UtahFutures

Strategic Initiatives for FY2019
July 2018 – June 2019

Overview

Our vendors:
- CIS – intoCareers, Reality Check App
- Sokanu – Career Assessments and Database
- EBSCO – LearningExpress Library/Resume Builder and Test Prep
- Launch My Career – Return on Investment (coming soon)
- Software Technology Group – software development

Our integrated partners
- Department of Workforce Services – shared data
- Keys to Success App – Single sign on with UtahFutures

Our founding partners
- Utah State Board of Education
- Utah System of Higher Education
- Utah System of Technical Colleges
- Department of Workforce Services
- Utah State Library
- Utah Higher Education Assistance Authority
- GearUp
- Utah Department of Heritage and Arts

Social Media
- Twitter: @UtahFutures
- Facebook: www.facebook.com/UtahFutures

Our funders and sponsors:
- Taxpayers of Utah through the Utah State Legislature
- Corporation for Public Broadcasting
- Musician's Toolkit, a service of R Legacy Entertainment
- Software Technology Group – in kind
- Utah Education and Telehealth Network – in kind

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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

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Internal Communication

File Management:
- Dropbox

Task Management:
- Technical Management and Documentation: Jira
- Outreach Management and Documentation: Insightly

Meetings:
- Reoccurring Meeting
- Biweekly status reports
- Technical Meetings:
    - Agile/Sprint Meetings: David and Max
    - Backlog Grooming: David and Max

Vendor Communication Plan:
- Quarterly meeting with vendors
- Various product updates