

RETAIN Communications Technical Assistance

The most effective communications programs are strategic, integrated, consistent, and cohesive. The American Institutes for Research[®] (AIR[®])'s RETAIN TA communications partner **The Bizzell Group** offers experienced communications consultants to help RETAIN states plan, develop, refine, and evaluate their RETAIN communications.

Bizzell's award-winning team of communications strategists, writers, editors, graphic designers, and digital media specialists are available to help your state achieve its RETAIN communication goals. Contact your AIR RETAIN TA state liaison to connect you with The Bizzell Group for the following services:

Strategies and Messaging

- Strategic consultations to help your teams identify and evaluate communications channels and tactics for your audiences and goals
- Guided strengths, weaknesses, opportunities, and threats (SWOT) communications analyses
- Consultations to help create and maintain a consistent stakeholder testimonial pipeline
- Messaging guidance for recruitment, retention, and other RETAIN initiatives
- Guided facilitation to help your team develop RETAIN stakeholder personas to inform outreach efforts for your state
- Evaluation, feedback, and recommendations for existing stakeholder messaging

Print Collateral

- Evaluation, feedback, and recommendations for brochures, flyers, posters, facts sheets, and more to ensure alignment with RETAIN branding and messaging
- Guidance on the contents and formatting of stakeholder welcome packets

Digital Collateral

- Evaluation, feedback, and recommendations for websites, social media channels, blogs, and more to ensure alignment with RETAIN branding and messaging
- Social media toolkit development support and content reviews
- Development support for PowerPoint presentations
- Guidance on developing customizable online content, such as email campaigns and blogs

Visual Media and Graphic Design

- Guidance on video content development
- Instructional overviews and production guidance on graphics products such as campaign concepts, mock-ups, and templates for logos, infographics, and more
- Evaluation, feedback, and recommendations to ensure alignment with RETAIN branding

Technical Writing and Copyediting

- Edits and work checks for documents in development
- Reviews and guidance on language and messaging for topics related to health, workforce, and staying at work and returning to work
- Consultation and development support on media talking points, presentations, and related materials

Communication Policies and Processes

- Processes for creating and maintaining RETAIN partner relationships
- Development and review of letters of intent or other forms of partnership agreements
- Review of communication policies or processes

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