



CSW

Corporation for a
Skilled Workforce

Good Jobs. Thriving Communities.

Communicating and Marketing Your Program's Success

**A BIB Consortium Webinar
May 19, 2016**



Webinar Logistics

- This call is being recorded and access to the listening file will be shared with you.
- A copy of the presentation will also be shared.
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Roll Call



Agenda

- Move you toward thinking about how you communicate the value of your work
- Focus on audiences and messages
- Familiarize you with some of the basic communications techniques
- START Toolkit
- Discussion



So how does this help?

- Recruit members to partnership
- Effectively tell the value of the partnership and what it has accomplished
- Help other members tell a consistent story
- Document the value of your time and effort on the partnership
- Tool to gain the attention of key stakeholders (employers, funders, students, etc.)



Developing a plan

- **Outcomes** – what do you want to happen?
- **Target audiences** and what you want them to do
 - Example
 - Employers – we want them to hire our trainees
 - Participants – we want them to earn X credential
 - Partners – we want them to
 - Narrowcast not broadcast
- **Messages** that will persuade them to take action
- **Tactics** for getting out the message
- **Repetition** – timetable for action
- **Evaluation**





Telling the Story and Communicating to Stakeholders

- “Make meaning” of your evaluation/outcome data to tell the story
- Develop “champions” across all stakeholders
 - Word of mouth is your greatest ally
- Use multiple media to get your message out
 - Electronic newsletters, power point presentations, brochures, social media (Twitter)
- Make marketing easy for all members
 - Basic power point presentations, testimonials, elevator speeches

How to Think About Messages

Messages do

- Inspire interest
- Invite people in
- Make a connection
- Gear up for more information later

Messages do not

- Explain process
- Take the place of accurate description
- Convey complicated ideas



What Makes A Good Message?

- True
- Believable
- Connected to people's core values
- Supported by facts
- Spoken by the right person
- Is about "you"
- Repeated
- Framed to win



Features & Benefits

Features

- Hot
- Freshly made
- Large size
- Lowfat milk
- 1x a day

.....it's only a cup of coffee

Benefits

- Wakes me up
- Flavorful
- Lasts a long time
- Feels healthy
- Feels special

.....it's a satisfying experience
I'll pay for!



INDUSTRY SKILL PANEL: DRAFT EVALUATION DASHBOARD

	EMPLOYERS AND INDUSTRY	CURRENT OR PROSPECTIVE EMPLOYEES	EDUCATORS AND THE EDUCATION & TRAINING SYSTEM	EFFECTIVENESS OF SKILL PANEL PARTNERSHIPS
EVIDENCE OF PROGRESS Survey	<p>Employers/Industry representatives agree that the skill panel is meeting (or will meet) skilled workforce needs.</p> <p>Qualitative input, including testimonials, anecdotes, quotes, etc.</p>	<p>Employees/Students agree that the skill panel is helping (or will help) them compete for and hold high quality jobs.</p> <p>Qualitative input, including testimonials, anecdotes, quotes, etc.</p>	<p>Educators agree that the skill panel is helping (or will help) them meet the needs of employers and current & future workers.</p> <p>Qualitative input, including testimonials, anecdotes, quotes, etc.</p>	<p>The skill panel convenes appropriate partners, focuses on key challenges, and implements effective solutions.</p> <p>Qualitative input, including testimonials, anecdotes, quotes, etc.</p>
PRODUCTS AND SERVICES Narrative	<p>All skill panels will provide a narrative description of the outputs and products development and produced during the reporting period. Outputs and products may be in the form of reports, skills gap analyses, asset maps, skill standards, newly developed curricula, marketing strategies and related materials, career awareness efforts (job fairs, summer camps, websites, etc.), number of employees / students enrolled in skill-panel related training and education programs, legislative testimony, strategic plans, project plans, and the like.</p>			
IMPACTS AND OUTCOMES Qualitative Data Collection	<p>All skill panels will select at least one of the approved set of impact and outcome evaluation measures for each of target audiences (employers, employees, educators, and the Skills Panel partnership) each reporting period that demonstrates the value of a targeted aspect, or all, of its work.</p> <ul style="list-style-type: none"> ■ # of quality new hires ■ # of promotions ■ Reduced vacancy rates ■ Reduced rate and cost of turnover ■ Employer Satisfaction 	<ul style="list-style-type: none"> ■ Short-term employment rate ■ Long-term employment rate ■ Earnings level ■ Credential completion rate 	<ul style="list-style-type: none"> ■ Increased number of enrollments ■ # of industry-recognized credentials awarded ■ Increase in # of diplomas, degrees and/or colleges credits earned ■ Increased revenue 	<ul style="list-style-type: none"> ■ Amount of new and leveraged funding (required data) ■ Member renewal rate ■ # of new members

PA INDUSTRY PARTNERSHIP ANNUAL REPORT 2008-2009*

Overview: Pennsylvania's Workforce Development system is increasingly focused on promoting Industry Partnerships (IPs), a key institutional innovation for meeting the skills needs of businesses, the career goals of workers and the economic development goals of the commonwealth. To help improve the effectiveness of IPs, the Department of Labor and Industry requires each IP to complete an Annual Report, also known as the High Performance Standards for Industry Partnerships.

Category of Impact	Describe Activity	Impact?
Incumbent Worker Training	e.g. new/revised curriculum or new credentials based on industry needs	
Organizational Effectiveness (of the workplace/business)	e.g. mentorships, management training, career pathways, support services, case management	
Building the Pipeline	e.g. career awareness, job shadowing, internships, outreach to special populations	
Influencing Regional Institutions	e.g. changes by LWIB, one-stops, post-secondary, k-12, business associations, labor orgs, CBOs, econ. dev.	
Governance, Collaboration & Sustainability (of the IP)	e.g. core competencies such as industry analysis, capacity building, planning, coordinating, implementing, self-evaluating their business impact	

Annual Report also includes requests for 1) testimonials; 2) greatest success; and 3) greatest challenge

**Note: Adapted and condensed from 7-page 08-09 Annual Report Template – PA*

Think for a Moment

- What do employers want to know about your program?
- What information and results are important to your employers?



Think for a Moment

Delivery is Key:

- Who delivers the message?
- How is it delivered?



Tactics

- Lots of tactics for promulgating messages
- Choose ones most likely to reach audience
- Tactics could include:

- Website

- Emails

Constant Contact, Everything You Need to Know About Permission-based Email Marketing:

<http://blogs.constantcontact.com/permission-based-email-marketing/>

Federal Trade Commission, CAN-SPAM Act: A Compliance Guide for Business:

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

- Media outreach

- Publications – brochures, pamphlets, studies, etc.

- Events, speeches, presentations

- Videos

- Social media



Website

RISE

risepartnership.org

TOGETHER, WE CAN CREATE A BETTER
FUTURE FOR WISCONSIN!

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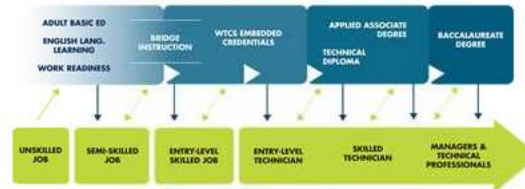
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RISE Partnership Home Page

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The Regional Industry Skills Education (RISE) Partnership, lead by the Wisconsin Department of Workforce Development and the Wisconsin Technical College System, is working to make college and workplace success an attainable reality. Career Pathways are our strategy.

WISCONSIN CAREER PATHWAYS



A BETTER FUTURE FOR WISCONSIN

Better futures for Wisconsin workers, businesses and communities require skilled workers who are prepared for a growing demand in technical occupations. These skilled jobs call for more than a high school diploma but less than a four-year degree.

As Wisconsin's labor force ages and diversifies, we must work hard to build the skills and productivity of our existing adult workforce. Why focus on adult workers? Because over two-thirds of our future workforce includes Wisconsin adults who are currently working. Some 700,000 of these workers lack the skills and training to fill technical jobs, and they earn less than the state's median wage.

These low-skilled adults can advance to better jobs by participating in manageable education and training programs that help them meet business demands for highly-skilled workers.

...Postsecondary education INSTRUCTION or

Brochures

- Leave behind for presentations
- Succinct and answers key questions like what, why, how



How to Get Involved

RISE is working to increase the number of Career Pathways and Career Pathway Bridges throughout Wisconsin.

- Business leaders can meet with others in their industry to identify their workforce needs and potential Career Pathways and share this information with their Technical Colleges and Workforce Development Boards. They can also assist with planning training curricula and provide resources to implement the training.
- Business and Industry groups and Associations can make members aware of Career Pathways, help members connect with Technical Colleges and Workforce Development Boards, and discuss potential new Pathways within industry sectors and in specific industries.
- Technical College and Workforce Development Board members can champion policies and direct resources that help industries develop and implement Career Pathway and Career Pathway Bridge training.
- Technical College and Workforce Development Board Executives, Deans, Managers, Instructors and Counselors can educate others about Career Pathways and Career Pathway Bridges and guide their development.
- Workers and job seekers interested in building their skills can request information about Career Pathways at their local Job Center or Technical College.
- Everyone can learn more about Career Pathways and Career Pathway Bridges by visiting www.RISEpartnership.org

Through
CAREER PATHWAYS
we can create
A BETTER FUTURE
for Wisconsin!

Wisconsin
Career
Pathways
towards a better future



www.RISEpartnership.org

**A BETTER
FUTURE
FOR WISCONSIN**

Wisconsin
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SIUE is uniquely positioned to provide all-encompassing experiential learning with its highly skilled faculty and state-of-the-art facilities, including:

- **The NCERC at SIUE: Advancing Biofuels Research**

The NCERC is the only facility in the world at which corn ethanol, cellulosic ethanol, advanced biofuels and specialty chemical research is conducted simultaneously.

- **Environmental Resource Training Center (ERTC)**

The ERTC is designated by the Illinois Environmental Protection Agency as the Illinois center for the continuing education of personnel involved in the operation, maintenance and management of drinking water and wastewater treatment systems.

Pursue Your Degree

The integrative studies program at SIUE is flexible but academically challenging. It allows students to make the most of their existing credits and prior experience to graduate quickly.

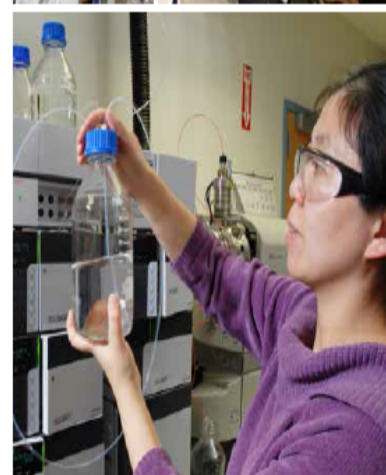
- Integrate past courses into your plan of study
- Students with work experience may be granted up to six credits for prior learning
- Choose courses that fit your schedule, as SIUE offers a variety of evening, online and hybrid classes that may fit into your study plan

In addition to the broad base of knowledge that forms the core of the integrative studies program, students will be exposed to relevant interactive training on campus, as well as research opportunities.

Students graduating with a bachelor's in integrative studies will be highly prepared to pursue a variety of career opportunities within the expanding field of bioprocess technology.

Contact Information

Zenia Agustin, PhD
Director of Integrative Studies
zagusti@siue.edu
Phone: 618.650.5006



The new bioeconomy is experiencing tremendous job growth, with rates soaring as high as 15 percent over the next 10 years. In the Metro East alone, more than 1,500 positions are available in these emerging fields.

**BACHELOR OF SCIENCE
IN INTEGRATIVE STUDIES**
Biochemistry, Management, Engineering

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Online Biofuels Program



Biofuels Faculty

Renee Loesche created the Biofuels online program at Southeastern Illinois College and continues her renewable energy research in biomass, ethanol, biodiesel, and algae. As an adjunct for 21 years in Southern Illinois University's College of Engineering's Industrial Technology program, she has taught maintenance and facility design with an emphasis in nuclear and fossil power generation. Ms. Loesche has trained with the National Corn-to-Ethanol Research Center and earned a certificate in Applied Ethanol Processes. Currently she is working with SIC on a Department of Labor project to standardize biofuels curriculum throughout Illinois and the U.S. She earned her Master's degree at Illinois State University, her undergraduate degree from Southern Illinois University and an Applied Associate in Nuclear Power Generation at Richland Community College in Decatur.


www.sic.edu/biofuels

Biofuels Certificate Options—100% Online

Biofuels Technology & Sustainability	(12 credit hours)
Bioenergy Production	(18 credit hours)

Additional Certificates & Degrees

Fast-Track Certificate: Biofuels	(17 credit hours)
Bioenergy Production	(18 credit hours)
Biodiesel Production	(33 credit hours)
Ethanol Production	(34 credit hours)
A.A.S. Biofuels Production & Sustainability	(62 credit hours)

For specific course requirements: www.sic.edu/biofuels

Cost Information

All online courses at \$94 per credit hour, regardless of residency
 In-District Distance Learning Fee - \$25
 Out-District Distance Learning Fee - \$45

Also: \$1.00 student activity fee, \$4.00 technology fee and a \$4.00 facility fee required for each credit hour.

Admissions - <http://www.sic.edu/admissions>

Registration Information

Contact: Benjamin Ross
 618-252-6400 ext. 2248
 Toll free: 866-338-2742
benjamin.ross@sic.edu

Course Information – Spring 2016

For course information, faculty: renee.loesche@sic.edu

ENGY 151 – Ethanol Production

This course provides an overview of ethanol production from biomass solution to the completed project to include distribution. (3 credit hours)

ENGY 211 – Biofuels System Technology

This course provides students with a detailed overview of biofuel process fundamentals and biorefinery, such as batch and continuous process, modes of operation, and specific equipment needs. (3 credit hours)

Case Studies of Real People (Faculty and Students)

- Seven Steps to Compelling Testimonials for Nonprofit Organizations: <http://gettingattention.org/articles/60/branding/compelling-testimonials-nonprofits.html>
- What Makes a Good Testimonial: <https://www.eply.com/blog/how-to-ask-for-a-great-testimonial/>
- Writing Success Stories for Program Enhancement and Accountability: <http://www.joe.org/joe/2002april/tt2.php>





"IF YOU ARE GOING TO MAKE ANY PROGRESS AS AN INDIVIDUAL IN THE WORLD OF WORK, THEN EDUCATION IS THE KEY, IT IS THE KEY THAT UNLOCKS ALL THE DOORS."

Alfonso Studesville

Like many of his students, Madison College career counselor Alfonso Studesville understands career transitions first-hand. After 20 years at an energy technology company, Alfonso was laid off from his position as a regional sales and marketing manager and found himself wondering what to do next.

"I decided to take some time off and thought about what I really wanted to do," he said. "I was a high school teacher, a social worker, I worked in corrections, I worked in community action and I wondered what I want to now. I had always said that once I retired that I wanted to go be a counselor."

As a counselor at Madison College, he is able to reach out to high school students who are trying to figure out their own career goals, and to many adult workers who have been let go of their jobs, particularly those who had started a career in manufacturing.

Determined to help these mid-career individuals in need of skills training, Alfonso developed a new program for Madison College in partnership with the Workforce Development Board in South-Central Wisconsin.

"I started seeing some people who were like me and were being let go by other companies," recalled Alfonso. "Some of these people were a little older and wanted to be retrained or were burned out in the jobs and wanted to do something else. I spoke to my supervisor and she said that if you wanted to do something, then you should. Then I did; I started developing a program."

Alfonso created a Career Pathways program for Madison College that had the expressed mission of serving not just youth and displaced workers, but also provide services for adult learners and the underemployed.

"If you were walking into some of these programs, you'd find people who have low skills," explained Alfonso. "So they are attaining basic skills as well as skills that can be applied towards programs that will allow them to be successful, be employed and make a living wage that will help their economic improvement and educational attainment."

Alfonso stresses the value of an education, especially one that is affordable, well suited to students' interests, and able to prepare students for future professions. He believes postsecondary education is essential for skills development and says institutions like community colleges should spend their efforts educating Americans who don't have access to other forms of higher education.

"[Many] Americans can't go to the Ivy League or can't go to a private college or big time university," said Alfonso as he looked out his window at students going to class. "Where are they going to go? Through institutions like ours. Not everyone can or should attain a four year degree and there are tons of great jobs out there where people can earn well."

With Wisconsin's unemployment rate still hovering around 7%, Alfonso believes education is the key to his state's economic future. He hopes that policymakers will put their efforts into building more educational opportunities that will allow students to apply their skills in employed positions.

"If you are going to make any progress as an individual in the world of work, then education is the key; it is the key that unlocks all the doors," he says. "New educational skills are even more important than old education skills because the world and technology is changing so fast."



shiftinggears

Lewis and Clark

Internet Explorer browser window showing the Lewis and Clark Community College website.

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Spotlight On

Lewis and Clark Community College is proud of its students, faculty, staff and alumni. We love fostering their success and sharing their stories. We hope you enjoy learning about some of L&C's brightest and finest in these spotlights.

If you or someone you know would like to be featured in a spotlight, we would like to hear from you.

Green Initiative

Visiting L&C

Planning L&C's Future

L&C Foundation

Spotlight On

Safety and Security

Leadership

Our Mission

Economic Impact

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Sarah J Dhue
Computer Graphics

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Professor](#)

PTEC Grad Joins Sigma-Aldrich

Posted: January 19, 2016

Article by: Paige Allen, pallen@lc.edu

GODFREY – Victoria Wieseman, 19, of Worden, Illinois, is celebrating her new year with a new job as a chemical operator at Sigma-Aldrich in St. Louis.



Wieseman finished the Process Operations Technology (PTEC) program at Lewis and Clark this past fall—after just more than one year in the traditional two-year program—all while earning honors each semester.

“I am excited to be starting a new job as a chemical operator,” Wieseman said. “I knew I wanted to work with chemistry, so this program was a great match for me.”

A 2014 graduate of Staunton High School, Wieseman came to Lewis and Clark’s PTEC program on a recommendation from a high school teacher and has returned to Lewis and Clark this spring to continue working toward a degree in chemical engineering.



CHARTS AND INFOGRAPHICS



BASIC INDUSTRY PARTNERSHIP MODEL



By the Numbers



1224

Served

449

Entered
Training

338

Completed
Training

335

Attained
Credential(s)

191

Placed

256

Jobs

108

Still working
after 6 months



\$10,118,873

Estimated total economic value to community
from original \$4M investment

Top 10 Industries

(of 236 total jobs participants were placed into)

Industry	# of Jobs
Nonprofit (includes some landscaping and construction jobs)	79
Construction	53
Customer Service	36
Manufacturing	33
Landscaping	16
Warehousing	8
Education	6
Hospitality	4
Retail	4
Government/Public Sector	3
Other	10

90%

Amount of building materials
diverted from landfill through
deconstruction projects

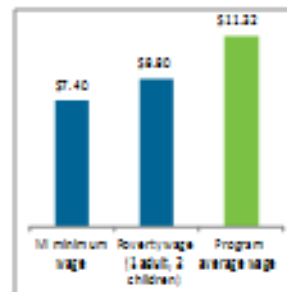
2,436

Homes weatherized

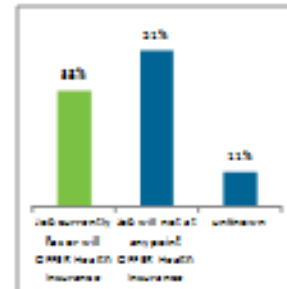
5,000

Trees planted

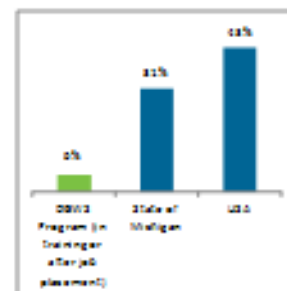
Wage Comparison



Health Insurance Offerings



Ex-Offender Recidivism Rate



65% of participants improved their score in at least one NCRC WorkKeys area

Brief Standardized PPT Presentation



CREATING A WORKFORCE TO KEEP WISCONSIN COMPETITIVE

Wisconsin
Career
Pathways
towards a better future



VIDEO

- Use in presentations
- Put on the website



WISCONSIN CAREER PATHWAYS



What Have You Tried

- What has worked?
- Where have you gotten stuck?
- What might you do differently?



Sustaining What Works

Later discuss with your teams:

- What are the innovative (and effective) practices and policies that you want to institutionalize and sustain for the long-term?
- What are your core competencies- what do you do better than others?
- What has been the most successful or highest impact activities/products produced?



Tools and Resources

- Workforce GPS:
<https://www.workforcegps.org>
- [Where the Rubber Hits the Road: How a Sector Strategy Plays Out at the Service Delivery Level](#), (garnering key roles with industry) May 20th
- [Moving from Engaging Business to Developing Industry Champions \(Industry Engagement 101\)](#) May 20th
- [Sector Strategies Virtual Institute Closing Plenary](#) May 20th
- START Toolkit: <http://www.starttoolkit.org/>



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http://www.starttoolkit.org/

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START Toolkit

Sector Targeting to Advance Regional Transformation

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- 10: Building Partnership Capacity
- 11: Learning from the Work
- 12: Inventory of Tools

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Welcome to START Toolkit, a step-by-step guide to setting up a sector partnership (a regional, industry-driven partnership of education, workforce development, economic development and other stakeholders) to address skills needs of critical industries in your region.

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Sector Targeting to Advance Regional Transformation

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Why does an Effective Marketing Strategy = Success? >

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Marketing Tips and Tricks

Your Best Marketing is Word of Mouth

It is no secret that individuals respond best to those they consider to be "like-minded." In sector initiatives, that means that employers listen to employers; educational institutions listen to educational institutions; workforce boards listen to workforce boards; economic developers to economic developers. This is why developing "champions" is so critical to success. Recall our discussion of "employer champions" in Chapter 3: Convening and Planning, and consider that this concept should be applied broadly to all partners.

Make an effort to identify and shape champions from:

- Employer partners;
- Education and training systems;
- Economic development entities;
- Workforce development organizations; and
- Jobseekers, workers and members of the community.

Make Marketing Easy for all Members

Knowing that the best messengers for your initiative are members themselves, you will want to make it as easy as possible for them to get the word out. Strategies to encourage members to regularly market the initiative and their participation include:

- Developing a [standardized presentation](#) that can be used by all members at various opportunities.

Any Final Questions?



Thank You!!

kfrazier@skilledwork.org
bmurphy@skilledwork.org