

Council Labor and Economic Growth

Workforce Development Advocacy: Re-thinking
How We "Sell" Workforce Development



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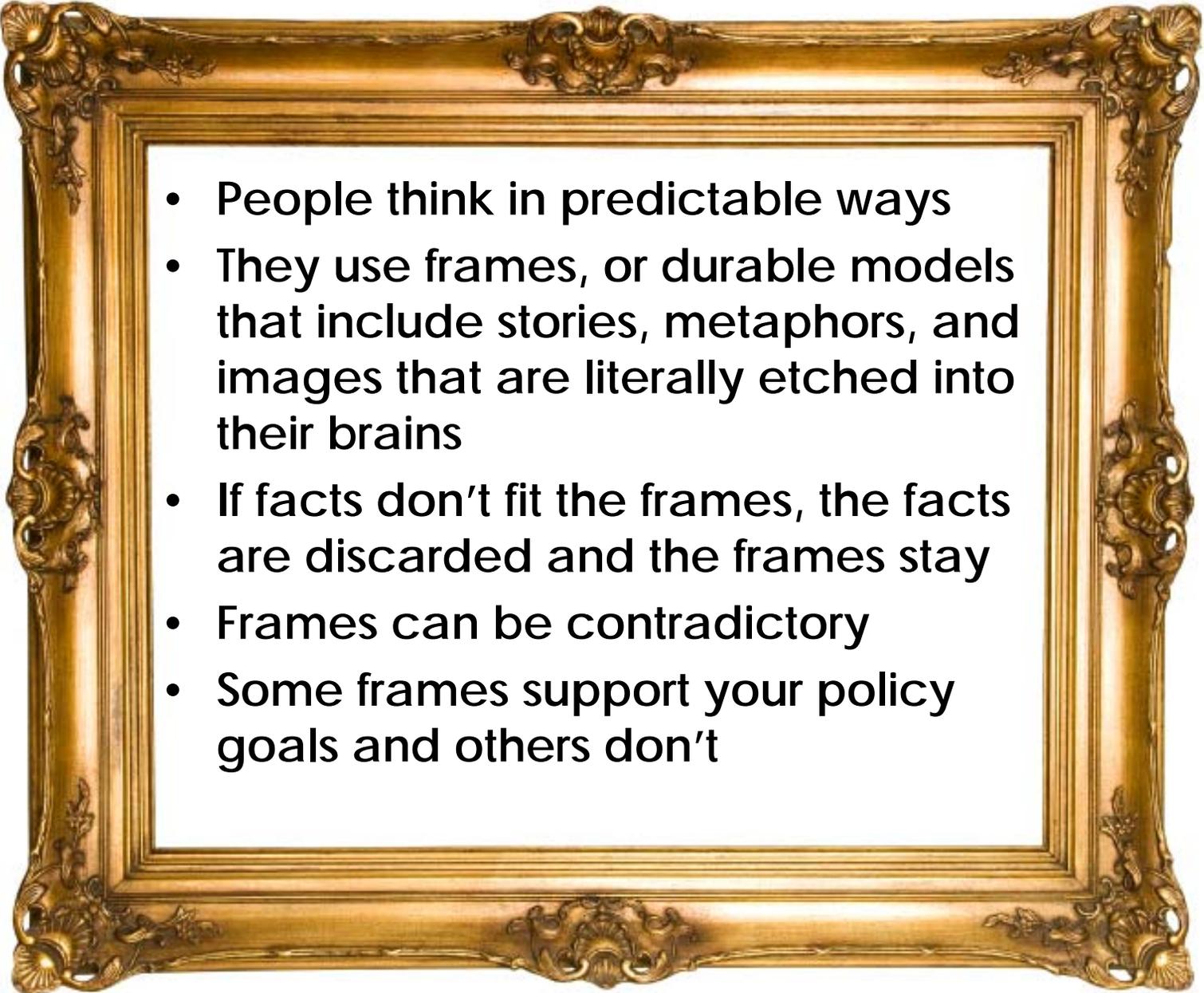


What I am going to cover

- Framing the issue
- Some typical problems
- Overview of messaging
- Talking about workforce development and low wage work
- A few do's and don'ts
- Messaging exercise



Issue Framing

- 
- People think in predictable ways
 - They use frames, or durable models that include stories, metaphors, and images that are literally etched into their brains
 - If facts don't fit the frames, the facts are discarded and the frames stay
 - Frames can be contradictory
 - Some frames support your policy goals and others don't

**Creating job opportunities can be
framed in a multitude of ways**

Work





**Balance of
work and family**

Helping the working poor



Ending poverty



Community planning

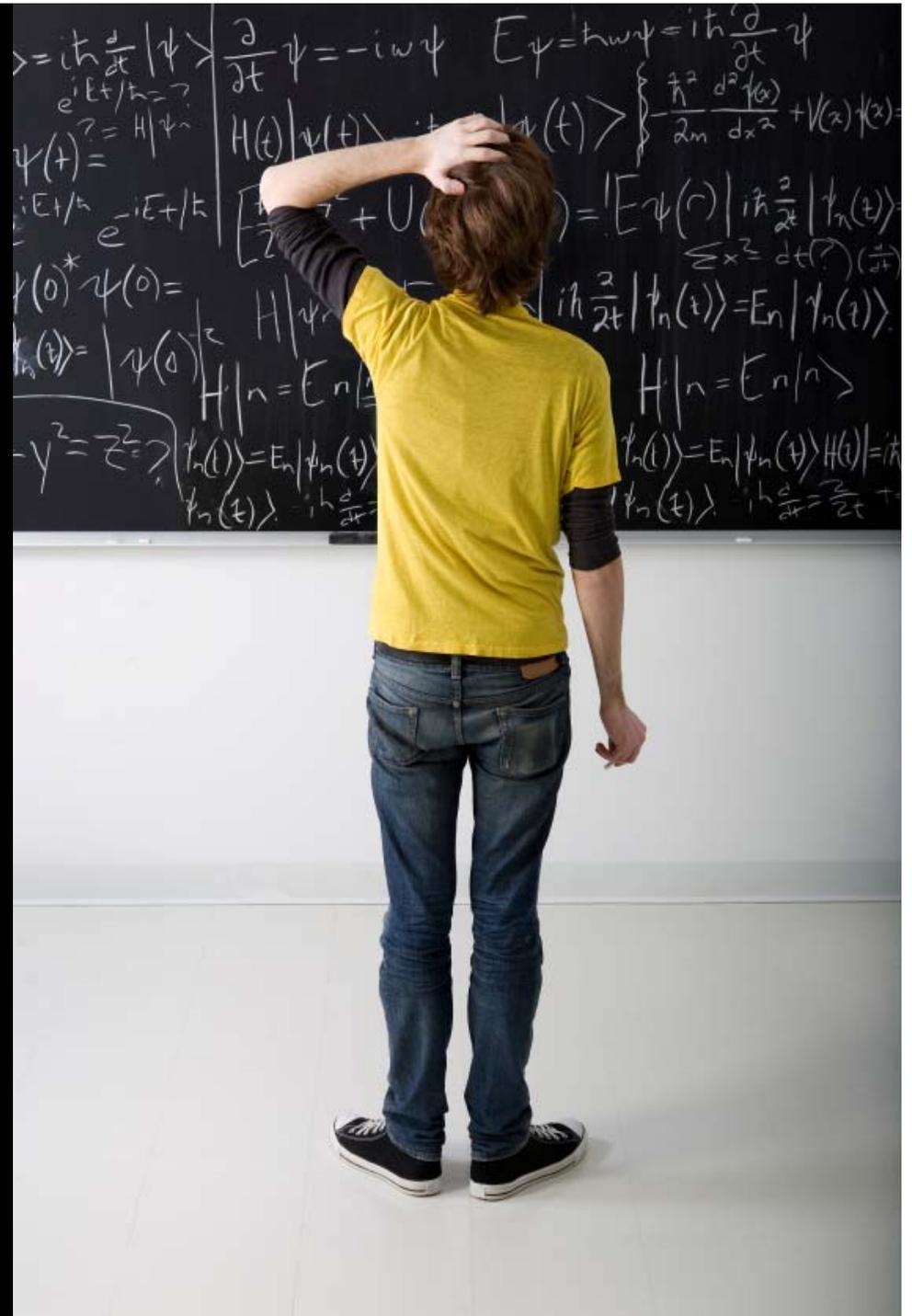


How you frame the conversation determines where it goes

- Start conversation on a high plain
- What kind of community do we want to create?
- How can we create an economy that works for all?
- America is about expanding opportunity for all, isn't it?
- Our community will be stronger when everyone has a chance to succeed through education and training

Questions?

What problems do we have trying to communicate about our work?





**Down in the
policy weeds**

ms
by 65-1171

A REPORT ON THE FORESTRY POLICY OF STATE COLLEGE

The forests of North Carolina constitute one of its most in-
ble natural resources, the area of our state growing trees being
three times larger than the area growing all other crops combined,
ur forestry practices are so backward, wasteful and unscientific
the actual forestry potentialities for income of our state and
itizens are now said to be only about ten per cent realized. It
e of the chief purposes of the Consolidated University of North
ina and especially the State College of Agriculture and Engineering
omote a statewide understanding and acceptance of improved forestry
ices which should add millions of dollars to the state's annual
e. To further the program of the State College in forestry edu-
n and forestry practices, a North Carolina Forestry Foundation
reated.

The North Carolina Forestry Foundation, Inc., is a non-profit
ization formed in 1929 by local trustees of State College with the
of themselves contributing and securing gifts from men of wealth
der to promote the work of the School of Forestry by acquiring
stration tracts, etc., illustrating various types of forest and
t management. Owing to disastrous financial reverses that followed
few months after the organization, these public-spirited trustees
not only left unable to carry out their purposes but have been sub-
d to serious financial embarrassment, solely as a result of person-
underwriting a plan to serve our institution and the public welfare.
chool of Forestry has felt it proper to lend its aid in trying to
y this situation. As soon as this temporary phase of its diffi-
es can be worked out, it is the desire of the Foundation to work

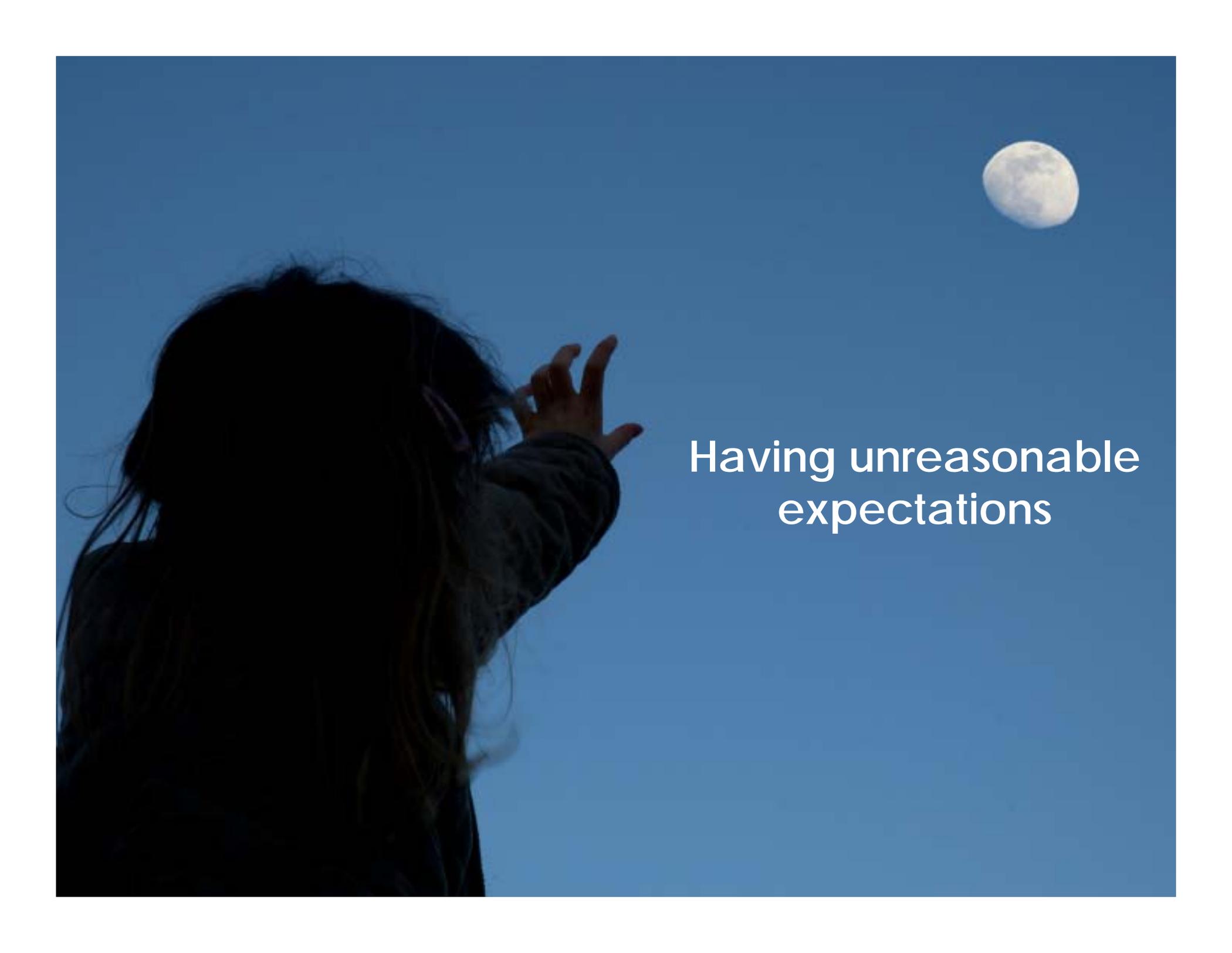
- Literal sclerosis
 - TMI
- (Too Much Information)

Preference for “playing the old tapes”



Playing pundit



A silhouette of a person with long hair, seen from the back, reaching their right hand towards a full moon in a clear blue sky. The person's hand is positioned as if they are trying to touch the moon, which is in the upper right quadrant of the frame. The overall mood is one of longing or aspiration.

Having unreasonable
expectations

- Uninvolving
- Not newsworthy
- Fun deficit



**I was talking to the
MJD about how many
FTEs are in the QED
and they were still
working on the MFOs.**

**They should talk to
RBM about their Q4
system to cross walk it
with the SEO.**



Jargon !?!?!?!?!?

No issue penetration

Why should I care?



Discuss...

Suggestions for improving communications

Be very specific about outcomes



Know your audiences

- Really get to know them
- Find out what resonates with them
- Know what you want them to do and make sure they will really do it



- Make sure your messages meet the criteria
- Make sure stories support the policy



Questions?

Communicating About Workforce Issues

- Acronyms don't work – try to talk about real things
- Policy speak does NOT appeal to broad audiences
- Use brief, clear, emotive terms and active verbs



Examples from States

- Today's employers demand higher skills. Wisconsin Community and Technical Colleges can provide relevant training for real jobs in real time.
- Bridge programs are solutions for building skills, better jobs, and brighter futures. (IL)
- Increasing access to KCTCS expands statewide economic growth by providing low cost, quality education and job training right in the community. (KY)





Make Links to Audience Concerns

- What do employers want?
- What do workers need?
- How can we help solve problems for policy makers?

What makes a good message?

- True
- Believable
- Emotional
- Aspirational
- Supported by facts
- About “you”
- Repeatable/“speakable”
- Framed to win

One simple way of organizing your messages

- Problem
- Solution
- Action

Table Exercise - Messaging

- Create platform for your committee focus
- Using the Problem, Solution, Action framework, draft three simple sentences that answer:
 - What is the problem that we are trying to solve?
 - What is the solution we bring?
 - The action step that YOU need to take
- Lastly, develop a list of your target audiences – the YOU – and what they can and should do.