

## CCCS Communications and Community Engagement Plan

Supporting the “Together WE WILL” Campaign

### Objectives

1. **Extend Campaign Longevity** – Maintain visibility beyond the three-month digital push with sustained communication efforts.
2. **Deepen Business and Community Partnerships** – Position CCCS as the first call for workforce solutions.
3. **Strengthen Legislative Support** – Ensure decision-makers recognize CCCS’s value and impact.
4. **Engage Local Communities** – Build grassroots support through storytelling and engagement initiatives.

### Key Audiences & Messaging Strategy

Audience	Core Message
Legislators & Funders	“CCCS is the future of education in Colorado—your investment in our students fuels our state’s prosperity.”
Business & Industry Leaders	“CCCS is your trusted workforce partner—together we will build the pipeline of tomorrow’s talent.”
Community & Campus Stakeholders	“CCCS is transforming lives through affordable, relevant, and accessible education.”

### Phase 1: Thought Leadership & Executive Positioning (Jan – March)

- **(Completed) Legislative Engagement:** Jan 29<sup>th</sup> CCCS DATC + Luncheon provided opportunity to host discussions with policymakers about CCCS’s role in economic development.
- **CCCS Chancellor & College Presidents' Op-Eds:** Publish in Denver Business Journal, Colorado Sun, and local outlets to reinforce key messages.
  - **(Completed)** Example: Dr. Brownlee’s DBJ article (coordinated with Fiona): [Colorado needs more workers. Schools like Community College of Aurora are meeting that need.](#)
  - **(In Progress)** Example: Position Dr. Hazelbaker and his recent article
- **Podcast & Media Interviews:** Secure features on business and workforce development podcasts, such as The Colorado Chamber’s podcast.
- **Social Media Executive/Community Spotlights:** Feature leadership insights and college success stories on LinkedIn and X, engaging with industry conversations. Engage on Facebook for community stories.

## **Phase 2: Community & Business Engagement (March-June)**

- **Secure speaking engagements/sponsorships** at events and business roundtables.
  - **(In Progress)** Example: Position CCCS, and specific colleges, for Colorado Aerospace Day at the Capitol + focused comms stories throughout March.
  - Example: Sponsor chamber events or meetings to allow CCCS time to discuss strategic plan and how the business community can help.
  - Example: Position for agenda time to present CCCS goals (and pitch for funding/partnerships) -Work with Foundation to create list of appropriate organizations.
- (Concept-only) **CCCS “Workforce Champions”**- Recognize businesses that invest in CCCS graduates. Feature businesses in earned and owned media. Showcase success stories and employer partnerships/advisory board members.

## **Phase 3: Sustained Storytelling & Leverage Future Launches (Spring/Summer)**

- Continue to execute CCCS’s monthly editorial calendar that positions CCCS leaders as workforce experts and initiatives as transformative for students, communities, and industry sectors.
- Leverage upcoming launches:
  - Skills Institute (TBD)
  - Behavioral Health (May)