WORKFORCE COMMUNICATIONS

Moving the Needle From DC to Our Local Areas
JUNE STRATEGY – SUMMER YOUTH

- Ivanka Trump announced #WorkforceWeek on the Sunday of our campaign
- This caused a course correction, as we used #WorkforceWeek and the previously planned #WorkforceSuccess on Twitter
- Centralized website built at workforcesuccessstories.com
- Workforceweek.com also purchased to redirect to the new site
- Need to get USCM itself, along with other large partners and influencers, to post and/or retweet our messages
SUMMER YOUTH RESULTS

TOP 8 STATES PARTICIPATED (with Total Twitter Engagements/Posts)
- California (278 original posts, 183 retweeted, 294 favorited)
- Michigan (87 posts, 91 retweeted, 127 favorited)
- Texas (35 posts, 14 retweeted, 14 favorited)
- Indiana (26 posts, 6 retweeted, 13 favorited)
- D.C. (17 posts, 60 retweeted, 78 favorited)
- Kansas (17 posts, 20 retweeted, 39 favorited)
- Pennsylvania (17 posts, 11 retweeted, 20 favorited)
- North Carolina (17 posts, 11 retweeted, 18 favorited)
SUMMER YOUTH RESULTS – CITIES w/ ORIGINAL CONTENT

CALIFORNIA
- Torrance
- San Diego
- Sacramento
- Long Beach
- Riverside
- Sunnyvale
- Alameda
- San Bernardino
- Los Angeles
- San Francisco
- Ventura
- Santa Ana
- Visalia
- Oakland
- Santa Barbara
- Redondo Beach

COLORADO
- Denver

CONNECTICUT
- Hartford

DC

FLORIDA
- Orlando

ILLINOIS
- Chicago

INDIANA
- Elkhart

INDIANAPOLIS

KANSAS
- Wichita

KENTUCKY
- Lexington

MARYLAND
- Baltimore

MISSOURI
- St. Louis

NEVADA
- Las Vegas

NEW YORK
- Albany

OREGON
- Portland

PENNSYLVANIA
- Harrisburg

TEXAS
- McAllen

WISCONSIN
- Ashland
- 585 Tweets, with a reach of 967,085 people

- 50 people viewed the feature video on YouTube

- 12 WDBs volunteered stories to be included on WorkforceSuccessStories.com
WDC COMMUNICATIONS PRE-CONFERENCE

- 25 Workforce Professionals from across the country

- Discussion Points:
  - Centralized Location for Stories
  - Quarterly vs. Monthly Campaigns
  - Topic Areas
  - Needed Partnerships to Spread Message
  - Tools for Communication for Both Inexperienced and Experienced WDBs
  - Alignment with Advocacy Strategy
CENTRALIZED LOCATION FOR STORIES

- [http://WorkforceSuccessStories.com](http://WorkforceSuccessStories.com)
At the April meeting in Nashville, there was a conversation about quarterly vs. monthly campaigns. The Communications professionals at the table agreed that monthly campaigns were the minimum that is necessary, given the seriousness of the threats to funding and the misperceptions of the system. Monthly campaigns will go on, and tools will be developed to make the communications as cut/paste as possible.
NEW TOPIC AREAS

- JUNE: Summer Youth
- JULY: Veterans
- AUGUST: Earn and Learn
- SEPTEMBER: Workforce Professionals (possibly with NAWDP)
- FIRST WEEK OF OCTOBER: Manufacturing
- LAST WEEK OF OCTOBER: Programs to Serve Those With Disabilities
- NOVEMBER: Veterans (revisit)
TARGETS FOR THE MESSAGE

VETERANS
- Veterans Groups
- Employers
- Elected Officials

EARN AND LEARN
- Small/Medium Businesses
- General Public
- Elected Officials

MANUFACTURING
- Employers
- High Schools
- Associations/Focus Groups
- Elected Officials
POTENTIAL PARTNER MESSAGING

NAWDP (September)
- Have Workforce Professionals Month in September
- Will reach out to piggyback on that message, and extend an invitation for them to do the same with ours.

NAWB (January-March)
- Heroes of Workforce
- Luncheons across the country to celebrate the top business champions of the system in local areas
- Representatives chosen (via online poll?) to be celebrated at a Heroes of Workforce Luncheon linked to the NAWB Forum
PARTNERSHIPS TO SPREAD THE MESSAGE

- Workforce boards alone cannot push the message by ourselves
- The following organizations need to be the ones pushing the message with us in order to get more reach and have an effective campaign:
  - Media (local, regional, national)
  - System Partners
  - Local Elected Officials
  - Trade Associations, Chambers of Commerce, Business Organizations
  - People and Businesses who use our services
  - Education
  - State Workforce Boards and State Associations
  - Federal Workforce Associations
- Involve them in the message not only so they’ll spread it, but so they’ll know it and engage with your boards
TOOLS FOR COMMUNICATION

- Inexperienced WDBs
  - One Sheet
  - Basic information
  - Cut/paste examples of tweets
  - Guidance on legal do’s and don’ts around Communication
  - Template Infographic that is easy to fill out with basic statistics

- Experienced WDBs
  - There will be a call with professionals to develop
ALIGNMENT WITH ADVOCACY STRATEGY

- Develop a directory of legislators with their committees, their WDBs, their Twitter accounts, key drivers of the legislators’ agenda, and how to get into their monthly newsletters

- Tracking in-district meetings during the month of August