

We invest in California's economic growth and global competitiveness through industry-specific partnerships, education, training and services that contribute to a highly skilled and productive workforce. [doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu)



CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**

FOR JOBS AND THE ECONOMY

**Technical Assistance Provider:**

## Communications

Elevation and management of the Doing What MATTERS for Jobs and the Economy brand and communications of the Strong Workforce Program are supported through a wide range of award-winning tactics, including:

- overall communications strategy, planning and execution
- conveyance of thought leadership through strategic media partnerships and publications
- design and content support of the Doing What MATTERS website
- consistent message dissemination through eUpdates and eAlerts
- social media strategy and management
- event and presentation support
- support of regional and sector communications efforts through customizable tools

The project team provides direct support to the vice chancellor of the Workforce and Economic Development Division (WEDD). 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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The California Community Colleges is the largest system of higher education in the nation composed of 72 districts and 114 colleges serving 2.1 million students per year. Community colleges supply workforce training, basic skills education and prepare students for transfer to four-year institutions. The Chancellor's Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges.

For more information about the community colleges, please visit <http://californiacommunitycolleges.cccco.edu/>