

Cradle-to-Career Community Engagement Advisory Board Staff Report

Date Report Issued: March 11, 2024
Attention: Members of Community Engagement Advisory Board
Subject: **2024 Communications Strategy**
Staff Contact: Angelique Palomar, Deputy Director, Communications

At this meeting, the Community Engagement Advisory Board (CEAB) will review the Office of Cradle-to-Career Data's (Office) 2024 Strategic Communications Plan.

Requested Action:

There is no requested action for this item. This is an informational item only.

Background:

On August 9 2023, the Governing Board (Board) approved the Office's multi-year [strategic plan](#). The strategic plan outlines specific goals and objectives for each of the Office's verticals, including Engagement.

Following approval of the strategic plan, the Engagement team drafted the 2024 [strategic communications plan](#), which fleshes out the Office's Engagement objectives and includes clear and measurable tactics.

The tactics include utilizing a combination of digital and social media, in-person events and speaking engagements, and a comprehensive media relations plan. The communications strategy aims to build and foster trust with the broader California community with a focus on equity and transparency.