

*Council for  
Labor & Economic Growth  
Proposed  
Communications Strategy*

## *SWOT Analysis*

- **Strengths**

- High-level experienced members
- Committed members
- Good stories to tell
- Good strategy for improving workforce

- **Weaknesses**

- Little communication between teams
- Few outside CLEG know about CLEG or its role in the workforce system
- CLEG members feel out of the loop

## *Strategies to Improve Communication*

- Create CLEG communications team
- Develop common key message
- Increase communications with/between CLEG members
- Provide CLEG members with information to share through traditional and social network channels
- Develop feedback loop
- Create plan for sharing best practices

## *Communication Committee Goals*

- Provide fact-based information so CLEG members can speak with a common voice
- Foster collaboration among CLEG members and other stakeholders
  - Share what committees are doing so work can be leveraged among committees
- Arm CLEG members with data and stories to help change perceptions of Michigan and its workforce

## *Stakeholders*

- CLEG members
- DELEG
- Michigan businesses
- Michigan citizens
- State and city governments
- Educational community
- Organized Labor

## *Communication Process*

- 1-2 members selected from each CLEG committee to serve on Communications & Advocacy Committee
- Collaborate and coordinate with DELEG & other state agencies
- Collaborate, coordinate with communications teams from business, education, unions, community organizations, etc.

## *Communications Team Will*

- Provide key messages for CLEG
- Provide talking points for CLEG members
- Provide stump speech for CLEG members
- Share information on work/best practices between committees

## *Sample Common Key Message*

- Michigan is transforming its workforce by giving its citizens the skills to compete in the global marketplace by increasing education, growing a culture of entrepreneurship and developing a green economy

## *Traditional Media Campaign*

- Provide talking points for CLEG members to use in speeches, conversation, etc.
- Provide editorials for CLEG members to have published in local newspapers
- Provide case studies, positive stories about Michigan workforce / business climate

# *The Council* Ensuring No Worker is Left Behind **for Labor & Economic Growth**

## *Social Media Campaign*

### Possibilities

- Launch Facebook page
- Launch Twitter campaign – all CLEG members participate
  - Twitter success stories
  - Find young people to Twitter about Michigan and its capabilities
- Launch collaborative LinkedIn campaign



## *Improve Feedback*

- Team monitors local papers / intranet for stories on workforce, green jobs, etc. and outside opinions
- Team shares feedback / information through communication channel of CLEG preference for feedback. Possibilities include:
  - Existing website
  - Social networking site such as Facebook, Twitter

## *Share Best Practices*

- Choose committee member to identify/share best practices
  - During meetings person identifies best practices to share / provides detailed information to communications team / sets up direct meetings with other committees to share when necessary
- Committee members give communications team member best practices idea to share