

## Communication Strategies



In an effort to successfully market and illustrate the system's effectiveness, we'll be requiring that all contractors provide success stories from Adult, Dislocated Workers, Youth and Employer clients.

This will be an opportunity to highlight your services, your efforts and your clients!

**Quarterly Success Stories-** Three success stories are required per quarter (end of quarter), from employers, youth, adults and dislocated workers. The next wave of success stories are due on September 29, 2017, December 29, 2017, March 30, 2018 and June 29, 2018. This requirement will also be embedded in your contracts for PY 17/18.

Your success stories can be of individuals and/or of partnerships that work on the behalf of clients. Consent/release forms are required. The success form template and consent form were previously distributed and is available upon request.

**Social Media Campaigns-** Current social media campaigns have been centered around specific populations and initiated primarily by the California Workforce Association (CWA) and Employment Development Department (EDD).

ACWDB staff will continue to work closely with service providers to collect stories related to these specific populations, calling for specific stories, articles, or partnerships. All providers are required to respond to social media requests. This requirement will also be embedded in your contracts for PY 17/18.

Mark your calendars for upcoming CWA campaigns (details will follow but subject to change):

- ❖ Earn and Learn in August
- ❖ Business Success in Manufacturing in October
- ❖ Business Success in September
- ❖ Veteran Success and Services in November

**Other Communication Efforts-** From time-to-time, you may be called upon to submit a story, article or other media information, outside of the quarterly success stories and social media campaigns efforts. Your response to these requests will be expected.

It is ideal that you assign a main staff to coordinate all communications with Latoya Reed, who can be reached at (510) 259-3833 or [latoya.reed@acgov.org](mailto:latoya.reed@acgov.org).