Workforce Regional Ecosystem Communications

Results from April, 2016 Campaign
### PUBLIC COMMUNICATIONS STRATEGY FROM WDC

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Theme</th>
<th>Meeting Date</th>
<th>Lead Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb/Mar</td>
<td>Regional Ecosystem</td>
<td>USCM June Mtg</td>
<td>Nick Loret de Mola - CA</td>
</tr>
<tr>
<td>Apr/May/Jun</td>
<td>Industry Sector Strategies</td>
<td>USCM Sept Mtg</td>
<td>David Setzer - Frisco, TX</td>
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<tr>
<td>Jul/Aug/Sept</td>
<td>Youth</td>
<td>USCM Jan Mtg</td>
<td>Tricia Ryan - Portland, OR</td>
</tr>
<tr>
<td>Oct/Nov/Dec</td>
<td>Targeted Populations (Disab / Vets, etc)</td>
<td>USCM Spring Mtg</td>
<td>Sandy Rodriguez - Hartford, CT</td>
</tr>
</tbody>
</table>

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
PUBLIC COMMUNICATIONS STRATEGY FROM WDC

Q1. Jan/Feb/Mar
Regional Ecosystem
USCM June Mtg
Nick Loret de Mola lead - CA
DATE OF CAMPAIGN:
Monday, April 25, 2016 to Friday, April 29, 2016

CAMPAIGN BACKGROUND:
Workforce Boards are the key conveners of industry, education and training, labor, community organizations, economic development and other entities to strengthen businesses through the development of human capital. Legislators, businesses, and the public need to hear how effective you are at this. We would like you to share your experiences in building and maintaining these regional collaboratives. Accomplishments are great, as are the strategies you use to ensure that these partnerships are effective.
STRATEGIES (use 1, 2, 3, or all of these if you’d like):

Online Articles - Share articles on regional strategies, regional partnerships, and/or regional programs that your workforce board has operated. Post them on your website or social media accounts. Please insert one of the below key message lines into the article in an appropriate place (such as, within the context of the release or at the end as a tagline).

Press Releases – Send out a press release on a regional strategy, partnership, or program that you would like to highlight. A template press release is included. If you have an already-completed press release, please insert one of the below key message lines into the release in an appropriate place (such as, within the context of the release or at the end as a tagline).

Change your Twitter and/or Facebook account avatars to the avatar in the attached file for the week. Use the Twitter hashtag #WorkforceEcosystem when posting article links to Twitter.
REGIONAL ECOSYSTEM STRATEGY FROM WDC
THREE KEY MESSAGES:

Please incorporate any or all of these statements into your article/press release:

“Through strategic partnerships with industry, education, community organizations, and labor, business-led workforce boards lead a system that is nimble, flexible, and adaptable, generating economic opportunity for businesses and job seekers in our communities.”

“Workforce Development is an economic program that, in the process of helping businesses grow, can affect the greater welfare of society.”

“Business-led local workforce boards lead the system through strategic partnerships with industry, education, community organizations, and labor, resulting in greater effectiveness and efficiency in serving businesses and job seekers in our communities.”
CAMPAIGN RESULTS

Results from April, 2016 Campaign
OVERALL RESULTS

53 Cities, 23 States + District of Columbia

TWITTER RESULTS

282 Tweets
118 Accounts
315,672 People Reached

WEBSITES, FACEBOOK, BLOGS
(self-reported)

5 Blog Posts
20 Website Tie-Ins
40 Facebook Posts
# WDC MEMBER PARTICIPATION

<table>
<thead>
<tr>
<th>Sunnyvale</th>
<th>Harrisburg</th>
<th>Everett</th>
<th>Dallas</th>
</tr>
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<tbody>
<tr>
<td>Akron</td>
<td>Pittsburgh</td>
<td>Portland</td>
<td>Charlotte</td>
</tr>
<tr>
<td>Seattle</td>
<td>Tacoma</td>
<td>Rochester</td>
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</tr>
<tr>
<td>Hartford</td>
<td>Boston</td>
<td>Louisville</td>
<td></td>
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<tr>
<td>Baltimore</td>
<td>Orlando</td>
<td>San Diego</td>
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## TOP 10 CITIES - TWEETS

<table>
<thead>
<tr>
<th>RANK</th>
<th>CITY</th>
<th>STATE</th>
<th>Sum of TWEETS</th>
<th>Count of ACCOUNT</th>
<th>Sum of AVG REACH</th>
<th>Sum of TOTAL REACH</th>
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<td>Connecticut</td>
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<td>5</td>
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<td>North Carolina</td>
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<td>1</td>
<td>3 Rivers WIB @PghWorkforce</td>
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<td>Pennsylvania</td>
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<td>North Carolina</td>
<td>9</td>
<td>572</td>
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<td>5</td>
<td>Your Workforce Prtnr @cwpjobs</td>
<td>Hartford</td>
<td>Connecticut</td>
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<td>Minnesota</td>
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<td>7</td>
<td>Shauna Ruyle @shruyle</td>
<td>San Diego</td>
<td>California</td>
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<tr>
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<td>PWDA @paworkforce</td>
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<td>9</td>
<td>CareerSource CF @CareerSourceCF</td>
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<tr>
<td>10</td>
<td>Worksystems @Worksystems</td>
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<td>Oregon</td>
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#WORKFORCEECOSYSTEM
workforce
development
pipeline
share
time
happy
system
job
ways
love
lives
pay
rate
fun
regional
amazing
strong
hum
follow
tour
200

#WKDEVWEEK

hartsford
link
wilsons
jobs
thx
seks
#job
great
CAMPAIGN EXAMPLES

Results from April, 2016 Campaign
Did you know it is Workforce Development Week? April 25 - April 29th. Celebrate by reading some of our success stories - here is one. http://capitalworkforce.org/.../showing-us-light-possibilitie…

Greater Hartford Grows as Regional Workforce Ecosystem

It may not be widely recognized, but the Greater Hartford area has become a dynamic, participatory, collaborative regional ecosystem. And during National Workforce Development Week, which is celebrated nationally this week, that is an especially salient development.

What exactly does that mean? First, the definition: any time that partners within a region come together to solve problems, and meet regularly to answer new challenges, a regional ecosystem is in play. An "ecosystem" is defined as a system, or a group of interconnected elements, formed by the interaction of a community of organisms with their environment. A "Regional Ecosystem" is just that—specific to a geographic region.

In North Central Connecticut, the regional ecosystem is helping business grow, and find the talent they need, and it is affecting the greater welfare of society, even in these extremely challenging times with budget deficits, and economic pressures that abound. So says Thomas Phillips, President and CEO of Capital Workforce Partners, among the drivers of progress underway across the 37-town region.
WORKFORCE DEVELOPMENT WEEK LAUNCH

Q2 Report Release, Job Fair Schedule & Tour of Services

El Paso, Texas – April 28, 2016: Workforce Solutions Borderplex (WSB), in conjunction with the U. S. Conference of Mayors (USCM) and Workforce Development Council (WDC), is participating in Workforce Development Week, a national awareness campaign from April 25-29, 2016.

As part of the national campaign, WSB is announcing information on three key items related to its regional ecosystem; Q2 Regional Report, Upcoming Job Fairs and the launch of the new Online Tour of Services Module.


- **Upcoming Job Fairs:** The WSB Business Services Unit provides strategic partnerships with industry led businesses through the coordination of job fairs for job seekers. Employers interested in hiring qualified staff can contact the WSB Business Services Unit at (915) 887-2332 during regular business hours Monday through Friday. To view job fairs scheduled for the remainder of April and May go to: [http://www.borderplexjobs.com/events#jobfair Events](http://www.borderplexjobs.com/events#jobfair Events)

- **Tour of Services:** WSB has launched an online module for customers to understand the many services and programs workforce career centers offer. Tour of Services identifies members of the workforce center team that the jobseeker likely will encounter, and provides a road map to help jobseekers plan their initial visit to the center. In addition, sections of the Tour of Services are geared towards employers to market the services available to match employer openings with qualified candidates. Please visit the Tour of Services module here: [https://secure.dynamicinstitute.com/LearningCenter/Courses/DW/Boderplex_TOS_V5/player.html](https://secure.dynamicinstitute.com/LearningCenter/Courses/DW/Boderplex_TOS_V5/player.html)
Thank you to all the community agencies who have been contributing to the development of our regional plan. Through strategic partnerships with industry, education, community organizations, and labor, business-led workforce boards lead a system that is nimble, flexible, and adaptable, generating economic opportunity for businesses and job seekers in our communities. This week is Workforce Development Week and we were pleased with the discussion and feedback.
Trade UP brings #wkdev & businesses together to introduce teens to careers in trades #wkdevweek #workforceecosystem ow.ly/4n7Bvt

Partners in @PACareerLinkPgh working to make the #workforceecosystem hum! #WkDevWeek @GPLC @PA_OVR @PALaborIndustry ow.ly/i/iWKwA

One way to invigorate a #WorkforceEcosystem: Apprenticeships. @BldgPathways @BESTCorpHTC @YBBoston @wentworthinst bit.ly/1rFbLyn

Working w/@CivicWorksInc, @MD_DLLR, @USDOL thru #1B4J leads to careers. ow.ly/4n554Q #WorkforceEcosystem

#WorkforceEcosystem @NovaWB innovates, working with regional partners on an Electric Vehicle Opportunity Initiative files.novaworks.org/Documents/Repo …
SBWIB's new southbaybusiness.org site is designed for layoff aversion and business retention bit.ly/1NDVB1B
#WorkforceEcosystem

Partnered with @CCCPortland on new Employment Access Center. Its #WorkforceEcosystem & Workforce Development Week, celebrating partnerships.

It's Workforce Development Week! MOED & Balt Wkfrce Invest Bd build strategic partnerships leading to econ opportunity. #WorkforceEcosystem

Excited to take part in @GovernorInslee’s #YouthWorks to re-engage our #WorkforceEcosystem’s disconnected youth
LESSONS LEARNED AND NEXT STEPS

Results from April, 2016 Campaign
• Logo was popular
• Campaigns should be targeted around a mainstream newsworthy event or holiday
• Getting partners outside of workforce boards to retweet, share, or otherwise promote the campaign is the most effective way to spread the message
• Make sure that the target of the campaign is either the specific theme, or the concept of “Workforce Development Week” so as not to mix messages
• Be sure to note a common starting point for the campaign, such as the Twitter feed on the WDC website, to give a single place for participants to point back to
• Get early commitments to participate...
THREE KEY MESSAGES:

1) Nationally, over 5 million young people ages 16 to 24 are both out of school and out of work - a statistic with dire economic and social consequences. Our youth workforce investments help prepare young people for post-secondary education and career-ladder employment.

2) There has been a nearly 40% decline in youth employment over the past 12 years. We partner with the business community to provide meaningful, paid work experiences to help young people develop the skills necessary to succeed in today's world of work.

3) Youth who work are more likely to return to school, have a job in subsequent years, and earn more money over the course of their lives. They are also less likely to engage in crime and other high-risk behaviors.