

A group of people in a meeting room are clapping. The image is dimmed and serves as a background for the text.

GOVERNMENT & PUBLIC RELATIONS SERVICES

MICHIGAN
WORKS!
ASSOCIATION

MICHIGAN WORKS! ASSOCIATION LEGISLATIVE COMMITTEE GOVERNMENT AND PUBLIC RELATIONS GOALS

VOICE

Continuing as a trusted advisor to the current administration

The Governor relies on Michigan Works! to supply information about what employers and job seekers from across the state need. Additionally, she has a desire to work with the System to achieve her top goals. It is imperative that we stay connected with her on workforce issues and keep a pulse on actions she is taking that impact workforce development.

Supporting Michigan Works! workgroups that may need legislative advocacy

Our workgroups keep a pulse on a variety of important issues that impact Michigan residents. Ideas and topics are discussed in those meetings that often need to be elevated to legislators to ensure that the appropriate action is taken.

Participating in coalitions with business groups, such as Good Jobs for Michigan

Joining with business groups and coalitions not only lends credibility to the cause, but also strengthens the power of our message. It is important for Michigan Works! to continue working with the influential coalitions we are already connected with as well as to connect with new ones.

Government/Public Relations Toolkit

The Association provides the following tools and communications vehicles to support advocacy activities:

INFORMATIONAL TOOLKITS

- Opinion-editorial pieces
- Letters on specific topics to be sent to government officials
- Talking points on hot topics and legislative issues
- Flyers

MEDIA RELATIONS

- Press releases
- Media advisories
- Media pitch templates for local media outlets
- Assistance with media inquiries and interviews

LEGISLATIVE/GOVERNMENT OFFICIAL MEETING MATERIALS

- State legislative priorities
- Federal legislative priorities
- Communications plans
- White papers
- Coordination of rallies at the Capitol
- Other activities

KNOWLEDGE

Reacting to emerging issues from administration and elsewhere (i.e. MiLogin and TDLs).

Change is constant in state government and, many times, changes that are proposed/made have a major impact on the work Michigan Works! does to assist customers. Staying abreast of upcoming and emerging issues, and being prepared to react to change, is critical.

Conducting environmental scans of other groups/associations interested in workforce issues to determine coordinated strategy.

Michigan Works! is the first unified workforce network in the U.S. and an integral partner in developing Michigan's economic future. Keeping a pulse on what other like-minded organizations are doing allows us to stay nimble and to coordinate on the same goals.

CONNECTION

Monitoring other workforce policy programs that make improvements for ALICE population families to identify specific elements that may be supported, such as: childcare, housing, transportation, food, education, and healthcare.

By staying apprised of what governmental entities and other organizations across the state are doing to assist the ALICE population, we can find ways to work together to strengthen the safety net for one of our most vulnerable populations.

Supporting and growing Youth Talent Programs.

Youth are an important part of the talent pipeline that businesses rely upon to fill their job vacancies. Michigan Works!, and partners, provide programs that combine employment and training activities with opportunities to learn how to maintain positive relationships, find opportunities to give back to the community, and develop leadership qualities that help youth succeed regardless of the career path they choose. It is important for Michigan Works! to continue to work closely with community partners to not only maintain, but also grow these programs.



GOVERNMENT & PUBLIC RELATIONS SERVICES

The Michigan Works! Association provides robust government/public relations services to its membership through:

STATE AND FEDERAL LAWMAKER ENGAGEMENT

Lawmakers have a direct impact on the work Michigan Works! does every day, so it is critical that existing relationships are strengthened, and new ones are forged.

On the state level we do this by:

- Setting up one-on-one meetings between Michigan Works! leaders and lawmakers from their districts to discuss current workforce development issues.
- Hosting an annual Legislative Day that gives Michigan Works! leadership the opportunity to hear from legislators on current topics as well as the opportunity to talk with them about issues happening in their communities.

On the federal level we do this by:

- Scheduling visits to Washington D.C. to meet with federal lawmakers about national workforce development issues that have an impact on the residents of our state.

STATE AND FEDERAL ADMINISTRATION ENGAGEMENT

- In addition to lawmakers, the Association is engaged with members of the Governor's administration, as well as the President's administration, in order to stay apprised of activities that impact workforce development.
- The Association also works closely with members of the Governor's cabinet, across a variety of state departments, as well as the U.S. Department of Labor, on policy initiatives that impact workforce development.

KEY STAKEHOLDER AND PARTNER ENGAGEMENT

The Association is constantly engaged with public and private sector stakeholders to offer guidance and support on the design, development, and implementation of policy and state-level initiatives that influence workforce progress.

Nationally, the Association works collaboratively with influential partners with a focus on securing appropriations and influencing workforce policy.

At the state level, the Association maintains close relationships with the State of Michigan administrative staff and key partners.

PRIVATE SECTOR LEADERSHIP ON THE BOARD OF DIRECTORS AND LEGISLATIVE COMMITTEE

Engagement with the private sector is critical to the work the Michigan Works! network does every day.

One of our closest partners are the employers across the state. Ensuring there are private sector members on both the Board of Directors and the Legislative Committee helps keep a pulse on what is happening in the business community and to forge partnerships with coalitions to strengthen our message to lawmakers and the administration

QUESTIONS? CONTACT STEPH WILLIS, COMMUNICATIONS@MICHIGANWORKS.ORG, 517-371-1100 X 204