




REVISED COMMUNICATIONS PLAN THEMATIC MESSAGES

- The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers in NWPA.
- PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities.
- PA Careerlink® is the one stop resource for employers to find skilled workers and post job openings.
- The Northwest PA WIB is the region's strategic planning council for the development of a skilled workforce.
- The Regional Center for Workforce Excellence is an intermediary organization that supports workforce development efforts in NWPA.
- The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWPA.

Table 1: Audience and Thematic Message Matrix

Message →	The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers and job seekers in NWPA.	PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities.	PA Careerlink® is the one stop resource for employers to find skilled workers and post job openings.	The Northwest PA WIB is the region's strategic planning council for the development of a skilled workforce.	The Regional Center for Workforce Excellence is the intermediary organization that supports workforce development efforts in NWPA.	The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWPA.
Core Audience Segment ↓						
Job Seekers						
Business Community						
Local Elected Officials						
Board Members & Staff						
Media						
General Public						
Organized Stakeholders						
Legislators & Legislative Partners						
LEGEND:	 Primary Message		 Secondary Message		 Tertiary Message	

PRIMARY MESSAGE DESCRIPTORS

Primary Message To Job Seekers – PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities.

Primary Message To Business Community – PA Careerlink® is the one stop resource for employers to find skilled workers and post job openings. The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWP. The Regional Center for Workforce Excellence also serves as a liaison to Northwest Pennsylvania Industry Partnerships to offer workforce development resources.

Primary Message To Local Elected Officials – The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers and job seekers in NWP. The Northwest PA WIB is the region’s strategic planning council for the development of a skilled workforce. The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWP.

To Board Members & Staff – ALL MESSAGES: The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers and job seekers in NWP. PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities. PA Careerlink® is the one stop resource for employers to find skilled workers and post job openings. The Northwest PA WIB is the region’s strategic planning council for the development of a skilled workforce. The Regional Center for Workforce Excellence is the intermediary organization that supports workforce development efforts in NWP. The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWP.

Primary Message To Media – PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities. PA Careerlink® is the one stop resource for employers to find skilled workers and post job openings. The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWP.

Primary Message To General Public – PA Careerlink® is the one stop resource for job seekers to find employment and training opportunities. The Regional Center for Workforce Excellence is the intermediary organization that supports workforce development efforts in NWP.

Primary Message To Organized Stakeholders – The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers and job seekers in NWP. The Northwest PA WIB is the region’s strategic planning council for the development of a skilled workforce.

Primary Message To Legislators & Legislative Partners - The Regional Workforce Development Network is a system of organizations and services that deliver workforce solutions to employers and job seekers in NWP. The Northwest PA WIB is the region’s strategic planning council for the development of a skilled workforce. The Regional Center for Workforce Excellence is the primary source of Workforce Development funding in NWP.