



REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

Value Propositions for Engagement:
Leveraging Regional Campaign Tools
to Expand Employer Reach

February 7, 2018
1:00 – 2:00 pm

Register at:
<https://bit.ly/2PcV65o>



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Value Propositions for Engagement: Leveraging Regional Campaign Tools to Expand Employer Reach

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The Find It. Be It. campaign has designed specific tools and resources to support CRC colleges in expanding reach to employers. This creates more opportunities for students in work-based learning and job placements for students. This webinar supports participants in integrating the campaign tools while understanding how to tailor the tools by understanding the application of a communications platform containing value propositions (not features) of community college career education programs.

Learning Outcomes:

Participants will understand:

- The differences between a career education program feature and a value proposition that will engage an employer
- How to apply a communication platform formula at all employer touch points for engagement (virtual, written, verbal)
- How to use the Find It. Be It. Employer Engagement Roadmap to shape employer engagement approaches
- How to tailor the Find It. Be It. Marketing Toolkit items for usage at the local level including the Ways to Engage brochure, industry fact sheets and infographics and employer videos

Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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