

# UtahFutures

## Strategic Initiatives for FY2020

July 2019 – June 2020

### Overview

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#### *Our vendors:*

- University Of Oregon – Career Information System Databases
- Sokanu – Career Assessments and Database
- EBSCO – LearningExpress Library/Resume Builder and Test Prep
- American Institute of Research - Launch My Career Return on Investment Tool
- Software Technology Group – software development
- Objective, Inc. – Concurrent Enrollment and Utah Majors Data

#### *Our integrated partners*

- Department of Workforce Services – shared data via API
- Utah System of Higher Education – data, content via API

#### *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: <https://twitter.com/UtahFutures/>
- Facebook: [www.facebook.com/UtahFutures](http://www.facebook.com/UtahFutures)
- YouTube: <https://www.youtube.com/utahfuturesofficial>
- Instagram: <https://www.instagram.com/UtahFutures/>



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### Outreach/Engagement and Training:

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#### *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
- StepUp Counselor Conference

#### *Quarter 2:*

- Various College Application Month Events
- STEM Fest
- Multicultural 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:

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#### *Current Communication Outlets:*

- Newsletter
- Twitter
- Facebook
- YouTube
- Instagram

#### *Upcoming Campaigns:*

- OnGoing: Highlighted tools
- Ongoing: UtahFutures Updates and Tips
  
- Quarter 1:
  - UtahFutures Hour
- Quarter 2:
  - StepUp/UtahFutures Merge
  - Utah College Application and Awareness Week
  - New Launch My Career Tool
- Quarter 3:
  - New Launch My Career Tool
  - 2019 Impact Report
  - UtahFutures Service Catalog
- Quarter 4:
  - Summer Tips



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### Website Development Schedule

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#### *Ongoing:*

- Security analysis and improvements
- Bug fixes
- Quick Wins

#### *Quarter 1:*

- StepUp Integration (Continued)
- ROI Launch My Career Tool Integration

#### *Quarter 2:*

- Page Refreshes
- OnRamp Integration

#### *Quarter 3:*

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

#### *Quarter 4:*

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