

San Diego/Imperial Regional Workforce Program

Marketing Initiative Update

10/13/17

Strategy and planning for the regional marketing plan is currently underway, to be concluded in January 2018 and shared appropriately for stakeholder alignment. This effort consists of two main phases:

1. Situation Analysis – Research and recommendations stemming from a) Program Data, b) Competitive Data, and c) Consumer Segmentation Data.
2. 3-Year Marketing Plan – Conclusions reached during the Situation Analysis will drive a marketing plan which includes a) Brand & Communication Plan, b) Integrated Advertising/Media Plan, and c) Evaluation Plan.

The first installment of the Situation Analysis – Program Data – is circulating through the Workforce Development Council, Public Information Officers and Regional Oversight Council. SDICCCA Leadership will have the opportunity to review and provide feedback in late October 2017.

- This report, as well as future reports and sources/background information, is available for internal review on the online collaboration platform SDImpCommons.org.

Top-level findings from the report are summarized below, though all stakeholders are encouraged to read the full Program Data report (at the URL above) and share any questions or additional thoughts:

- The development of *soft skills* and *mid-level skills* that are most in demand in SD/Imp Counties should be the focus of career education marketing communications at two important stages:
 - a) When students, parents, and working adults first consider career education
 - b) When these audiences begin their search for career education information
- As the career education prospect approaches a decision, marketing communication should focus on superior support services, especially for special populations and special needs/concerns.
- All three focus areas – soft skills, mid-level skills, and support services – should be communicated with language/concepts that are appropriate and appealing, depending on the target audience.
- The communication of mid-level skills should be tailored to key sectors: Advanced Transportation/Clean Energy; Advanced Manufacturing; Healthcare; ICT/Digital Media; and Life Sciences. Communications tailored to Healthcare should address the need for soft skills across a range of occupations.
- For small businesses specifically, regional career education should be positioned as an outsourced human relations function, assuring very high quality candidates that are effectively pre-screened for superior soft skills.

The remaining Situation Analysis installments will be presented to the various stakeholders as follows:

- Competitive Data – Monday October 30 (Marketing Committee)
- Consumer Segmentation Data – Thursday December 7 (Marketing Committee)