

YOUTH COMMUNICATION CAMPAIGN

DATE OF CAMPAIGN:

Monday, July 11, 2016 to Friday, July 15, 2016

CAMPAIGN BACKGROUND:

Workforce Boards play an important role in connecting youth to post-secondary education/training and career pathway employment. Legislators, businesses, and the public need to hear how effective you are at this. We would like you to share your strategies and accomplishments in preparing the emerging workforce in your community.

IMPORTANT NOTES:

- Use old articles or write-ups! We're trying to highlight the work you do, don't duplicate efforts if the content is still relevant.
 - Do what you can! If you can only do one post, one press release, or one tweet in the week... that's fine. Don't be afraid to repeat content. Frequency is key to a good communication campaign.
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STRATEGIES (use 1, 2, 3, or all of these if you'd like):

- 1) Online Articles (posted on blogs, websites, social media) - Share information on your efforts to support the employment and training needs of in school/out of school youth. Ideas:
 - Partnerships with industry to build their workforce pipeline
 - Work experience and work-based learning initiatives – this is a great time to highlight your summer jobs programs
 - Successful models to reconnect youth to school and/or career pathway employment
 - Career readiness/soft skill training to prepare youth to be successful in the workplace
 - Partnerships with high schools on career exploration for youth, particularly in target sectors
 - 2) Press Releases – Send out a press release on the success of your summer jobs program. Include a profile of a youth who is participating and how he/she is benefiting. Also highlight a business that is employing a youth and why they are supporting the program.
 - 3) Use the attached logo in posted materials and/or as your social media avatar.
 - 4) Use the Twitter hashtag **#WkDevWeek**
 - 5) We will have a survey at the end to collect information on your efforts.
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THREE KEY MESSAGES:

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

- 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.