands and responds to their rapidly changing workforce needs

3. Policy Makers and Legislators know:

Collaborative work is happening, that it is effective and how to support it

4. Governor & Agency Directors know:

Colorado is leading the nation, what the next steps are and how to help

5. Agency Staff know:

How to engage; their role in contributing; collaboration is there

6. Community Leaders know:

What's happening at the local and state level, and how to engage



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



In the spotlight, taking advantage of it

National Acknowledgement

- **US Dept of Labor and US Dept. Education**
- **NGA and NASWA**
- **Job for the Future, Woolsey Group, Collaborative Economic**

State Focus

- **Governors Vision: Healthy Colorado - World Class Education & Training**
- **Governors Workforce Cabinet**
- **Business Experiential-Learning Commission**

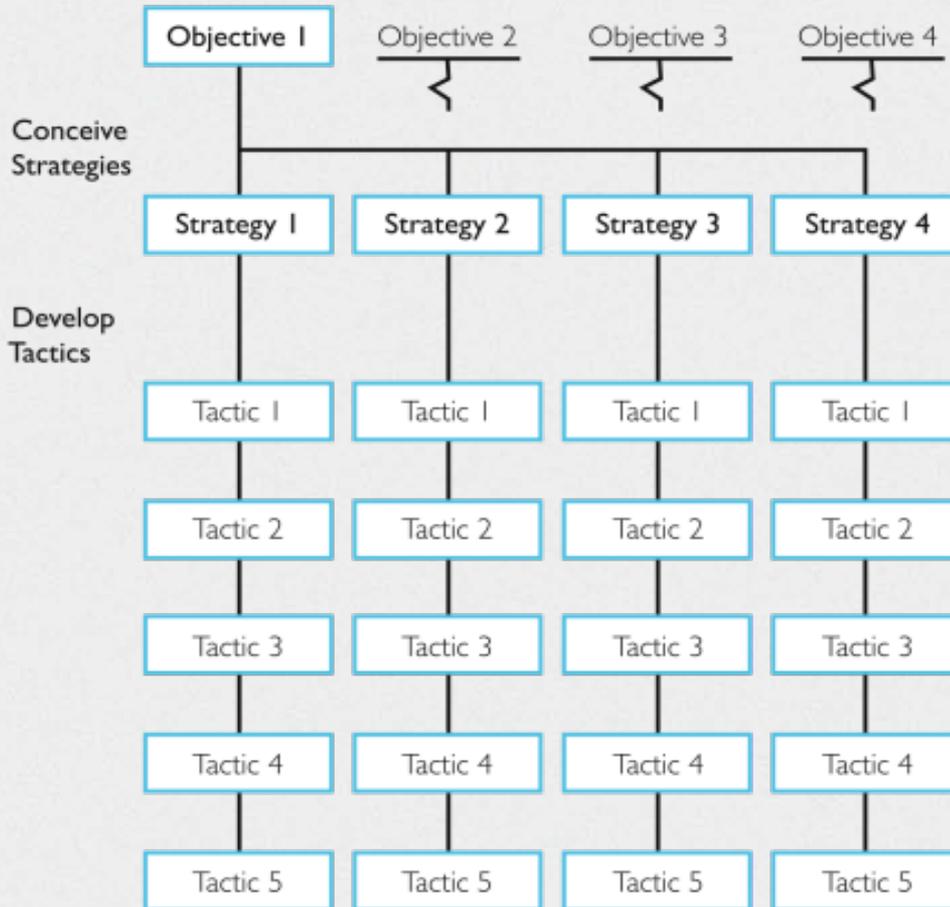
Avenues for Advocacy and Communication

- **Colorado Business Round-Table / ICOSA Media Connect and Collaborate**
- **ReWork America Connected – Markle Foundation**
- **Talent Pipeline Report**



THE STRATEGIC PLAN

Establish Objectives



OBJECTIVES

- “What is success?”
- Specific, attainable, measurable

STRATEGIES

- The “game plan”
- What will drive us to accomplish each objective?

TACTICS

- “Marketing Communications Plan”
- Detailed action steps, timing, and budget



OBJECTIVE - draft

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

- **Students, job-seekers and workers** will have the information they need to explore a variety of education and training opportunities and more easily access the resources available to help set and achieve their career goals.
- **Businesses** will tout Colorado's Talent Pipeline as a reason for staying in, coming to, and expanding in Colorado.
- **Individuals in all partner entities** will know what the Talent Pipeline is, and will be able to communicate their role in it and how it benefits students, job-seekers, workers, and businesses.
- **Elected officials and community leaders** will tout the value of Colorado talent development system and the resulting talent pipeline.



STRATEGIES - draft

Increase Awareness and use of the talent development system, of the efforts of the system and the opportunities that it provides for businesses, students, job-seekers, and workers -- internally and externally, across systems and throughout the state.

Businesses can easily access information they need regarding workforce using the talent development system and will know how to engage in it

Engage more businesses more deeply in solution development and implementation; as demonstrated through active participation through the talent development system.

Expose students, job-seekers and workers to career and training opportunities and the steps they need to take to achieve success.

Increase the intensity and diversity of partners that are actively engaged and focused on aligning their programs and efforts in creating Colorado's talent pipeline.

Develop leadership and advocacy across industries and at local, regional and state organizations that easily communicate the collaborative work, the impact it is making and how other can engage in it.



NEXT STEPS

1. Finalize objective and strategies
2. Build out target audience personas
3. Develop tactics and get feedback
4. Messaging



THANK YOU!

NOW IT'S TIME FOR YOUR QUESTIONS.

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