



CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE



CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™

FOR JOBS AND THE ECONOMY

Technical Assistance Provider, Communications

FCM Education

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.



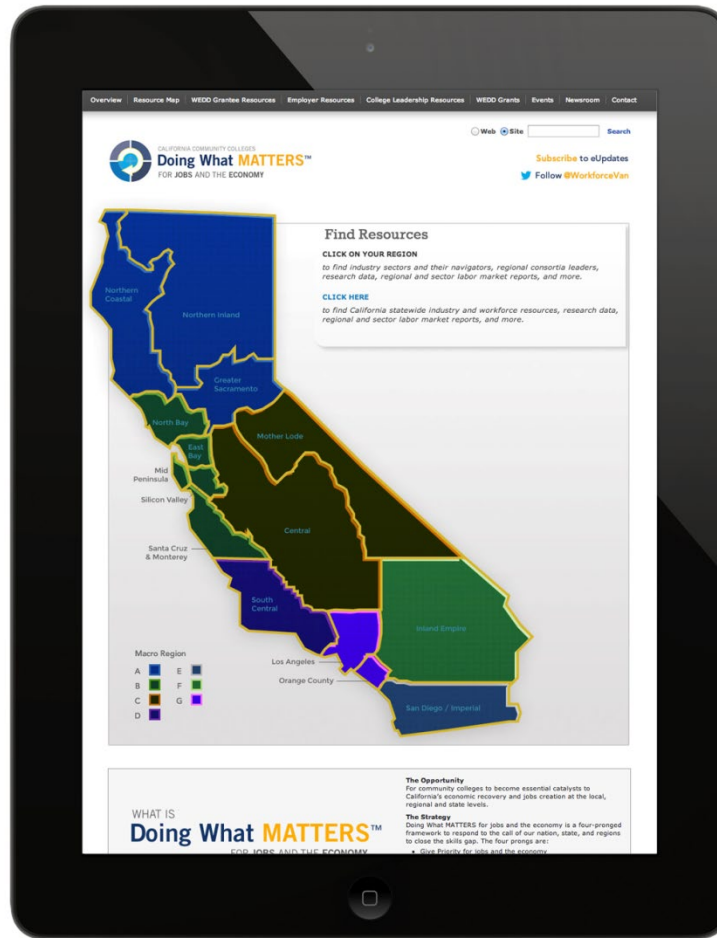
Project Focus

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









What is your organization's 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 Us

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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.

INNOVATE

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



MAKE ROOM

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

STUDENT SUCCESS

- 3A.** Braid funding and advance common metrics in CCCC CO RFAs.
- 3B.** Strengthen regions with four skillsets: data mining, convening, technology, and curriculum approval.