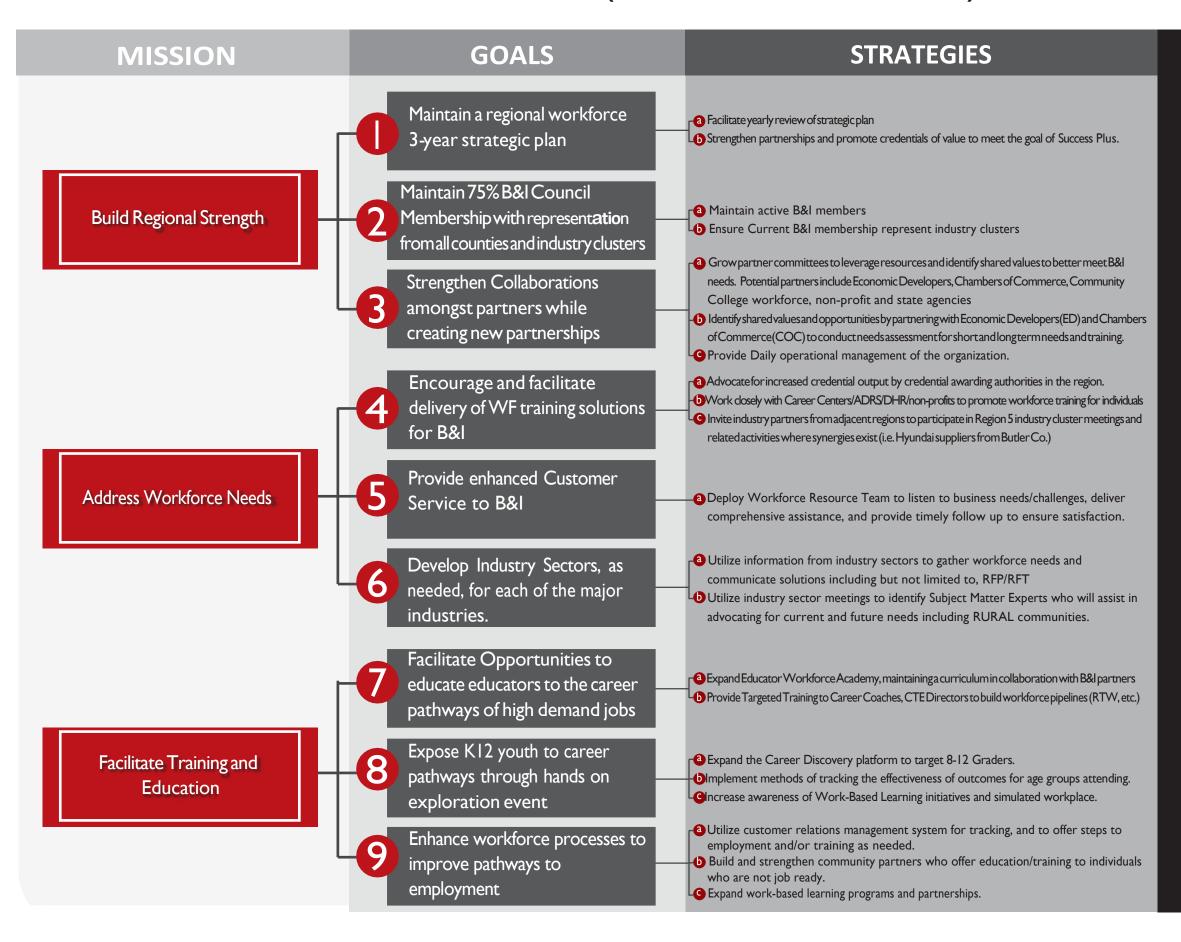
## **CENTRAL ALABAMAWORKS!** 3-YEAR STRATEGIC PLAN (FY 2023 - FY 2025)





## Marketing/Public Relations

Post updated strategic plan to web.

Send press releases to announce new council members.

Leverage Board relationships throughout the region.

Establish a routine communication plan to create a dialogue with economic developers focusing on strategic workforce needs.

Develop innovative ways to conduct needs assessment(QR code/web/phone).

Utilize Facebook and Website to post open jobs and link skilled employees.

Marketing plan of action for promotion of CRM in identified area.

Design/print appropriate marketing materials for B&I visit, as well as ED/COC connections.

Promote "Workforce Team Approach."

Promote Industry Sector meetings through ED/COC.

Market EWA Through community visits, video testimonials, etc.

Work with Career Coaches and CTE to highlight success stories in CTE students.

Re-brand Career Discovery for optimum recognition and promotion.

Promote importance of Career Pathways (including Work Keys) to HS students.

Develop a marketing plan for CRM system.

Seek ways to thank/highlight our partners through press release, news articles, etc.

Highlight success stories through video and print.