




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

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

- Hayward

COLORADO

- Denver

CONNECTICUT

- Hartford

DC

- Washington

FLORIDA

- Orlando
- Tallahassee

ILLINOIS

- Chicago

INDIANA

- Elkhart
- Valparaiso
- Fort Wayne
- Chesterton

- Indianapolis

KANSAS

- Wichita
- Wellington

KENTUCKY

- Louisville
- Lexington

MARYLAND

- Baltimore

MASSACHUSETTS

- Boston

MICHIGAN

- Lansing
- Kalamazoo
- Detroit
- Gaylord
- Hillsdale

- Oakland

- Harbor

- Clinton

- Southfield

- Saginaw

- Taylor

- Troy

- Cadillac

MISSOURI

- St. Louis

NEVADA

- Las Vegas

NEW YORK

- Albany
- New York
- Syracuse

NORTH CAROLINA

- Charlotte

- Piedmont

- Asheville

- Raleigh

OREGON

- Portland
- Eugene
- Oregon City

PENNSYLVANIA

- Harrisburg
- Washington
- Nashville
- Maryville

TEXAS

- McAllen
- El Paso

- Abilene

- Dallas

- Galveston

- Fort Worth

- San Antonio

- Brownsville

WASHINGTON

- Seattle

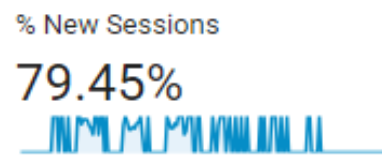
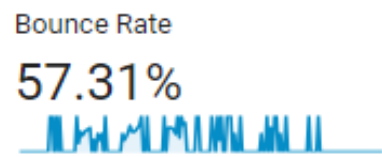
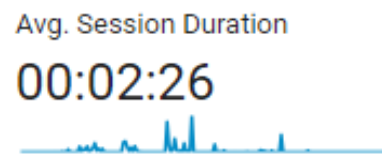
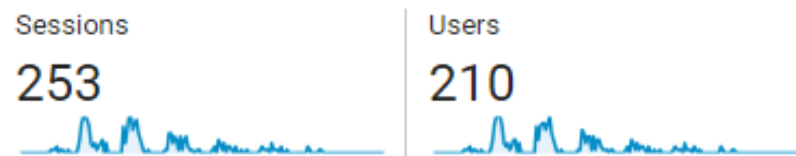
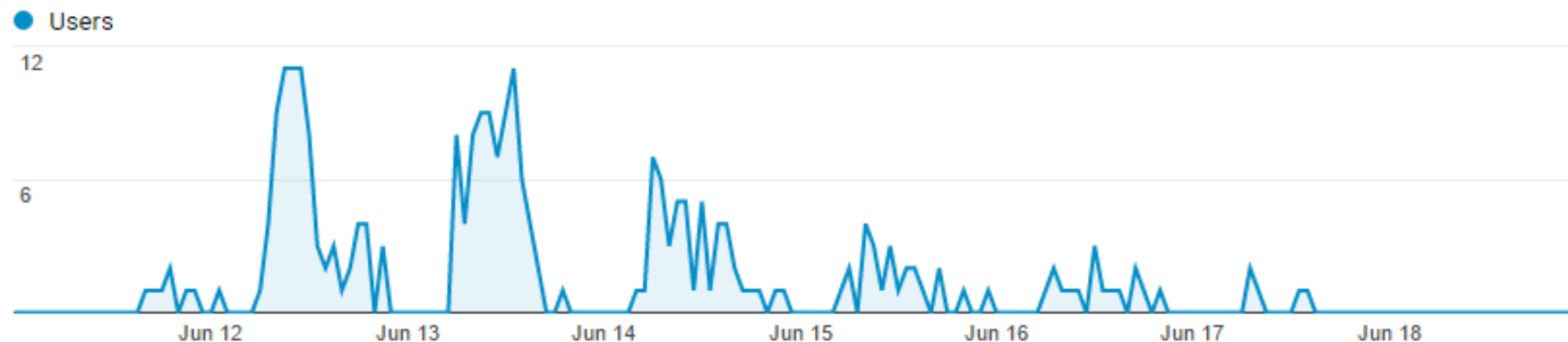
WISCONSIN

- Ashland
- Milwaukee

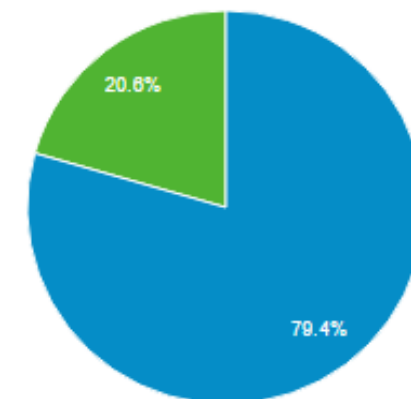
- 585 Tweets, with a reach of 967,085 people

- 50 people viewed the feature video on YouTube

- 12 WDBs volunteered stories to be included on WorkforceSuccessStories.com



■ New Visitor ■ Returning Visitor





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>

Thursday, June 22, 2017 Latest: Financial Literacy Training for YouthSource Staff in LA

SKILLS FOR U.S.

WHAT IS WORKFORCE? ▾ BUSINESS SUCCESS ▾ JOBSEEKER SUCCESS ▾ BEST PRACTICES ▾ SUBMIT YOUR STORY EVENT CALENDAR



**GROW AMERICAN BUSINESS. FULLY FUND THE WORKFORCE
INNOVATION & OPPORTUNITY ACT**



Skills for U.S. Employers

May 8, 2017 0



Columbia-Willamette
Workforce Collaborative

May 7, 2017 0



Workforce Development =
Economic Success Report

May 6, 2017 0



Texas Workforce Commission
Helps Veterans

May 5, 2017 0



WIOA says
Upskill America

WIOA Funding from The Hill

May 3, 2017 0



QUARTERLY VS. MONTHLY

- 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

MANUFACTURING

- Employers
- High Schools
- Associations/Focus Groups
- Elected Officials

EARN AND LEARN

- Small/Medium Businesses
- General Public
- 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