

REGIONAL WORKFORCE ECOSYSTEMS COMMUNICATION CAMPAIGN

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.

IMPORTANT NOTES:

- o 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.
 - o 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 - 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).
 - 2) 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).
 - 3) 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
 - 4) Send links or information on ALL submissions (press releases, blogs, website posts, tweets) to workdevweek@calworkforce.org
 - 5) We will have a survey at the end for boards to answer how many tweets/blog posts/press releases they sent and the reach of those efforts.
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THREE KEY MESSAGES:

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

- 1) "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."
- 2) "Workforce Development is an economic program that, in the process of helping businesses grow, can affect the greater welfare of society."
- 3) "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."

Commented [SC1]: We need to encourage people to be prepared to show local examples of all three of these messages, particularly #2, which is a big, bold statement. Can we actually show how workforce development affects the greater welfare of society? Because I can see a reporter, particularly if it's a slow news day, jumping all over that claim! I also think that, if you send this out the last week of March, that gives folks a month to reach out to community colleges, chambers, ED orgs, etc. to share the campaign with them and ask them to participate via quotes (as indicated in the press release, etc.). We may need to include a note to encourage folks to do that.