

## Workforce Steering Committee – Communications

### BUSINESS CASE:

Everyone in the community must value education and understand how important it is in our future economic well-being. In order to make advancements in education and prepare students for the future, our community must understand the current state of education and what is necessary to improve it. It is evident that the community at large is not aware of the current truths regarding our student's preparation for life after high school.

### HYPOTHESIS:

By developing a unified message and delivering it from both the “top down” and through grassroots efforts we will inform the entire community about the importance of education to our future economic well-being. This will unify all stakeholders in raising expectations and accountability. By communicating a common vision throughout the Knoxville region, and then directing people to what they do will have a huge impact on education and ultimately our future workforce.

### CURRENT CONDITION:

- **From the Summit Report:** Apathy and misperception continue to exist in our community. This is standing in the way of our improving the state of education and ultimately our future workforce. Misperceptions include the stigma of skilled trade jobs, the available workforce in under-utilized sectors, or the need for a “two track” system; **apathy is found in those that believe educations doesn't concern them or that “is was good enough for them.**
- The majority of our community does not realize that they are in fact stakeholders in the education of our future workforce and that it “affects” them.
- The majority of parents and others do not realize that their child will have a hard time succeeding in the workplace if we do not raise our level of expectations.
- The majority of our community does not realize how our economy has changed.

### TARGET CONDITION:

#### The Value of Education

- All stakeholders are informed about the current state of education and workforce preparation in our area. Stakeholders will understand that unless they get involved and “expect more **and** do more” our students will not be prepared for the future.
- More stakeholders will be engaged in preparing our future workforce.
- There will be no misconceptions about the levels of skill and knowledge that will be needed for our workforce to compete globally.
- All stakeholders – parents, students, educators, non-parents, retirees, the workforce, etc. – will understand how education impacts them, regardless of whether they are involved in public education.

### ACTIONS:

	Task	Responsible Person(s)	Completion Date
1	Develop a clear, concise, consistent message about the urgent need to increase our expectations regarding education.	Comm'n Campaign group – via survey & mtgs	By June 10.
2	Give the presentation to 10 people.	Everyone.	
3	<b>COMPLETE THIS PRIOR TO JUNE 10!</b>		
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### METRICS:

Metric	2008	2009	SPA: