Doing What MATTERS™
FOR JOBS AND THE ECONOMY

Technical Assistance Provider, Communications
Margo Turner, Director & TAP
August 2013
Communication 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.
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
California Community Colleges Joins Force with USDA to Support Rural Jobs & Economy

Chancellor Harris and USDA Rural Development’s California State Director Dr. Glenda Humiston signed a memorandum of understanding (MOU) today at the Chancellor’s Office in Sacramento. More »

Pictured (left to right): Karen Pizzello, USDA Rural Development; Charles (Charlie) Clements, USDA Rural Development; Glenda Humiston, USDA Rural Development; Max T. Whittaker, CCCCO; Jeanine Estrada, CCCCO; Bruce Harris, CCCCO

TOP 10 SECTOR PRIORITIES
• Advanced Manufacturing

TRY OUT NOW
Doing What MATTERS

For Jobs and the Economy

In his 2013 State of the Union, President Obama supports our workforce mission to close the skills gap and provide technical training that industry needs.

DOING WHAT MATTERS

TOP 10
SECTOR PRIORITIES

- Advanced Manufacturing
- Advanced Transportation
- ...
What is your organization’s mission?

Our national consulting team excels at building high performing organizations through strategic communications.
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.
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Doing What MATTERS for Jobs & the Economy
Framework for California’s community colleges

GIVE PRIORITY

1A. Consider labor market needs when making local decisions: budget, courses, programs.

1B. Decide on program capacity as a region.

MAKE ROOM

2. Retool programs that are not working or not meeting a labor market need so that students can study what matters.

INNOVATE

4. Solve a complex workforce training need so that our system can better deliver for employers and sectors.

STUDENT SUCCESS

3A. Braid funding and advance common metrics in CCCCCO RFAs.

3B. Strengthen regions with four skillsets: data mining, convening, technology, and curriculum approval.