



San Diego/Imperial Regional Workforce Program

Marketing Project Update 10.30.17

Project Description

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:

Main Deliverables

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.

Methodology

Situation Analysis will be conducted to include three levels of research – Program Data, Competitive Data, and Consumer Segmentation Data. The three levels of research will provide content for the structure of the 3-Year Marketing Plan.

Preliminary Findings

Top-level findings from the report are summarized below:

- The development of *soft skills* and *middle 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
- Marketing communication should focus on superior support services, especially for special populations and special needs/concerns.
- The communication of middle skills jobs 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.
- All three focus areas – *soft skills*, *middle skills jobs*, and *support services* – should be communicated with language/concepts that are appropriate and appealing, to the target audience.
- High cost of education and diminished value of education can be used to increase interest in career education
- Adult education will provide growth in programming and enrollments
- Community colleges need to address increased capacity, matriculation concerns and time to complete

Next Steps

- The first installment of the Situation Analysis – Program Data – is circulating through the Workforce Development Council, Public Information Officers and Regional Oversight Council and SDICCCA leadership. This report, as well as future reports and sources/background information, is available for internal review on the online collaboration platform SDImpCommons.org.
- Committee Meeting, Thursday, 11.16.17 - Consumer Segmentation Data
- Committee Meeting, Monday, 12.7.17
- Committee Meeting, Thursday, 1.16.18 (open to all interested stakeholders)
- Regional Retreat, Friday, 2.23.18