

Energy Collaborative - Workforce Communications Plan (draft 6/12/07)			
Audience		Message	Suggested Media/Tools
Youth	Elementary Schools		Science nights, camps, leverage current resources/programs
	Middle Schools*	Career path, \$\$, what classes to take, "cool" factor, Did you know?, apply math/science in the real world	Science nights, camps, leverage current resources/programs, offer real examples of math and science, get speakers in classrooms, keep it "FUN" (ex. API truck or Offshore Energy) - Bring these into school and get schools out in the field
	High Schools*	Career opportunities, \$\$, scholarships, internships, local opportunities, apprenticeships, environment focus (Health, Safety & Environment), "make it cool", industry myths	Scholarship packages, career fairs, cater to appropriate media (I.e. Podcasts), offer career classes
	Junior Colleges		
	Technical Schools		
	Universities		
Parents		Improve industry image, create awareness, communicate requirements for careers, promote scholarship opportunities, promote diversity of jobs, benefits from corporations, safety, longevity of industry, continued education	Town halls, newcomer clubs, unions, community newspapers, paper inserts with bills from industry companies, PTO's, PTA's, websites, libraries, openhouse events
Teachers		Need curriculum with relevance, make it easy, opportunities for careers, education of industry image, communicate needs (shortages), industry cares	Get administrators and principals onboard, provide materials to educate teachers (ex. vignettes/video clips/teachers at corporations, externships, Industry/Teacher Day, Teacher conferences (ex. CAST), publications, giveaways with info (ex. Planners), posters/materials for classrooms, speaker's bureau, website with resources
Counselors		Similar to teachers, but on a high level	
Community		Industry image, needs, future, engagement with industry, businesses in local community and impact, environmentally responsible	Community newspapers, website to being together/advertise what's out there already, TV, billboards, Did you know details, local radio, advertising (ex, shopping carts), industry sponsorships supporting initiatives
Internal (GHEC Committees)		Needs of industry, communication between committees	Strategic plan, website for collaboration
	* Focus Area		