

GLPTA

Public Relations Committee Review

June 1, 2007
Ivy Tech Community College
Valparaiso, Indiana



GLPTA - Better skills, Better results, Better future.

Committee Members

- Industry chair: Jennifer Hayes
- Education chair: Ed Bryant
- Executive team sponsor: Cal Quarles
- Members:
- Discussion participants:



GLPTA - Better skills, Better results, Better future.

2006-07 Accomplishments

- Purchased PTEC roller shades for career fairs and outreach events (Oct06)
- Offered Marketing workshop (June 07)
- Created GLPTA.com (June 06)



GLPTA - Better skills, Better results, Better future.

2007-08 Goals and Resources

PUBLIC RELATIONS

- 1) Write white paper selling PTEC as a career choice; target influencers.
- 2) Develop poster boards for use by educational partners promoting PTEC as a career choice; target students and second round candidates.
- 3) Develop promo materials to help Ambassadors sell PTEC and GLPTA to industry partners.
- 4) Develop rough estimate of cost savings associated with PTEC grads versus off-the-street hires.
- 5) Survey GLPTA industries partners for expecting hiring patterns over the next 2, 5, and 10 years and gain an understanding of the demographics of the incumbent workforce.



GLPTA - Better skills, Better results, Better future.

Challenges

- In-house marketing – get industry leaders behind the programs w/ support & dollars
- PR is typically charged with keeping us out of the news
- Media events supported by schools / non-profit partners
- Websites are not keeping up to date – not creative enough, HR websites aren't interesting enough
- Use alliance and local initiative websites to market testimonials, videos
- Encourage young candidates to pursue programs to level playing field with more mature worker / candidates
- Mentoring programs w/ students, potential candidates, hourly employees – life skills, etc.
- PR- back into gov't and funding sources to make sure they "get it"
- Put together list of education – industry collaborations

GLPTA - Better skills, Better results, Better future.

