

# Wyoming Workforce Development Council

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## First-Year Action Items

<b>Strategic Direction: Invent an Image</b>		
<b>Goal: Develop key messaging regarding the Workforce Development Council. Create a concise elevator pitch that can be tailored to each specific audience</b>		
<i>Action Items</i>	<i>Assigned to:</i>	<i>Due Date</i>
Develop and review concise brand messaging for WWDC that is crafted by audience that includes a specific Call to Action (CTA) <ul style="list-style-type: none"> <li>• Council</li> <li>• DWS Staff</li> <li>• Workforce Center Staff</li> <li>• Industry</li> <li>• NGS Partnerships</li> </ul>	Communications Committee, Daniel	April 2023
Present for approval to Council	Communications Committee, Daniel	May 2023
Align platforms with messaging (site/social/Council orientation)	Kari	June 2023
Develop Key Performance Indicators to measure effectiveness	Fabian	June 2023
Provide quarterly updates of KPI to Council	Fabian	Quarterly

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<b>Strategic Direction: Engage in Community Outreach</b>		
<b>Goal: Fund and research best methods for engagement/outreach</b>		
<i>Action Items</i>	<i>Assigned to:</i>	<i>Due Date</i>
Visit with Workforce Center managers about potential opportunities and best practices; research the possibility of creating an RFP for researching best engagement and outreach	Council Director	Summer-Fall 2023
Analyze outreach/engagement opportunities, make recommendations for funding and measurable outcomes	Communications & Community Outreach subcommittee	January-March 2024
Determine outreach/engagement methods to be funded by the council and measurable outcomes	Strategic Performance and Finance subcommittee	April 2024
Evaluate progress on measurable outcomes	Communications & Community Outreach subcommittee	June 2025-ongoing
Fund additional engagement/outreach opportunities	Strategic Performance and Finance subcommittee	June 2025-ongoing

The following tables provide the ideas generated during the strategic planning session, which led to the categories for each workshop.