

San Diego/Imperial Regional Workforce Program  
Marketing Committee Agenda  
10/30/17

Discuss Program Data Feedback

- Identify implications and focus areas for Marketing Plan

Present Competitive Data Analysis

- Review research methodology
- Share trends and market share observations based on Workforce Program goals
- Share landscape and growth opportunities across each applicable Program/Major area
- Share competitive marketing and sales observations by Program/Major area
- Discuss summary/main takeaways, Marketing Committee live feedback/group discussion

Align on Next Steps:

- Marketing Committee feedback to be posted to the CE Commons by 11/6
- Civilian to review feedback, update report as appropriate, week of 11/6
- Civilian to post Competitive report for WDC + ROC review, 11/10
- Next Marketing Committee presentation 12/7 to include:
  - Consumer Segmentation Data (final phase of Situation Analysis)
  - Brand Planning (first phase of Marketing Plan)