

<b>Priority Name</b>	5. Engage employers, educators and service providers to support Delaware Pathways.		
<b>Priority Lead</b>	<b>Delaware Workforce Development Board</b>		
<b>Priority Description</b>	Develop a communication and partnership strategy to expand visibility, facilitate public support, and brand Delaware Pathways. We must convene educators and employers to ensure that our success and needs are broadly shared. Further, we must build support for youth employment to ensure the next generation of Delaware's workforce has the skills and work experience required to achieve the <i>Delaware Promise</i> .		
<b>Scale</b>	<ul style="list-style-type: none"> <li>By the 2016-17 school year, the marketing and communications plan will engage 875 unique website visitors and registration for Delaware Pathways events will increase to 500 participants;</li> <li>By the 2017-18 school year, the marketing and communications plan will engage 1,750 unique website visitors and registration for Delaware Pathways events will increase to 600 participants; and</li> <li>By the 2018-19 school year, the marketing and communications plan will engage 3,500 unique website visitors and registration for Delaware Pathways events will exceed 700 participants.</li> </ul>		
<b>Major Work Strategies</b>	<ol style="list-style-type: none"> <li>Design a mobile and social media campaign to better inform the public and facilitate support;</li> <li>Establish convening routines, partnership agreements, and a reflective process to share success, facilitate support, and engage in program improvement and innovation; and</li> <li>Develop a brand association for Delaware Pathways and marketing campaign to be applied across partnering agencies and organizations.</li> </ol>		
<b>Success by 2018-19</b>	<b>*Key Metric(s)</b>	<b>Baseline &amp; Date</b>	<b>Target &amp; Date</b>
	Percent increase of unique visitors to the Delaware Pathways website and social media accounts	Between July 2015 and July 2016, the Delaware Pathways website and social media accounts received 350 unique visitors and/or followers (August 2016)	By December 2019: the Delaware Pathways website and social media traffic will increase 1,000% to reach more than 3,500 total unique visitors and/or followers (total 2016-19)
	Percent increase in participation at Delaware Pathways events	In the 2015-2016 school year, registration for Delaware Pathways events included 350 participants (August 2016)	By December 2019: registration for Delaware Pathways events will increase 200% to include more than 2,150 total participants (total 2016-19)
	Percent of target population (parents and employers) that support Delaware Pathways as a core part of the state education system (survey to be developed – 2017 baseline and target)	In the 2016-17 school year, X% of parents (# parents) and employers (# employers) indicated support for Delaware Pathways (August 2017)	By December 2019: X% of parents (# parents) and employers (# employers) will indicate support for Delaware Pathways
<b>Milestones</b>	<b>Activity</b>	<b>Milestones</b>	<b>Timeline ( by when)</b>
	Design a mobile and social media campaign to better inform the public and facilitate support	Develop a social media marketing campaign using multiple platforms	September 2016
		Regularly update social media content including school success stories, student profiles, partner op-eds, etc.	Ongoing
		Design and release promotion/success stories	Ongoing
		Design and release student competitions to promote DE Pathways	April 2017 (annually thereafter)
		Design and create student takeover events to promote DE Pathways	December 2017 (annually thereafter)
		Broadcast all developed media through appropriate social media outlets	Ongoing
		Communication with all partners to promote through websites and social media accounts of	Ongoing

		partners		
		Contractual services for social media campaign and administration @	Ongoing	
		Launch <a href="http://delawarepathways.org">http://delawarepathways.org</a> website with information and resources for students, parents, employers, and funders	October 2016	
		Launch blog and website interactives	October 2016	
		Analyze web traffic, unique website visitors, and social media metrics	Quarterly	
		Maintain and post website updates, including calendar of events, annual conference materials, research/articles, and forecast of new career pathways	January (annually)	
		Create online support and web-based tools to manage annual event logistics	January 2017 (annually thereafter)	
		Integrate geo-location strategy within website	February 2017	
		Incorporate real-time and traditional labor market information on website to include data from Economic Development and Employer Planning website and real-time labor market reports mapped to NAICS industry codes	February 2017 (update annually thereafter)	
		Conduct participant interviews and create DE Pathways annual conference resources	February 2017 (annually thereafter)	
		Incorporate educator/counselor/school contact information and resources on website	March 2017 (update annually thereafter)	
		Design data dashboard for career pathways that includes student demographic and performance data by pathway	April 2017 (update annually thereafter)	
		Conduct funder interviews and build profile resources and media outreach	May 2017 (annually thereafter)	
		Conduct employer interviews and build profile resources and outreach	May 2017 (annually thereafter)	
		Conduct student interviews and build profile resources and outreach	May 2017 (annually thereafter)	
		Build additional resources for constituent population and underserved sub-groups (i.e., Hispanic community, opportunity youth, etc.)	July 2017 (annually thereafter)	
		Promote new schools participating in DE Pathways and school/pathway registration info for parents	October & December 2017 (annually thereafter)	
		Contractual services for website upgrades and administration	Ongoing	
	Establish convening routines, partnership agreements, and a reflective process to share success, facilitate support, and engage in program improvement and		Establish regular DE Pathways planning team meetings and follow-ups in partnership with DE Department of Education	Ongoing
			Identify and engage industry partners and groups for DE Pathways promotional opportunities (i.e., chambers of commerce, industry association meetings, etc.)	January 2017 (ongoing)
		Engage local education agency and school staff at established convening routines for promotional opportunities	January, March, & Summer (annually)	
		Build contact list of all potential and actual registrants for partner and community events in	Ongoing	

	innovation	partnership with Del Tech	
		Plan and execute annual Delaware Pathways Conference	March (annually)
		Analyze student enrollment data to ensure DE Pathways is directly representative of current population	April 2017 (annually thereafter)
		Identify “promise communities,” and engage community centers and points of contact with targeted, hard-to-reach constituents for promotional opportunities	April 2017 (annually thereafter)
		Create and execute a series of convening meetings in follow-up to the DE Pathways annual conference	Ongoing
		Create and execute a series of unique events/opportunities for press coverage in partnership with all DE Pathways partners	Ongoing
		Create Spanish-language and Creole-language events throughout the state	November 2017 (annually thereafter)
		Maintain up-to-date calendar of events and regularly promote events to all constituents	Ongoing
		Contractual services for event management and administration	Ongoing
	Develop a brand association for Delaware Pathways and marketing campaign to be applied across partnering agencies and organizations	Conduct a SWOT analysis and develop a communications report to identify next steps and coordinated outreach for DE Pathways	May 2016
		Develop a communications plan outlining key marketing work, messages, talking points, and workflow calendar for 2016-19	June 2016
		Conduct annual communications review	June (annually)
		Work with DE Pathways team to define audience and target population(s) to source “brand” awareness data (2017 baseline)	February 2017 and February 2019
		Determine geography and intensity of outreach to parents and employers for brand awareness campaign	March 2017 and March 2019
		Develop audience surveys and focus group criteria to measure awareness data, specific for parent group and employer group	March 2017
		Distribute surveys and conduct focus groups to establish brand awareness (2017 baseline)	April 2017 and April 2019
		Consultant services to evaluate brand awareness campaign and develop policy recommendations to expand partnership and communications model	June 2017 and June 2019
		Create one-page materials for each career pathway, with course sequence, career ladders, credentials and college credit, salary ranges, and labor market information	September 2016
		Develop “tool kits” with information and resources for students, parents, and employers	September 2016
		Develop template collateral for schools to promote career pathways and work-based learning opportunities	May 2017

	Develop template collateral for funders with relevant information and labor market information	May 2017
	Develop additional “tool kits” for constituent population sub-groups that need specific messaging/information (i.e., Hispanic community, opportunity youth, adult learners, etc.)	July 2017
	Translate existing collateral materials and website upgrade to include Spanish and Creole languages	September 2017
	Create employer guides for each work-based learning opportunities	November 2017
	Create DE Pathways style guide for common brand materials	April 2017
	Create process for brand materials listed under “DE Pathways” name	November 2017
	Develop collateral materials for the new career pathways (i.e., introductory one-sheeter, webpage, school collateral)	January (annually)
	Integrate new pathway information to all marketing and communications tools and collateral	February (annually)
	Identify and engage new industry partners/groups to convene around new pathway development, implementation, and work-based learning initiatives	February (annually)
	Engage media to promote new pathway and teacher trainings to include press releases, industry tours, press conferences, etc.	July and December (annually)
	Contractual services to develop promotional materials and collateral	Ongoing