talent FOUND

Discover Ability > Develop Talent > Find Success
Agenda

- Project overview
- Communications plan
- PSA preview
- Message Feedback
- Next steps
Project Background
Our Structure

Multiagency project

Communications Committee

Commissioners and Delegates
Stephanie Veck, Co-Chair
Mallory Bowers, Co-Chair
Todd D. Munson
Kyle Sickman
Rollie Heath
Erin Silver

Agency Representatives
Cher Haavind, CDLE
Megan McDermott, CDHE
Mike Blake, CollegeInvest
CDLE/CWDC received $200,000 U.S. Department of Labor and Employment grant to promote apprenticeships

<table>
<thead>
<tr>
<th>Item</th>
<th>Company/Organization</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interagency Contract</td>
<td>CWDC/CDHE</td>
<td>$70,000</td>
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<tr>
<td>PSA Media Buys</td>
<td>Colorado Broadcasters' Association ($15K/month)</td>
<td>$60,000</td>
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<tr>
<td>Advertising</td>
<td>Cactus</td>
<td>$65,000</td>
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<tr>
<td>PSA Production Assets</td>
<td>Colorado Office of Government, Policy and Public Relations</td>
<td>$5,000</td>
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<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$200,000</strong></td>
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Project Goals

1. Launch a statewide campaign to promote apprenticeships as directed by the USDOL grant.

2. Set foundation for future BEL Commission communications work.

Key deliverables

- Communications plan
- Communications roadmap
- Collateral and support material
<table>
<thead>
<tr>
<th><strong>Communications Research and SWOT</strong></th>
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<tbody>
<tr>
<td><strong>Strengths (Internal)</strong></td>
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<tr>
<td>- Bank of success stories</td>
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<tr>
<td>- Strong sector partnerships</td>
</tr>
<tr>
<td>- Coordinated, statewide effort</td>
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<td></td>
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<tr>
<td><strong>Weaknesses (Internal)</strong></td>
</tr>
<tr>
<td>- Some programs are just getting</td>
</tr>
<tr>
<td>started</td>
</tr>
<tr>
<td>- Each agency/organization has its</td>
</tr>
<tr>
<td>own unique brand and history</td>
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<tr>
<td></td>
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<tr>
<td><strong>Opportunities (External)</strong></td>
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<tr>
<td>- Americans value higher education</td>
</tr>
<tr>
<td>but skeptical on ROI</td>
</tr>
<tr>
<td>- Parents and students like the idea</td>
</tr>
<tr>
<td>of WBL</td>
</tr>
<tr>
<td>- Business leaders can own their</td>
</tr>
<tr>
<td>talent development</td>
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<tr>
<td></td>
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<tr>
<td><strong>Threats (External)</strong></td>
</tr>
<tr>
<td>- High cost, upfront investment and</td>
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<tr>
<td>coordination from businesses</td>
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<tr>
<td>- “Tracking” perception—“i.e. WBL is</td>
</tr>
<tr>
<td>great for some learners but not</td>
</tr>
<tr>
<td>me/my child”</td>
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</tbody>
</table>
• **When marketing to adults**, messages should emphasize opportunity: earning a wage, gaining in-demand skills and securing steady employment with growth potential.

• **When marketing to students and families**, messaging should emphasize perks: subsidized—or even “free”—college, earning a wage and getting a leg up in an increasingly competitive job market.

• **When marketing to business leaders**, messaging should emphasize cost savings, improved safety and knowledge transfer and state/industry support.

• Campaign should rely on third-party testimonies from students, adult learners and business leaders, featuring subjects diverse in age, gender and ethnicity.
Communications Plan
Key Audiences

- **Primary**: Youth, adult job-seekers and business leaders

- **Secondary**: Influencers (parents, counselors, policymakers community members, etc.)
Communications Goals and Strategies

Key Goals

- **Change perceptions** of apprenticeships among students, adult learners and business owners
- **Increase understanding** of, interest in and participation in existing programs
- **Increase interest** in, understanding of and drive adoption among new businesses
- **Communicate outcomes** to secondary audiences

Key Strategies

- Launch statewide PSA campaign and accompanying microsite
- Pursue paid and earned media opportunities
- Leverage agency/organization social media channels
- Craft unified messaging that informs collateral and resources
Work-Based Learning Messaging

The working group workshopped messages for each audience along each stage of the continuum.
• Work-based learning is a win-win-win for Colorado. It allows students to drive their own learning; it provides Coloradans a foothold in a dynamic economy; and it powers businesses with the people they need to thrive and innovate.

• Work-based learning encompasses everything from career fairs and on-the-job training to structured programs like apprenticeships and internships.
Apprenticeships are the gold standard of work-based learning. They have been around since the medieval ages and forged the modern American economy. Building on this model, Colorado is leading an apprenticeship evolution in fields as diverse as IT, finance and healthcare.

Whether you’re just starting your career or looking to make a switch, work-based learning can help you achieve your personal and professional goals.
Public Service Announcement: Apprenticeship Evolution
Apprenticeship Evolution

- Boosts all communications goals to change perceptions and increase awareness and participation
- The PSAs will run from June through August, ending Sept. 1. We are working closely with CareerWise to tie our PSA campaigns together.
- Visuals harmonize with message: clean, modern and energetic
Messages - Learning About Work

Work-based learning includes less formal options like career fairs, worksite tours and job shadowing. Each model offers unique advantages that can help meet business needs.

You don’t have to go it alone—the state of Colorado has resources to help you design effective work-based learning programs, saving your business time and money.
Training employees on-the-job allows you to grow your own talent pool that’s customized to the needs of your business.

On-the-job training delivers tangible ROI to your bottom line. The cost of the program is often outpaced by the employee’s production. Businesses with robust employee training programs have a competitive advantage over those that do not.

On-the-job training programs ease hiring and scouting woes. They have been shown to save money through improved employee retention, safety and knowledge transfer.
Messages – Learning at Work

Apprenticeships are a tried and true model that has built the modern American economy, and Colorado is leading its next evolution in dynamic fields as diverse as IT, finance and healthcare.

Apprenticeship delivers tangible ROI to your bottom line. The cost of the training wage is often outpaced by the apprentice’s production. Businesses with robust apprenticeship programs have a competitive advantage over those that do not.

Apprenticeships allow you to grow your own talent customized to the needs of your business.

Apprenticeship programs ease hiring and scouting woes. They have been shown to save money through improved employee retention, safety and knowledge transfer.

Apprenticeships are more than just a trend—they’re a real business solution that’s gaining traction in our state. There are more than 450 apprenticeship programs in Colorado.
Next Steps

• PSA and microsite to debut June 1, 2018

• Looking for businesses to partner with on case studies, video testimonials, blog posts – would you be potentially interested?

• Working on a social media and traditional media plan for a coordinated push
Questions?
Discussion Questions

- How do you think a colleague would react? How would students react? Adults?
- Does the PSA leave you with any questions?
- What would you expect to find on the microsite?
- What aspects of work-based learning resonate most with you?