

Action Plan: Partnerships				
Where you are now:				
Your Goal	Next Steps/Resources	Who?	When?	Completed
We have an understanding of the importance of using data to market your program.	Work with staff and volunteers to develop a means of telling your agency's story to potential partners and funders.			
We have developed a list of potential partners and have a message to promote buy in to a partnership.	Develop your arguments and develop messaging appropriate for community decision makers that can help your agency better advocate for solid funding and collaboration.			
We understand the economic climate and workforce needs of our area and can convey the impact that our agency has on workforce development.	Learn about the need through local workforce development agencies and put together talking points to share with the players.			

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Through increased community partnerships, we have developed a network of advocates willing to contribute time and money to our efforts.	List potential partners that your agency would like to cultivate a relationship with to support Career Pathway efforts.			
We recognize the potential value of statistics and other measurements of success and use this data actively in our messages.	Collect statistics and data about your agency along with data on the economic impact that your agency provides for the community.			
We have developed messages, including media tools, to share with decision makers in the community and with local leaders and fund providers at meetings.	Utilize tools of technology and social media to deliver your message of partnerships that work for Career Pathways.			
Celebrate and document success	Take pictures, copy student letters, post success stories online or in your local newspaper, create a scrapbook or file for news articles and other artifacts.			

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