Work-Based Learning Policy Academy
TA Webinar Series:
Messaging and Communications

April 28, 2017
12:00-1:30 p.m. EST

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Housekeeping

• Today’s workshop is being recorded

• Participant phone lines are muted

• Submit questions through chat box, question box, or by raising hand

• If you are having technical difficulties with the webinar platform, please submit questions to Matt Crumb at mcrumb@nga.org.
Webinar Overview

Roll Call and Purpose

Recap WBL Work Group Output

State Models
- Future Ready Iowa
- Talent Ready Utah

Discovery and Dialogue
Purpose

• Discover, highlight, and discuss effective and sustainable WBL messaging strategies

• Engage in dialogue and conversation

• Generate actionable ideas and resource sharing
Recap WBL Work Group Output

| Collected Resource Material | • Summits  
|                            | • States  
|                            | • Other reference materials  |
| Identified Target Audiences | • Employers  
|                            | • Parents  
|                            | • Students  
|                            | • Policy Makers  
|                            | • Community  |
| Generated FAQ Educate, Articulate the Value of WBL, and Engage Action | • Selected top two FAQ's for each audience  
|                                                           | • Attempted to identify key phrases  |
Future Ready Iowa

Jeff Weld, Iowa Governor’s STEM Advisory Council

Dawn Buzynski, Strategic America

Paula Nissen, Iowa Department of Education
Rebranding “Middle Skills”
Rebranding “Middle Skills”
FACEBOOK AND INSTAGRAM

- **Targeting** – Adults ages 15-20 in the state of Iowa

- **Flight dates** – October 2016 / February 2017

- **Ad placement** – Facebook desktop newsfeed, Facebook mobile newsfeed, and Instagram feed

- **Call to action** – Learn more

- **Creative** – :30 PSA
TELEVISION PSA

Iowa Broadcasters Association: Public Education Campaign

• Request is made to all broadcast television stations in the state. For best results, we recommend **November 14 through November 20, 2016.**

• Additionally, a request will be made to MediaCom and Iowa Cable Advertising Network to get additional exposure across the state at no cost
RESULTS

SOCIAL MEDIA CAMPAIGN

OCTOBER 2016

October 2016
Target Audience: 16-29-year-olds across the state

FEBRUARY 2017

February 2016
Target Audience: 15-18-year-old high school students across the state of Iowa (Three weeks of four-week campaign)
RESULTS

**IOWA BROADCASTERS ASSOCIATION**

PSA ran a total of 644 times between November 14–20 on broadcast affiliate stations across the state.

**ONMEDIA**

PSA ran a total 7,617 times between November 28–December 11 across central, northwest and western Iowa.
Future Ready Iowa Portal & Career Exploration Overview

In Partnership:
State Strategies

- Goals are set to increase postsecondary training/education
- Set by their governor, legislature, or college/university systems
- Aligned to address workforce needs of each state
- Address achievement gaps for target populations
- Influence postsecondary education policy & practice
- Broad partner support

Supply to Demand - Education/Training

- 39% of Education Iowa in 2014
- 30% of Georgetown Jobs in 2025

- 21% of High School or Less
- 27% of Bachelor's Degree
- 18% of Graduate Degree

Source: Iowa: Education and Workforce Trends through 2025, Georgetown University Center on Education and the Workforce
Purpose of Future Ready Iowa’s Website

This website was designed to utilize and promote existing programs through established websites and partnerships. Each site is meant to assist Iowans in making employment and education decisions which will drive Iowa toward the Governor’s goal.

The Future Ready Iowa goal is to have 70 percent of Iowa's workforce with education or training beyond high school by the year 2025.
Options for Career Exploration

Be bold and explore the many different career paths available to you. There are lots of different routes you can take from pursuing an apprenticeship to attending college. These tools will help you learn about the number of job openings, how much money you can make and the education needed.
Options for Building Skills

Do you need to build your skill set before you can pursue the career you want? This page offers you many options to consider for furthering your education—explore the resources below to find what is right for you.
Visualization Tools
“We cannot always build the future for our youth, but we can build our youth for the future.” – Franklin Roosevelt
Top 10 In-Demand Occupations (Iowa)

Criteria: Growing Occupation with an average wage of $20 or higher

- Registered Nurses
- General Operations Managers
- Secondary & Postsecondary Teachers
- Sales Representatives (Wholesale & Manufacturing)
- Accountants & Auditors
- Industrial Machinery Mechanics
- Supervisors (office or production)
- Financial Managers
- Insurance Sales Agents
- Electricians
Explore

Statewide Career Exploration

- Choose your geography
- Hot Jobs/Careers
- Education/Training Programs
- Military to Civilian Crosswalk
- Assessment
- Resume Builder

www.futurereadyiowa.gov
Assess

Optional log-in available

- Short assessment (sliding interest bars)
- Long assessment (about 60 questions)
- Matched to career based on interests
- Choose by suggested job or career cluster

Downloadable to PDF
Choose

Explore Careers...
- Typical Tasks
- Typical Education Level
- Wages
- Growth or Decline
- Upcoming Retirements
- List of Employers
- Current Job Listings
- List of Training Providers
- Similar Careers

Downloadable to PDF
In-Demand “Hot” Jobs

- Hot Jobs
  - Jobs that are growing
  - Pay over $20 an hour

Narrow your options:

- Choose an education level
  - You currently have or…
  - You are pursuing
Train

Where is training/education offered?

► Choose what type of education
  o Community College
  o 4 Year College/University
  o Apprenticeship

► Choose an institution
  o List of degree/training options
  o Link to institution
  o Link to community college program
  o Link to apprenticeship
  o Link to training program webpage
Build

Build a resume and e-mail it to yourself

- Contact information
- Work history
  - Choose from a list of tasks to add to resume
- Education
- Skills
- References

Customize by downloading into Word

*Downloadable to PDF*
Contacts

Iowa Department of Education
Paula.Nissen2@iowa.gov  515-281-3550

Iowa Workforce Development
Ryan.Murphy@iwd.iowa.gov  515-281-7505

Iowa Economic Development Authority
Gail.Kotval@iowa.gov  515-725-3192
TALENT READY UTAH

KIMBERLEE CARLILE, DIRECTOR, TALENT INITIATIVES
Silicon Slopes Summit
A resource connecting industry and education in Utah
RESOURCES

Visit talentreadyutah.com to access:

• Career Pathways Guide
• STEM Mentor Exchange (STEM MX)
• Talent Ready Utah Grant Information
Group Discussion Topics

• Design and Development Process
• Website Role
• Lessons Learned and Next Steps
Dialogue – Design and Deployment Process

• How was messaging developed? What key staff and agencies were involved? How was development managed across stakeholders?

• What role did the governor’s office play? How did they assist in getting the message out?

• What role did state agencies, schools, and intermediaries play in deploying your messaging and communication strategies?
Dialogue – WBL Website Role

• What role do WBL websites play in messaging and communication to key audiences? How is traffic driven to WBL websites?

• How do you know key audiences are getting the content they need? Are there key data points used to meet website visitors needs?

• How are employer and participant portals linked to WBL websites? How are messaging and communication strategies factored in portal activity?
Dialogue – Lessons Learned & Next Steps

• What were key challenges you needed to overcome?

• How do you define effectiveness for your messaging and communication strategy?
Dialogue – Going Forward

What strategies might states adopt and deploy from today’s presentations?

How will these and other ideas help support your state’s sustainability strategies?

Other questions, ideas, or thoughts about messaging?
Resources

• Messaging and Communications Work Group DropBox Folder

• Future Ready Iowa Website

• Talent Ready Utah Website

• Innovation Generation Ohio – another well-regarded website with short catchy videos about the important of work-based learning targeted to students, parents, and employers
UPDATE - Upcoming Events

Learning Network Call – May 10, 2017
3:00 – 4:00pm EST

Cross-State Meeting – May 17-19, 2017
Billings, Montana