



Date: Tuesday October 16, 2018

FOCUS TEAM: Communications and Marketing

TEAM MEMBERS: Mike Beaver- Chair, Kristina Forbes, Milton Chicas, Priscella Nunn, Tracie Hampton, Gisella Busse Caroline Gions, Narissa Knight, Tyana Johnson (Communications Coordinator) and John Metcalf (Advisor)

GOAL: Create a communications and advocacy plan that supports the board's position on workforce challenges and issues, and supports the board's products and services.

The Marketing and Communications Focus Group is actively moving forward with communications efforts. Our goal to have uniformity between the region's Workforce Development Boards by communicating effectively throughout the region with corresponding speaking points, terminology, and updating marketing materials is underway.

As a WFD Board individually, we are working to assign motivated Board Ambassadors. These Board representatives will engage our community partners in meaningful dialogue to help spread the word and further the conversation about Workforce Development goals and initiatives. We are in the process of scheduling speaking engagements, updating marketing materials and improving our community outreach efforts. Please be on the look out for our new outreach materials, which will be circulated throughout the region.

Additionally, having full support online is not only helpful with getting the word about all the events and activities in which Centralina is involved with but also allows our board members an opportunity to share this important information. So, if you have not done so already - LIKE us on our two Facebook pages (www.facebook.com/CentralinaWDB & www.facebook.com/CentralinaNCWorksCenters), FOLLOW us on Twitter (www.twitter.com/CentralinaWDB) and CONNECT with us on LinkedIn (www.linkedin.com/in/centralinawdb).

The Communications and Marketing Focus Group continues to increase our community partnerships, surge NCWorks Career Center traffic, and spread a uniform message to our partners.

