

# Central Oregon Workforce Coordinating Council

## Outreach and Communications Plan

Approved September 2, 2009

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According to the COWIB Re-organization concept, one of the principles behind the development of the Workforce Coordinating Council was to:

- Better connect (workforce development) with economic, business development partners, with the goal of aligning workforce development efforts with economic and community development efforts.

### 1. Goals of outreach and communication:

- Informing partners on WCC roles, goals, priorities and activities
- Providing workforce related information, such as events, grant opportunities, legislative updates, etc.
- Inviting and encouraging engagement, both short term project oriented and/or long term council participation
- Soliciting feedback on regional priorities for workforce development (e.g. critical issues, problems, opportunities for regional action)
- Developing recognition among partners that the WCC is the appropriate leadership coalition of workforce development, business development and economic development interests to identify and meet the region's long term workforce development needs.

### 2. Targeted audiences:

Workforce Development (supply side): WorkSource Central Oregon partners, labor organizations, education providers, and on-the-ground training initiatives. Includes:

- WorkSource partners (COCC, COIC, DHS, OED, VRS)
- Confederated Tribes of Warm Springs
- K-12 education
- Higher education
- Partnership to End Poverty
- Labor unions
- others

Business Development (demand side): Organizations serving (and/or led by) individual business and industries. Includes:

- Workforce Response Team (WRT)
- Business Resource Network (BRN)
- High Desert Enterprise Consortium
- Business-School Alliance
- Chambers of Commerce
- EDCO
- Business Development Center (COCC)
- others

Community and Economic Development (strategic regional context): Organizations that are working regionally to improve the economy. Includes:

- State agencies via the ERT
- EDCO

- COIC/Economic Development District
- Oregon Manufacturing Strategy
- others

### 3. Process and methods for communications and outreach:

<b>Method</b>	<b>Description</b>	<b>Schedule/frequency</b>
Email Outreach	Distribution list composed of targeted audience. Regular email updates with upcoming meeting announcements, events, news and updates, and other information.	Options range from monthly to quarterly.
Web Site	Page on COIC website, includes: <ul style="list-style-type: none"> <li>▪ Meeting schedule</li> <li>▪ Membership</li> <li>▪ WCC goals, purpose</li> <li>▪ Meeting minutes</li> <li>▪ Documents, plans, etc.</li> <li>▪ Misc. announcements</li> <li>▪ Reciprocal links with partners</li> </ul>	Updated monthly.
Media Releases	Targeted releases to publicize events and/or project successes  Request appearance on KOHD live interview segment, Good Morning Central Oregon	As needed.
Public Meeting Notices	All WCC meetings will be noticed.	As needed.
Council Member Talking Points	Resource for Council members that provides info on how to describe the Council roles, goals, functions and activities.	Updated annually.

### 4. Communication Roles and Sustainability:

- Web site content, media releases, email outreach and council member talking points will be reviewed by the Steering Team prior to posting or distributing. If time sensitive, the Steering Team Chair is authorized to approve.
- WCC staff is the point of contact for communications, media inquiries and questions. Council Chair and members will respond to media inquiries to the greatest degree feasible.
- WCC staff will manage and implement all components of the outreach and communications plan. Staff time devoted to outreach and communications will be paid for via the staffing agreement.
- The WCC web page will be housed on the COIC web site and managed by WCC staff. COIC will provide this service at no additional cost to the WCC.
- All other outreach and communications costs, including but not limited to paid advertisements or the production of marketing materials, must be approved in advance by the WCC and will be charged to the WCC budget.

**5. Outreach list:**

<b>Coalition Category</b>	<b>Organization</b>	<b>Contacts</b>
Business Development	COCC Business Dev.	Beth Wickham
Business Development	HiDEC	Tom Petullo
Business Development	Bend Chamber	Tim Casey
Business Development	Madras/Jeffco Chamber	Holli Van Wert
Business Development	Crook Chamber	Brandi Hereford
Business Development	Redmond Chamber	Eric Sande
Business Development	La Pine Chamber	Rose Alsbury
Business Development	Sisters Chamber	Erin Borla
Business Development	Business Resource Network (BRN)	Steve Clark, Eric Strobel, Nancy Jumper, Jan Swander, Bobbie Faust, Heather Lynch, etc.
Economic Development	ERT/State Agencies	Janet Brown
Economic Development	OECD	Clark Jackson
Economic Development	EDCO	Roger Lee
Local Government	Crook County	Mike McCabe
Local Government	Deschutes County	Dave Inbody
Local Government	Jefferson County	John Hatfield
Local Government	Confederated Tribes of Warm Springs	Lonny Macy, Corey Clements
Local Government	Cities of Bend, Culver, La Pine, Madras, Metolius, Prineville. Redmond, Sisters	Various
Other	C.O. Employer Council	Theresa Asher
Other	Oregon Manufacturing Strategy	Audrey Theis, Dave Slavensky
Other	CCWD	Cam Preus
Education	High Desert ESD	Ray Hasart
Education	Central Oregon Community College	Jim Middleton
Education	Oregon State Cascades Campus	Becky Johnson
Economic Development	Prineville-Crook Co. Economic Development	Jason Carr
Economic Development	Redmond Economic Development	Jon Stark
Economic Development	Madras-Jefferson Co. Economic Development	Wayne Pearson
Other	Governor's Workforce Advisor	
Workforce Development	The Oregon Consortium	Kris Latimer
Business	PCC Schlosser	Janice Chandler
Other	Elected Representatives and their staff	Various
Other	Workforce Policy	Steve Bella Cylvia Hayes