

San Diego/Imperial Regional Workforce Program  
Marketing Committee Update  
9/28/17, 12pm

<u>Milestone</u>	<u>Deliverable</u>
Situation Analysis	1. Program Data
	2. Competitive Data
	3. Consumer Segmentation Data
3-Year Marketing Plan	1. Brand Plan
	2. Integrated Marketing Plan
	3. Evaluation Plan

### 1. Situation Analysis Update

- Discussion:
  - Summary of Program research methodology and sources;
  - Program attribute classifications with category, occupation and regional considerations;
  - Conclusions and recommendations for marketing plan (with emphasis on positioning and messaging strategy);
  - Initial Competitive findings and research methodology
- Outcomes:
  - Live feedback of materials presented;
  - Read in-depth Program Data analysis + Competitive data outline and provide questions, concerns or general feedback to the Commons
- Timing:
  - Friday 10/6

### 2. Consumer Segmentation Recommendation

- Discussion:
  - Review 2 research scenarios and corresponding deliverables with respect to depth of analysis, applications for channel and messaging strategies, impact on ROI, and corresponding delivery timeline
- Outcome:
  - Confirm approval for Consumer segmentation methodology
- Timing:
  - Thursday 9/28

### 3. CE Commons Demo

- Discussion:
  - Review live demo of repository and collaboration platform and provide user access to committee
- Outcome:
  - Confirm each committee member received an invitation via email (check junk/spam inbox) and can access the Commons
- Timing:
  - Monday 10/2

### 4. Project Timeline

- Discussion:
  - Level-set on timing expectations and requested inputs for Phase 1 deliverables across the Situation Analysis and 3-Year Marketing Plan
  - Discuss series of stakeholder groups and key strategic milestones requiring their input and approval
- Outcomes:
  - Align on approach to managing input and collaboration across broader stakeholder groups
  - Schedule committee meetings through the remainder of Phase 1 (3-4 months)
- Timing:
  - Friday 10/6