

EXTERNAL AFFAIRS UNIT

Led by the Director of External Affairs, this unit is responsible for integrated communications and marketing to advance Workforce Florida's mission and vision in support of the state workforce system; raising awareness about the organization's initiatives and accomplishments as well as those of the system at large; and marketing state workforce products and services in support of public and business outreach efforts. Communications touches every facet of the Workforce Florida organization and the state's workforce system involving both internal and external stakeholders. Among Workforce Florida's six overarching organizational goals, the External Affairs Unit is directly responsible for:

- Positioning Workforce Florida as the leader for workforce;
- Strengthening Workforce Florida's relationships among key policy leaders in the executive and legislative branches as well as the U.S. Congress; and
- Strengthening the Workforce Florida Board of Directors.

It also contributes to the goals led by other units, including making viable policy recommendations that drive innovative workforce development, strengthening systems for performance accountability and sustaining the current base funding for Workforce Florida and the workforce system.

MAJOR FUNCTIONS AND AREAS OF RESPONSIBILITY:

Strengthening Awareness, Education and Image of the Workforce System

Workforce Florida is a catalyst for creating world-class talent; to that end, the External Affairs Unit oversees public relations, media relations and corporate communications for Workforce Florida to increase awareness about Workforce Florida's business tools and initiatives as well as to lead marketing efforts to build the workforce system's universal brand, the Employ Florida network. The Employ Florida network consists of Workforce Florida and the Agency for Workforce Innovation as well as the 24 Regional Workforce Boards and nearly 100 One-Stop centers.

Some key accomplishments at-a-glance:

- Since 2006, Workforce Florida has placed more than 6,000 television and radio spots; advertised in 27 Florida newspapers, 11 public university publications, magazines including *Florida Trend* and regional business journals as well as national publications such as *USA Today*; placed banner and search ads online on sites including Google, Yahoo!, Career Builder and Map Quest; and directed a statewide billboard campaign along major interstate highways. The unit also planned a series of six regional forums statewide on Florida's workforce system, and coordinated news conferences for the launch of 10 Employ Florida Banner Centers.
- In 2008, this unit launched the Workforce Florida *President's Report*, a monthly electronic publication that is e-mailed to nearly 800 stakeholders statewide and includes the latest news and accomplishments of the organization and workforce system.



- This year, Workforce Florida conducted a targeted statewide advertising campaign with *Florida Trend* and NPR to raise awareness among Florida businesses about workforce resources. Additional ad placements targeting special workforce populations were placed in *Florida Trend NEXT* to reach Florida youth and *G.I. Jobs* to reach veterans.

STRATEGIC PLANNING

The words “communicate,” “communication,” or “inform” are found in the summaries of just about every imperative in the Workforce Florida Strategic Plan, *Re-iMagine, Education, Employment, Economic Development: Creating a Workforce for Florida’s Future 2005-2010*. Working with the President, this unit has assumed primary responsibility for developing Workforce Florida’s strategic plan and annual updates to the Governor and Florida Legislature under the leadership of the Workforce Florida Board of Directors’ Strategy Council.

BOARD RELATIONS

Workforce Florida is led by a 47-member Board of Directors. This unit is responsible for coordinating quarterly Board of Directors meetings as well as for board communications and outreach.

PARTNER RELATIONS

In collaboration with Workforce Florida’s other units, External Affairs plays an integral role in strengthening and leveraging partnerships among both internal and external workforce system stakeholders.

