1. Traitify – Discuss who is using it & how they are using it. Ask for best practices within the group, share some of your own. Write down any questions/concerns to share with Brandi. Make staff aware of any upcoming Traitify training (if available) or let Brandi know if there is interest in a training. \*Traitify is a Career Awareness tool
2. Working Smart – If someone in your center is trained in working smart, you can ask them to talk to the group about it after explaining the importance of it in Career Pathways. If no one is trained, you can provide statistics (see below) and discuss potential referrals to your local trained teacher (I have a list.) \*Working Smart teaches soft skills. Send Brandi an email to say who your Working Smart person is and when they are offering classes.
3. Spotlight on Health Care Pathway: Discuss what fields are included (see website). Share statistics from your local area (see 2016-2017 metrics found on website) discuss measurements for your WDB and how your center might help improve numbers for next year. Make a list and send to Brandi.
4. Spotlight on Advanced Manufacturing Pathway: Discuss what fields are included (see website). Share statistics from your local area (see 2016-2017 metrics found on website) discuss measurements for your WDB and how your center might help improve numbers for next year. Make a list and send to Brandi.
5. Spotlight on Agriscience/Biotechnology Pathway: Discuss what fields are included (see website). Share statistics from your local area (see 2016-2017 metrics found on website) discuss measurements for your WDB and how your center might help improve numbers for next year. Make a list and send to Brandi.
6. Spotlight on Business Support Services Pathway: Discuss what fields are included (see website). Share statistics from your local area (see 2016-2017 metrics found on website) discuss measurements for your WDB and how your center might help improve numbers for next year. Make a list and send to Brandi.
7. Social Media Share: Ask your co-workers to follow pathways on social media and visit website. Discuss ideas for events/information that your center could share to be highlighted on website/social media. Make a list and send to Brandi.
8. Share information (handout?) on your local partnership liaisons from secondary schools, community colleges and universities. Discuss how your center might better connect with them. You might even invite them to your staff meeting to talk about something you can collaborate on. Send this info to Brandi.
9. Discuss potential success stories from your center. Encourage your co-workers to think of people who are currently working in one of our certified pathways areas. Make note of the persons’ name, training/assistance received through NCWorks, place of employment and which staff member is connected to them. Send information to Brandi.
10. Show videos produced by local partners to share information about programs they have. Most community colleges have videos about programs that fall under our certified pathways. If you can’t find one, ask Brandi for help. Discuss the video with your co-workers and discuss which clients might find the information beneficial. Share this information with Brandi.
11. Discuss local community events that your center might attend to increase community awareness about NCWorks Centers (not the unemployment office) and for pathways. Make a list and see which co-workers might be interested in attending upcoming events. Brainstorm creative ideas to bring people to your booth. Share this information with Brandi.
12. Look through the [www.nencpathways.org](http://www.nencpathways.org) website with center staff. Discuss what information on the website might be helpful when working with customers. Also ask if there is information which they would like to see included on the website in the future. Share these lists with Brandi.
13. Watch Success Story videos and discuss your roles in helping job seekers find success. Think about potential success stories for your center with your local partners.

**Daysha Spence**

<https://youtu.be/ajGvq01YS8I>

**Rakenza Whitaker**

<https://youtu.be/G5zz6XS699c>

**Melissa Wilson**

<https://youtu.be/7jkIVVHTfIg>

**Joshua Wilson**

<https://youtu.be/495mdMNfBn4>

1. Introduce the one page “cheat sheet” to staff. Discuss ways to use with job seekers and with partners.
2. Highlight a local news story about career pathways related “stories.” (Ask Brandi if you need help locating relevant news) Brainstorm “stories” we can share with the media that highlight our career pathways partnership and goals.
3. Print updated Community College program areas lists ( Toolkit, pgs 15-20- updated on website) for each staff member. Look closely at the programs offered by the community colleges in your area. Think about how those offerings relate to jobs available in your area, and consider job seekers you might share this information with.
4. Print updated agency liaison contact information (pgs 39-42 in toolkit, updated on website) for each staff member. Review your local contacts with staff and brainstorm ideas for engagement.