



CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™

FOR JOBS AND ECONOMY

Communications Support

Doing What MATTERS for Jobs and the Economy, an initiative of California Community Colleges Workforce and Economic Development Division (WEDD), focuses on the skilled workforce needs of California's economy by expanding CTE pathways in high-demand fields through employer-driven education and training partnerships in high-growth regional industry clusters. Our project team provides direct support to the WEDD Vice Chancellor with communications strategies.

Project Focus

To support WEDD Grantees (Regional Consortia, Sector Navigators, and Deputy Sector Navigators) in aligning with Doing What MATTERS for Jobs and the Economy, our role is:

- Communications strategies & execution
- Promotions of the DWM campaign
- Site content for the Doing What MATTERS website
- eUpdates & eAlerts
- Regional field communications support
- Initiative recognition and stakeholder interfacing strategies

Organization Mission

Our national consulting team excels at building high performing organizations through strategic communications.

WEDD Grantee Support

Our project team provides direct support to the Vice Chancellor of the Workforce and Economic Development Program for strategic communications. Local grantee requests for communications support such as customized communication tools and strategies, websites, brochures and mobile solutions should be directed to the WEDD Vice Chancellor.

Contact Information

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