

5S Communication Objectives: Sell, Serve, Speak, Save, Sizzle

Element	Objective	How is it delivered?
<p>SELL/PROMOTE Promote services</p>	<ul style="list-style-type: none"> Widen reach and exposure Connect with new employer contacts regularly Add employers to the funnel 	<ul style="list-style-type: none"> Through increased 1-on-1 engagement with employers Through phone calls, emails, pitches Through using targeted employer resources Through using communication materials on CECS, LinkedIn, at events, info sessions, webinars, in-company meetings
<p>SERVE Add value through service delivery</p>	<ul style="list-style-type: none"> Make it easy for the employer Clarify confusion and remove barriers to WIL involvement Offer a level of service you would want 	<ul style="list-style-type: none"> Through using resources designed to support Through helping them create great job postings Through creating ETW accounts yourself for the employer Through timely follow-ups Through not passing them off to 3 different staff members Through helping them get approved for funding
<p>SPEAK Get closer to partner contacts</p>	<ul style="list-style-type: none"> Create partners rather than placements 	<ul style="list-style-type: none"> Through listening and asking the right questions Through doing an organization needs analysis Through taking the time to understand the organization and the skills they require
<p>SAVE Build process and engagement efficiencies</p>	<ul style="list-style-type: none"> Perform job development and industry engagement more efficiently and with higher impact 	<ul style="list-style-type: none"> Through using employer segments, the prospecting channel and ETW Through using a yearly team JD calendar
<p>SIZZLE Articulate value proposition</p>	<ul style="list-style-type: none"> Increase awareness, understanding and community reach Provide a new experience for current and potential employers 	<ul style="list-style-type: none"> Through a unique Camosun College Value Proposition and consultative engagement Through employer-centric resources and communications