

REGIONAL WORKFORCE ECOSYSTEMS COMMUNICATION CAMPAIGN EXAMPLES

EXAMPLES OF REGIONAL ECOSYSTEMS:

- 1) One type of regional ecosystem contains the businesses that comprise an industry, and does not only focus on training workers for the jobs that pertain solely to that industry, but to jobs that exist in that industry and others. Businesses are included in this type of regional ecosystem that thrive based on the strength of the core industry, but are not specifically housed under that industry's umbrella. For example, there may be a Regional Ecosystem for Auto Manufacturing... but the retail establishments that sell car parts, the transportation industry that ship the cars to and from sales locations, and other industries would be contained in the ecosystem, as they have a vested interest in the strength of the core industry.
- 2) Another type of regional ecosystem consists of myriad training entities, brought together to a table to coordinate their training offerings to ensure that they are demand-driven, and are not oversaturating the market with certain types of trainings.
- 3) Any time that a region of partners comes together to not only solve specific problems in the region, but constitutes a group that meets regularly to answer new challenges, that is a regional ecosystem.

EXAMPLES OF ACTIVITIES:

- 1) A press release/blog/website post/social media post (maybe co-branded with partners) explaining a common grant you applied for and received. This could even be an old grant, so long as the group still convenes and a long-standing partnership was developed.
- 2) A press release/blog/website post/social media post (maybe co-branded with partners) on the start of regional workforce planning, and the positive impact that regional planning will have to help businesses thrive and jobseekers find career pathways.
- 3) A press release/blog/website post/social media post (maybe co-branded with partners) on a program that you run that leads to hiring and success for business.
- 4) A press release/blog/website post/social media post (maybe co-branded with partners) detailing the steps that it takes to develop true regional collaboration. Such as a history of a partnership that is long-standing, and how it began and then changed and continued through changing economic circumstances.

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."