

Welcome!

Thanks for joining! We will get started in 3 minutes. While we wait, please share in the chat:

1. Your Name & Role
2. Your RETAIN state
3. What you hope to get out of today's collaborative session.
4. Your response to our icebreaker question (verbally or in the chat)....

What activities for yourself do you have time for now that children are back to school? OR What Fall activity do you enjoy the most and are looking forward to?



Disclaimer

This event is conducted by the American Institutes for Research (AIR) for the U.S. Department of Labor (DOL) Office of Disability Employment Policy (ODEP) and the Retaining Employment and Talent After Injury/Illness Network (RETAIN) state grantees, under DOL Contract Number 1605DC-18-F-00429. The views expressed are those of the authors and should not be attributed to DOL, nor does mention of trade names, commercial products, or organizations imply endorsement of same by the U.S. Government.

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ENGAGE EVERYONE



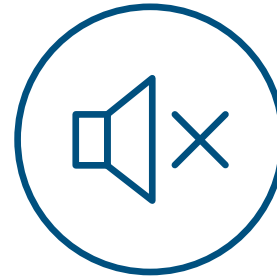
BE HEARD AND SEEN



ACKNOWLEDGE SPEAKER



MAXIMIZE MICROPHONES



MINIMIZE NOISE



MAXIMIZE VISUAL DISPLAYS

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*If you have technical difficulties, please email us at
RETAINTA@air.org and a team member will assist you.*



Sustainability Workshop: Strategic Communication

Wednesday, September 18, 2024

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Agenda



- **Sustainability Resource: Brief Refresh**
- **Strategic Communication Overview**
 - Why is Strategic Communication Important?
 - What Does it Mean to Be Ready for Strategic Communication?
 - Strategic Communication Key Areas
- **Strategic Communication Discussion**
- **Helpful Reminders**
- **Closing**



Sustainability Resource: Brief Refresher

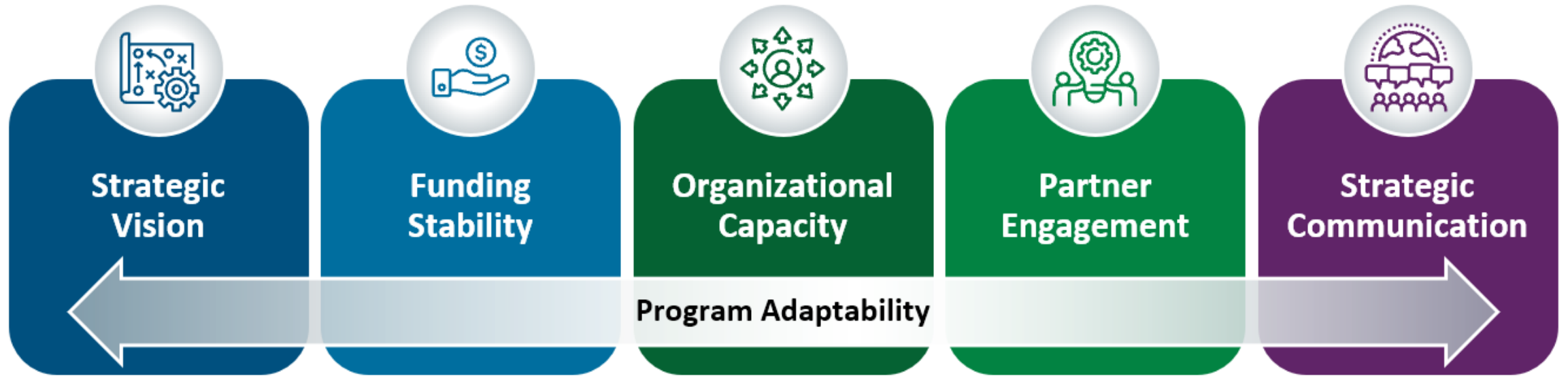
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Key Considerations for Sustainability Planning





Strategic Communication Overview

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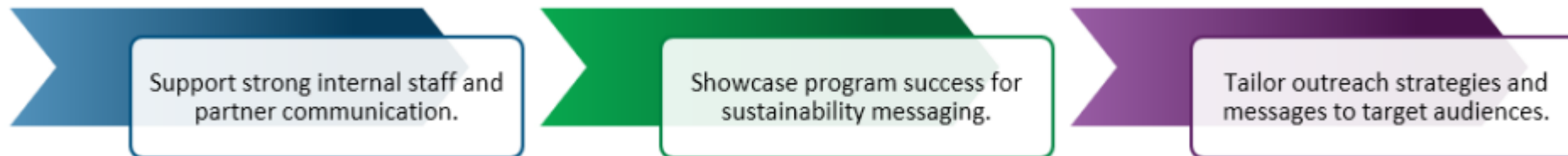
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Why is Strategic Communication Important?

Aligned communication about the RETAIN program across partners should be tailored to the audience to expand capacity for program sustainability.



What Does it Mean to Be Ready for Strategic Communication?

Effective strategic communication means engaging and communicating with partners and the public about the RETAIN program, to help raise awareness and establish buy-in. Key factors to consider are:

- Developing a plan for internal and external communication efforts and outreach
- Tailoring your communication plan to the specific audiences and partners
- Highlight program impact with existing partners and the community (success stories)



Strategic Communication Key Areas



Internal Communications Plan

Support strong communication between internal staff and partners by developing clear messages and actions needed and processes for staff ownership of deliverables, frequency, and methods.



Success Storytelling Processes

Showcase program success in your sustainability messaging by highlighting key program benefits for target audiences and share program data that illustrates the positive impacts and outcomes of the program.



Targeted Outreach Strategy

Tailor outreach strategies and messaging to target audiences by crafting communication strategies with clear messages and goals for tracking effectiveness.



Strategic Communication

Collaborative Discussion

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Internal Communications Plan



- What internal processes has your program developed around internal communication? What monitoring procedures do you have in place to measure for effectiveness when working on program sustainability?

Success Storytelling Processes

- What is the value and effectiveness of current program resources to your program's sustainability?
 - These may include:
 - RETAIN success stories stored on the ROC
 - Word of mouth from program participants, employers, and providers
 - Marketing or advertising through podcasts, radio, news, videos, flyers, website, newsletters



Targeted Outreach Strategy



- Where have you advertised the RETAIN program? When thinking about program sustainability, what new partnerships can you make for program expansion and outreach?

These may include:

- Job fairs
- Workforce agencies
- Direct outreach to participants/employers/providers
- Local community organizations (i.e., Churches, Recreational Centers, etc.)
- Organizational memberships (i.e., Chambers of Commerce, etc.)

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Helpful Reminders

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New Sustainability Resources

The Sustainability Readiness Toolkit was developed to support RETAIN states in the process of developing a vision and supporting strategies to sustain their stay-at-work/return-to-work (SAW/RTW) programs.

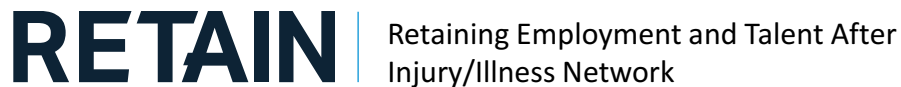
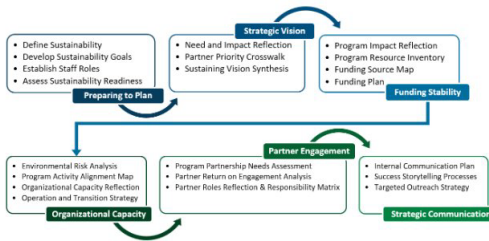


Sustainability Readiness Toolkit

A Roadmap for Sustainability Planning


Sustainability extends the impact of a specific program by supporting the continuation of critical and effective program practices beyond the period of initial funding and implementation. Like the approach used for the initial program design, a comprehensive approach to planning for sustainability is strategic, collaborative, and adaptable. This resource draws on sustainability frameworks and research identified in the *Beyond Implementation: Planning for Sustainability* brief and includes actionable tools to support a strategic and comprehensive approach to sustainability planning for RETAIN grantees. The tools are designed to be used to support initial sustainability planning activities or to enhance existing planning activities.

About this Resource
The Sustainability Readiness Toolkit was developed to accompany the *Beyond Implementation: Planning for Sustainability* brief and to support RETAIN states in the process of developing a vision and supporting strategies to sustain their stay-at-work/return-to-work (SAW/RTW) programs.



Use the Sustainability Readiness Toolkit to self-assess your readiness level in each of the sustainability planning steps identified in these sessions. Use the results of your self-assessment to identify additional tools you may need to strengthen your planning efforts.

Strategic Communication Sustainability Readiness Self-Assessment

	Readiness level		
	Exploratory <i>We have not yet started or are just starting to explore.</i>	In Development <i>We are currently in the process of developing.</i>	Prepared <i>Yes, we are fully prepared in this area.</i>
<ul style="list-style-type: none"> We have developed a plan for both internal and external communication efforts. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Our communications are tailored to specific audiences and stakeholders. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> We have developed ways to highlight and demonstrate program impact with our stakeholders (e.g., success stories). 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questions? Comments?

RETAIN Online Community – The ROC

- Sustainability resources are available on the RETAIN online Community at <https://retainta.org/>
- States are encouraged to review the resources and use the self-assessment to identify planning priority areas.
- Connect with your respective TA Coach to address questions.



Thank You for Participating, Please Take the Survey!