



Strategic Initiatives for FY2019

July 2018 – June 2019

Outreach/Engagement and Training:

Ongoing:

- Various American Graduate events (Round tables, etc)
- Various STEM Action Center Events
- Various Utah System of Applied Technology events
- Various partner events (StepUp Utah, Library, etc)

Quarter 1:

- Roadtrip Nation
- Native American Summit
- UpWard Bound Summer Camp
- StepUp Counselor Conference

Quarter 2:

- Various College Application Month Events
- STEM Fest
- Afterschool Network Conference

Quarter 3:

- CTE Conference
- UCET Conference

Quarter 4:

- LIA Conferences
- Various high school career and college decision events



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Communication Pillars:

Current Communication Outlets:

- Newsletter
- Twitter

Upcoming Tasks:

- Facebook Revamp
- Youtube Revamp (In Partnership with AmGrad)
- Increase Twitter Subscribers
- Increase Newsletter Subscribers

Upcoming Campaigns:

- OnGoing: AmGrad
- OnGoing: StepUp Communication Support
- OnGoing: Tool of the Month
- Ongoing: UtahFutures Update

- June - July: UtahFutures Hour
- July-August: Conversation Cards
- Aug-Sept: Explore Careers (Sokanu Push)
- September: Report Revisited
- October-November: College Application Month (including ROI)
- Jan-March: Stories of Impact
- Jan-March: Endorsement Push



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Website Development Schedule

Ongoing:

- Security analysis and improvements
- Bug fixes
- Quick fixes

Quarter 1: Partner and Tool Integrations

- Keys To Success single sign on
- CIS Intocareers data API Integration
- EBSCO Learning Express Library Revamp
- Supporter/sponsor page
- Reality Check App updates

Quarter 2: Phase 3 Tool Integrations

- ROI Launch My Career Tool Integration
- Reporting tool updates
- Explore Careers Sokanu updates

Quarter 3: Internal Code Updates and UI

- Updating UtahFutures back end code
- Refresh user interface and quick turnaround updates

Quarter 4: UtahFutures Revisited

- Migrate UtahFutures OnRamp
- Reassessing UtahFutures and what needs to be improved
- Making changes based on legislative session