

In attendance: Ravon Favor (SCETV), Abbey Smith (DOR), Alex Sanders (DEW), Nicole Joch (DEW), Madison Herig (Lander), Justin Hancock (PRT)

Key Discussion Points:

Current or Future Agency Projects related to the CCWD:

- SCETV spoke about Jobs Explained and highlighted trades and manufacturing. Raven also mentioned their other initiatives related to promoting soft skills, youth engagement, and more.
- DOR stated that they are interested in focusing on educational content related to employer development, where the tax dollars collected go, and new business owners.
- SCPRT shared that May focuses on hospitality and tourism jobs, and that July focuses on the occupations found within the parks. PRT, in partnership with the Dept of Agriculture, may also have the Chef Ambassador Program next year.
- SCDEW mentioned their Workforce Wednesday and their Wandering the Workforce initiatives

Content Creation:

- Focus on creating content quarterly, to follow the CCWD quarters.
- Ravon had a great idea of setting aside a full working day, once a quarter, where we can create 3-4 items to be used for the upcoming months.
- Working sessions leading up to that day would serve as check-ins for content creation/script drafting/idea development for the full workday.
- With Q1 being underway, we can focus on sharing events, collaborating on posts as applicable, and working on creating content for Q2.

Q2 would be December, January, and February

- Q2 ideas include Internship focus, such as resume writing, how to prepare for interviews, and developing soft skills. Preparing for the return to college, aligning with job shadowing month, and looking at the upcoming newsletter for initiatives to spotlight on socials as well.
- PRT offered the use of their b-roll!

Branding:

- The CCWD has a logo, color palette, and font
- Agencies/Orgs are able to use the created content for their platforms as well

Meeting Cadence:

- **Quarterly Workday**, set aside a full day, and get 3-4 things done for content creation.
- **Monthly Check-Ins**, tentatively set for the 3rd Tuesday of every month at 1 pm. This can always be adjusted as we go along.

Action Items for Next Meeting 10/20 @ 1:

- Think about what's occurring during December, January, and February for your orgs as it relates to workforce and education in South Carolina, so that we can identify **areas of collaboration for all partners!**
- Bring your ideas for content centered around internships, soft skills, job shadowing, or college preparations. Examples:
 - Can do skits for interviewing and/or highlighting different soft skills (dealing with conflict, leadership, collaboration, etc.)
 - Graphics showing how to write a resume
 - Highlighting job shadowing month through exploring different career paths related to our CCWD partners, can do a virtual job shadow option or a "day in the life" story/graphics!
- Finding the best day before the holidays for the full working day