The U.S. Conference of Mayors
Workforce Development Council (WDC)
Communications Directors Pre-Conference Session

January 19, 2016

Capitol Hilton Hotel
1001 16th Street, NW
Washington, D.C.
Communications Brainstorm Meeting Notes - from last meeting

Communications representatives from 17 cities gathered in Dallas at the US Conference of Mayors annual conference to discuss our recommendations to address four objectives set forth by the WDC.

This year’s participants represented cities across the nation including Columbus, Charlotte, Minneapolis, State of California, Hartford, Portland, Philadelphia, Lubbock, Frisco, TX and Dallas.
Goals from last year

<table>
<thead>
<tr>
<th>1. Have a positive impact on funding of the workforce development system and funding of the WDC.</th>
<th>2. Get buy-in from electeds and engage the business community in the workforce development system.</th>
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<td>3. Have the workforce development system better understood and publicly explained.</td>
<td>4. Increase WDC Membership</td>
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Goals from 2014 we will focus on this year

| 2. Get buy-in from electeds and engage the business community in the workforce development system. | 3. Have the workforce development system better understood and publicly explained. |
Team Strategy 2016

Create a theme for each quarter of the program year. Establish a working group for each theme/quarter that will be responsible for:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Theme/Strategy</th>
<th>Meeting Date</th>
<th>Lead and Location</th>
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<tbody>
<tr>
<td>Q1. Jan / Feb /Mar</td>
<td>Regional Ecosystem</td>
<td>USCM June Mtg</td>
<td>Nick DE Mola lead - CA</td>
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<tr>
<td>Q2. Apr/May/Jun</td>
<td>Industry Sector Strategies</td>
<td>USCM Sept. Mtg</td>
<td>David Setzer lead – Frisco, TX</td>
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<td>Q3. July/Aug/Sept</td>
<td>YOUTH</td>
<td>USCM Jan Mtg</td>
<td>Tricia Ryan lead – Portland, OR</td>
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<td>Q4. Oct / Nov/Dec</td>
<td>Targeted Populations (Disab / Vets, etc)</td>
<td>USCM Sept. Mtg</td>
<td>Sandy Rodriguez lead – Hartford, CT</td>
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Reports Due Feb 28, 2016
Fifth Group:

5. IMPACT MEASURES – identify 2-4 easily gatherable measures to show as return on investment. Reportable at all USCM Mtgs. Sara Collins lead – Charlotte, NC.
What we need

From WDC Members

◦ Approve the plan
◦ All 100 members designate a Communications Representative and give access to the Comm team to reach (emails) – via Linked In Group – to develop and execute the plan
Message Themes

• Workforce IS the solution
• The recognized leader in workforce development
• We are the industry thought leader
• Don’t talk WIOA – talk pipeline of enough workers for employers to address their workforce shortages
• It’s about economic mobility
• We are workforce
• WDC to consider partnering with other national entities to develop universal standards for Workforce Development Boards