

## **NWPA Job Connect Communications Protocol Overview**

**VISION:** Northwest Pennsylvania will have a skilled workforce that is responsive to the current and future needs of the region.

**MISSION:** To connect people with jobs through collaborative workforce development efforts and strong partnerships with the economic development, business, education and government sectors in the Northwest Pennsylvania region.

The protocol was created with the intent to...

- Foster better communication among partners, leading to more informed decisions and earlier detection of miscommunications/issues
- Ensure understanding of consistent messages to the public
- Inform all partners of how to respond to various types of inquiries

The protocol details...

- Expected flow of communication among Partners, fostering agency coordination, public outreach coordination, and workforce update activities
  - staff to supervisors to Operator, and reverse
  - via status reports, internal partner announcements, directives, press releases & public announcements, meeting notes shared among partners
- External communications from NWPA Job Connect/Northwest PA CareerLink®, informing the public of NWPA Job Connect’s mission, policies, and practices in a positive, consistent, and credible manner
  - Through community involvement, public outreach, publications, media relations, facilitating complaints & inquiries, and crisis communication
- How we conduct information-based outreach
  - Public awareness campaigns that include informational and educational materials, social media, focus group meetings and briefings, radio & tv broadcasts, website, public information meetings, newsletters, and public notifications.

Also ...

1. Communications Committee (with board staff) will determine necessity of coordinated campaigns (ongoing & in conjunction with an event)
2. Board staff will coordinate messages with Partners via the One-Stop Operator
3. Consider utilizing tactics for multiple audiences suggested in protocol

### **Most importantly ...**

*The general protocol is that the NWPA Job Connect Director is the primary media contact for the dissemination of all external information. This ensures that all information provided is consistent, complete and contextual.*

*Board members may reach out to any part of the system, directly, at any time.*