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Outreach Updates

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Presentations recap

- Number of presentations in 2022 as a team: 70 presentations
- Statewide coverage with outreach and education
- Focus areas Rural communities, Bilingual communities, African American groups
- Chambers & SBDCs, Cannabis groups, Viticulture
- Touch points with community leaders, key organizations, and media outlets



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Areas to address in 2023

- Continue reaching out to the indigenous groups
- East Colfax, small communities, business organizations
- Coordinate with Colorado Department of Labor and Employment Quality Jobs Initiative
- Ski communities and rural areas
- Follow up with pilot participants



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Rollout plan

- Press conference in January of 2022
- Highlight the success of pilot participants, share their stories
- Review the marketing plan once participant data becomes available
- Begin implementing formal marketing plan
- Notices sent to employers