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WIT Replacement Project

Launch communications plan

Approved by I&T Steering Committee February 2025

This is a living document and will continue to be updated.

Table of Contents

Overview.....	1
Style	2
Audience	4
Communication channels	5
READY: Pre-launch preparation	7
SET: Training and people readiness	10
GO: Launch and stabilization	16
Measuring success.....	18
Future campaign recommendation	20

Overview

The WIT Replacement launch communications plan covers the pre-launch period through stabilization, February 2025 to February 2026. This plan excludes crisis communication plans and handover to operations. We will document these plans separately.

This plan is a living document that will evolve as the project progresses.

Objectives

Audiences referenced below are defined in the [Audience](#) section of this document.

Inform and prepare

- Internal audience understands:
 - What the new system includes.
 - The benefits of the new system.
 - What to expect during Ready, Set and Go phases.
 - Actions to take for operational readiness.
 - Where to go for help pre- and post-launch.

Build trust and confidence

- Internal audience knows where to give feedback and sees evidence of feedback being used in pre-launch activities.
- All audiences know where to give feedback on products during stabilization, and trust that tools, technical system and communications will be continually improved.

Generate excitement and engagement

- The product and communications reflect the voice of audiences and previous feedback.
- Internal audiences have opportunities to see and interact with the product and project team.

Guiding principles

Guiding principles are identified and defined in section 4.1 of [WorkSource I&T Steering Committee Charter and Bylaws](#). The following is how we uphold these principles through our communications.

- **Customer centricity** – Communications are timely, relatable and highlight how we are addressing the needs of WorkSource professionals and the customers they serve.
- **Integrity** – We set realistic expectations and build trust with transparent updates on project progress, challenges and successes.
- **Accountability** – We take ownership in providing clear, accurate information and adjust based on feedback and data.
- **Openness** – We provide clear pathways to give feedback and close the feedback loop by sharing how it has informed decisions.
- **Commitment** – We are committed to delivering consistent messaging with the right information, at the right time to the right audience.

Style

Communication is most effective when the same style, voice and terminology are used consistently across all channels. Consistency builds trust and makes it easier for the audience to identify important content.

Writing guidelines

Follow the general rules below, using the references provided for more detailed guidance:

- Maintain AP style, using the [AP Stylebook](#) as a guide.
- Cross-reference [WorkSource Brand Base Camp](#) and the [web writing guide](#) for further guidance or exceptions.
- Use plain talk.
- Be direct, clear and concise.
- Use sentence case.
- Use first person plural narrative instead of third person whenever possible (ex. “We have big news” versus “The WIT project has big news”).

- Use second person narrative when speaking to the audience (ex. “Find all your training needs here” versus “WorkSource professionals may find all their training needs here”).
- Keep key messages simple and upfront, do not bury the lead.

Voice

- **Straightforward** – Direct and straight to the point, we don’t mince words and use active rather than passive voice.
- **Enthusiastic** – Encouraging, reassuring and energetic, we urge the audience to act through optimistic and positive language.
- **Friendly** – Clear, relatable, approachable and positive without being overly bubbly or verbose which can lead to lengthy text and feel condescending or inauthentic.
- **Confident** – Assertive and self-assured, we are confident in our messages without over-promising.

Audience

Internal

“Internal” is all staff, regardless of hiring organization, within the WorkSource system (e.g., ESD, LWDBs, WorkSource contractors).

Segment	Description
WorkSource staff	Users of the new system- e.g., WorkSource Staff, One Stop Operator, LWDB Staff and other contracted service providers
Groups supporting WorkSource staff	Various groups who support the WorkSource Staff- (e.g., WorkSource management, Help Desk, Grant Management Office, Monitoring, Policy, Finance, Vendor Pay)
Groups supporting WorkSource customers	WorkSource staff, technical development team, and others who provide technical assistance to employers and job seekers, such as troubleshooting issues with seeker accounts
Operations support	Those implementing launch and operational readiness (e.g. Super Users, WSS, OSOs, Change teams)
Executives	Authorizing environment (e.g. Steering Committee, Advisory Committee, WaTech, OFM)

External

“External” is outside of the WorkSource system.

Segment	Description
Registered job seekers	Those in Washington state seeking employment or career building support through WorkSourceWA.com or WorkSource services.
Registered employers	Employers already registered with WSWA
WorkSourceWA.com visitors	Visitors to the website, whether they are registered or not
Partner agencies	WorkFirst and BFET Partner State Agencies (DSHS, COMMERCE, SBCTC), WWA, WTECB

Communication channels

An interactive display of communication channels is available to view on the [WIT communication channels shared board](#). A preview of the communication channels is included below but is not a full list.

Managed channels

Channels that the WIT Communications team either manages or collaborates on closely.

▼ Managed channels

<input type="checkbox"/>	Item	↔	Internal audience	External audie...	Cadence	Notes
<input type="checkbox"/>	GovDelivery	+	WorkSource prof...		As needed	Need to review distro lists, whitelist domain?
<input type="checkbox"/>	Town Hall	+	WorkSource prof...		Bi-monthly	
<input type="checkbox"/>	ETO push notifications	+	WorkSource prof...		As needed	
<input type="checkbox"/>	WorkSourceWA.com (current)	+		Registered... +1	As needed	
<input type="checkbox"/>	Sprint Reviews	+	WorkSource prof...		Every 3 weeks	
<input type="checkbox"/>	WorkSource roadshow	+	WorkSource prof...		TBD or unknown	TBD - need trifecta planning and approval
<input type="checkbox"/>	WIT managed inbox	+	WorkSource prof...	Registered... +4	TBD or unknown	To be established
<input type="checkbox"/>	WPC - Project page	+	WorkSource prof...		As needed	
<input type="checkbox"/>	WPC - Sprint Review page	+	WorkSource prof...		As needed	
<input type="checkbox"/>	WPC - OCM page	+	WorkSource prof...		As needed	
<input type="checkbox"/>	Communications packet	+	WorkSource prof...		TBD or unknown	

Resource channels

Designated individuals across the WorkSource system that share information with all local users.

▼ Resource channels 9 Items

<input type="checkbox"/>	Item		↔	Internal audience	External audie...	Cadence	Notes
<input type="checkbox"/>	Communicators	+		WorkSource prof...	Registered... +1	TBD or unknown	
<input type="checkbox"/>	LWDB communications staff	+		WorkSource prof...	Registered... +1	TBD or unknown	
<input type="checkbox"/>	WDA Change teams	+		WorkSource prof...		Quarterly	
<input type="checkbox"/>	Lead Development Partners (LDPs)	+		WorkSource prof...	Registered e...	Weekly	
<input type="checkbox"/>	Super users	+		WorkSource prof...		TBD or unknown	Group for localized training support

READY: Pre-launch preparation

Timeframe: Before training | **ADKAR* targets:** Awareness and desire

*ADKAR is a model for managing change aligned with our [change management plans](#) to ensure people are ready, willing and able to adopt new systems or processes. Each letter represents a step in the model:

Awareness, **D**esire, **K**nowledge, **A**bility, and **R**einforcement.

Goals

1. All internal audiences are aware that WA Works and the new WorkSourceWA.com will launch in November (Ready).
2. WorkSource professionals know what to expect leading up to training (Set), launch and post-launch (Go).
3. WorkSource professionals understand the purpose and benefits of the new system (Ready).
4. WorkSource professionals understand how to engage with project and trust the process (Set).

Key messages

- **Coming this November: WA Works and the new WorkSourceWA website!** (All internal audiences)
 - WA Works is coming soon! Get ready to say farewell to ETO.
 - WorkSourceWA.com is getting a serious makeover. Prepare for a whole system upgrade.
- **Ready Set Go is your path to launch.** (WorkSource professionals)
 - We are here to support you as you prepare for launch.
 - Our support doesn't stop at training, we'll be with you every step of the way.
- **WA Works and the new WorkSourceWA.com are transforming the WorkSource experience.** (All internal audiences)
 - You will find the technology is easier to use, designed for how you work and allows you to focus on the customer.
 - The technology is thoughtfully designed to provide equal access for everyone, regardless of abilities.
- **We are building a better experience, together.** (All internal audiences)

- Together we are one team, representing voices across the state and across the WorkSource system.
- We are led by the voices of WorkSource staff and the customers they serve. Your feedback is important to our collective success.
- We will keep improving and adapting, even after we launch.

Tactics

Ready Set Go campaign - Ready (goals 2, 4)

Drive awareness of launch date, key milestones, timelines and resources for WorkSource professionals leading up to launch.

Resources:

- Ready Set Go path to launch
- Ready phase infographic/visual content
- Redesigned WPC WIT Replacement Project page or WIT Hub

Channel	Evaluation Method	Metrics
Town Halls	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
ETO push notifications	N/A	N/A
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Print materials	QR code when applicable	see WPC website

WIT Hub (goals 1, 2, 3, 4)

Create and promote a consistent source of truth for project information and updates; and emphasizing collaboration and open feedback channels. Targeted to all internal audiences. Encourage teams across the WorkSource system to promote and link to through their respective channels to ensure visibility and consistency.

Resources:

- Ready Set Go path to launch and visuals

- Coordinated feedback process for comms, training and change management
- WPC WIT project pages
- Local area training and change plan

Channel	Evaluation Method	Metrics
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Print materials	QR code when applicable	see WPC website
Existing newsletters	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website

System snapshots (goals 3, 4)

Generate excitement through targeted opportunities to interact with the system and set expectations for features included at launch versus future updates.

Resources:

- Short videos showcasing key features and services (produced by comms and training)
- Crosswalk graphic of WA Works / WorkSourceWA.com
- Early testimonials, quotes and insights from Lead Development Partners and testing

Channel	Evaluation Method	Metrics
Town Halls	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website

SET: Training and people readiness

Timeframe: Training to launch | **ADKAR targets:** Knowledge and ability

Goals

1. WorkSource professionals know where to access training and support resources to prepare for the launch of WA Works (Go).
2. WorkSource professionals understand changes to the job seeker and employer experiences on the new WorkSourceWA.com and are confident in their ability to help customers navigate the new system during launch (Go).
3. Internal audiences are equipped to amplify launch and post-launch (Go) messages among local and external audiences.
4. Registered job seekers and employers are aware and anticipate changes to the WorkSourceWA website.
5. External audiences are aware there is a new WorkSourceWA.com coming in November and how the customer experience will be improved.

Key messages

Internal only

- **Are you set for GO? Visit the WIT Hub.** (WorkSource professionals)
 - We have you covered, from training needs to questions or feedback.
 - We're here to help you launch into GO confidently.
- **Learn how the new WA Works will work for you.** (WorkSource professionals)
 - Get the training you need, specific to your role.
 - Training delivery is tailored to the needs of your local area.
 - Get hands-on practice before launch.
 - After launch, rest assured help is available through materials, resources and continuous training.
 - Explore the training app, your go-to source for training content.
- **Discover the customer experience on the new WorkSourceWA website.**
(WorkSource professionals and operations support)
 - Be ahead of the curve, know what your job seekers and employers will experience.
 - Find out what is changing – and what is not changing yet.

- Be prepared to respond to inquiries. Know what job seekers and employers are seeing, and the recommended guidance to address their questions.
- **Know what to expect in the days leading up to Go.** (WorkSource professionals)
 - ETO and WorkSourceWA.com will be unavailable (Dates/times TBD).
 - This is the final step to bring you WA Works and the new WorkSourceWA.com.
 - During this transition, all data is moving from the old to the new system while ensuring it is ready for you to use.

External

- **Big changes are coming to WorkSourceWA.com** (Registered job seeker)
 - Redesigned with you in mind, from job search to career development.
 - Your data will soon be migrated into the new website, but your access will stay the same.
 - During the upgrade, the website will be unavailable. Dates/times TBD
 - Learn more about new features and improvements.
- **Big changes are coming to WorkSourceWA.com** (Registered employer)
 - Redesigned with you in mind, from recruiting to planning services.
 - Your data will soon be migrated into the new website, but your access will stay the same.
 - During the upgrade, the website will be unavailable. Dates/times TBD
 - Learn more about new features and improvements.
- **Big changes are coming to WorkSourceWA.com** (WorkSourceWA.com visitors)
 - During the upgrade, the website will be unavailable. Dates/times TBD
 - Learn more about new features and improvements.
- **Big changes are coming to WorkSourceWA.com** (Partner agencies)
 - Be ahead of the curve, know what your job seekers and employers will experience.
 - Find out what's changing and what's staying the same.

Tactics

Internal

Ready Set Go campaign – Set (goals 1, 2, 3)

Create pathways to training and resources for WorkSource professionals based on roles and locations; and provide information for operations support to effectively assist teams.

Resources:

- Ready Set Go path to launch
- Set phase timeline
- Role and area-specific training info and contacts
- From-to infographic outlining what's included in MVP
- Customer inquiry response guides in collaboration with training team

Channel	Evaluation Method	Metrics
Town Halls	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
ETO push notifications	N/A	N/A
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Print materials	QR code when applicable	see WPC website
Learning Management Solution (LMS)	LMS reports	Completion status and engagement
Roadshow	Post-event survey	Awareness, knowledge, effectiveness and sentiment

Pre-training roadshow / WorkSourceWA.com roadshow (goal 2)

Roadshow promoting WA Works and WorkSourceWA.com at local level with leadership engagement. Showcase the customer experience on the new WorkSourceWA.com to generate excitement and familiarity with WorkSource professionals. Requires coordination with sponsors, WDA leadership and WIT implementation team members. Timing TBD and based on product progress, scheduling, and budget considerations.

Resources:

- Interactive previews with clickable content
- User quotes
- Help sheets or quick guides for assisting job seekers and employers post-launch
- From-to infographic outlining what's included in MVP

Channel	Evaluation Method	Metrics
Town Halls	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Print materials	QR code when applicable	see WPC website
Roadshow	Post-event survey	Awareness, knowledge, effectiveness and sentiment

Countdown to launch (goals 3, 4, 5)

Begin a countdown to Go three weeks before launch date to heighten anticipation and encourage internal audiences to promote the new system externally.

Resources:

- Media and promotion toolkit:
 - Flyers and print materials
 - Social media posts
 - Email copy
 - Talking points and key messages
- Externally focused quick guides that can be shared with partners
- User quotes and preview moments
- Consistent point of contact for external audience

Channel	Evaluation Method	Metrics
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Print materials	QR code when applicable	see WPC website

Existing newsletters	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
Virtual events and webinars	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback

External

Note: Many of the tactics below will begin at the end of the Set phase because they need to before launch (Go) but after the Go/No Go decision.

Website visitor awareness campaign (goal 4,5)

While our control over content on the current WorkSourceWA is limited, we can proactively embed messaging in customer interaction points.

Resources:

- Copy and prompts in Live chat feature
- Copy on Alerts page and banner
- Messages included in customer support emails

Channel	Evaluation Method	Metrics
WorkSourceWA.com	Banner alerts Alerts page links Live chat links Email support links	See Landing page (WPC website)

Registered job seeker campaign (goal 4)

Inform current WorkSourceWA.com users of upcoming changes, provide tools to help navigate the changes and generate excitement for improvements.

Resources:

- Help sheets or quick guides for WorkSource professionals to use with customers
- 1-pager FAQ
- Demo and key feature videos
- Flyers and print material

Channel	Evaluation Method	Metrics
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Landing page	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
WorkSourceWA.com	Banner alerts and alerts page links Live chat links	See Landing page (WPC website)
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Print materials and signage	QR code when applicable	see WPC website
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
Virtual events and webinars	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback

Employer campaign (goal 4)

Inform current WorkSourceWA.com users and generate interest with potential employers about upcoming changes and provide help tools.

Resources:

- Help sheets or quick guides
- 1-pager FAQ
- Demo and key feature videos

Channel	Evaluation Method	Metrics
Landing page (WPC website)	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
WorkSourceWA.com	Alerts link to landing page on WPC	See Landing page (WPC website)
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Print materials and signage	QR code when applicable	see landing page
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
Virtual events and webinars	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
Existing newsletters	Tracking custom links	See landing page
Mailing inserts	QR code, landing page	See landing page

GO: Launch and stabilization

Timeframe: Launch through stabilization period | **ADKAR targets:** Reinforcement

Goals

1. WorkSource professionals understand how to access the system and can quickly and reliably find resources and ongoing support.
2. WorkSource professionals recognize future features and improvements are planned and scheduled post-launch and understand what to expect during stabilization.
3. Registered job seekers and registered employers are aware of website updates and know how to get help and share feedback.
4. The new system is celebrated within all audiences as a milestone for the WorkSource system.

Key messages

- **We reached the finish line, but it's not the end of the road.** (WorkSource professionals)
 - We are still here for all your training and support needs.
 - We will continue to improve – send us your feedback for future updates and see all planned improvements.
- **A brand new WorkSourceWA.com designed with you in mind.** (Registered job seekers and employers, WorkSourceWA.com visitors)
 - Our new website offers an easy to navigate resource for job seekers and employers in Washington state.
 - Discover new tools to help you along your career journey.

Tactics

Internal only

Unveiling / launch announcement

Resources:

- Project Sponsor announcements

- Cami: System wide, WTECB, WWA, general executive sponsor comms/celebration, liaison to Governor
- Lisa: WaTech, Technology Subcommittee, ITSD, PPP
- Ish, Mark, Amy: WorkSource professionals, LWDB managers & supervisors

Channel	Evaluation Method	Metrics
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
Virtual events and webinars	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback
Existing newsletters	Tracking custom links	See landing page

Ready Set Go campaign – Go (goals 1, 3)

Reinforce access to training resources and help through post-launch support campaign.

Resources:

- Ready Set Go path to launch
- Go phase infographic
- Support model and escalation path one-pager/graphic
- Testimonials/quotes
- Share enhancements, bugs and fixes

Channel	Evaluation Method	Metrics
WPC website	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Communications packet	Surveys, website or other digital resource traffic and engagement	delivery method, awareness and effectiveness, see WPC website
Learning Management Solution (LMS)	LMS reports	Completion status and engagement
Print materials	QR code when applicable	see WPC website

External

Launch

Official announcement that new website is live; communicate ways to give feedback.

Resources:

- Testimonials/quotes – user testing/feedback
- Clips and shorts
- How-tos and get started guides on new website
- In-app messages: banner notification, alert page, live chat, contact forms including links to how-tos and guides
- Media and promotion toolkit:
 - Flyers and print materials
 - Social media posts
 - Email copy
 - Talking points and key messages

Channel	Evaluation Method	Metrics
WorkSourceWA.com	Google Analytics 4 (GA4) WPC WIT page traffic and engagement	Page views, sessions, average engagement time, bounce rate, source
GovDelivery email	Campaign metric reports	Open rate, click rate, unsubscribes
Print materials and signage	QR code when applicable	see WorkSourceWA.com
YouTube	Video analytics report	Views, audience retention, sources, watch time, engagement
Virtual events and webinars	Attendance and engagement reports, live polls, post-event surveys	Attendees, participation, feedback

Measuring success

Communications indicators for Go/No Go

- The Launch communications plan including job seeker and employer outreach is developed, approved and implemented. (100% complete)
- Planned system user pre-launch campaign deliverables are distributed. (100% complete)

- Planned system user launch and post-launch campaign deliverables are prepared or created for distribution. (100% complete)
- WPC website content affected by launch is identified and drafted for publishing. (100% complete)
- WIT Town Halls are scheduled and promoted. (100% complete)

Evaluation overview

Internal feedback

- Live polls/surveys in events
- Post-launch surveys (30-60-90 days) – training, transition and communication feedback
- Operational readiness feedback loops aligned with change management and training

Campaign and media

- GovDelivery campaign metrics
 - Open rate – percentage of recipients who opened the email
 - Click-through rate (CTR) – percentage of recipients who clicked a link
 - Unsubscribes – number of recipients who unsubscribed

Social media

- Social media engagement
 - Reach – number of users who saw post
 - Impressions – number of times post was displayed
 - Click-through rate (CTR)
 - Engagement rate, likes, comments, shares
 - Follower growth
- YouTube video engagement
 - Views
 - Watch time and retention
 - Likes, comments, shares
 - Subscriber growth

Website

- Website traffic and engagement (WPC, new WorkSourceWA.com)
 - Page views

- Sessions – period of time a user interacts with website
- Traffic sources – where visitors came from
- Average session duration – time spent on website
- New registrations on new WorkSourceWA website
 - Number of new registrations on website
 - Conversion rate – percentage of visitors who registered

Events

- Town Hall attendance and engagement
 - Number of attendees
 - Engagement – participation in chat, questions asked
 - Feedback from attendees and viewers
- Sprint Review attendance and engagement
 - Number of attendees outside of project and YouTube recording views
 - Engagement – participation in chat, questions asked
 - Feedback from attendees and viewers
- Access and engagement with resources – collab with training

Resources

- Number of times resource files are accessed or downloaded – WPC, SharePoint, LMS
- User feedback

Future campaign recommendation

WorkSource public marketing campaign

This recommendation is outside the scope of the launch communication plan. However, it is strongly suggested to **enhance the WorkSource brand along with the new website's value** to customers.

The recommended timing is after the new technology is optimized and staff are fully operational. Below are examples of what a campaign could look like, depending on final website features, messaging, budget and approval.

Timeframe: Post-launch after stabilization | **ADKAR targets:** Reinforcement

Example goals

1. Increase public awareness of WorkSource services and the new WorkSourceWA.com among job seekers and employers.
2. Highlight the usability and functionality of the new WorkSourceWA website.
3. Encourage potential employers and job seekers to register by sharing the value of a WorkSourceWA.com account.

Example key messages

- **WorkSource is your trusted partner for success.**
 - WorkSource connects job seekers and employers with tools, resources and support they need to reach their goals.
 - Personalized help for wherever you are in your career journey.
- **WorkSource empowers communities by supporting business growth and creating pathways to employment.**
 - Visit or contact your local WorkSource office and discover how we can help you reach your goals.
 - Search for jobs, get resume help, build skills and explore career paths. (job seekers)
 - Post jobs on our free platform, find candidates and get business support. (employers)
- **A brand new WorkSourceWA.com designed with you in mind.**
 - Our new website offers an easy to navigate resource for job seekers and employers in Washington state.
 - Discover new tools to help you along your career journey.
 - Create an account to access even more tools and support.

Example tactics

Create a marketing outreach campaign to promote the WorkSource brand and services.

- Promote the new website features and available resources.
- Highlight success stories from job seekers and employers who benefited from services.
- Targeted workshops featuring the new website as a tool for job search and employer engagement.

- Digital advertising strategy targeting job seekers and employers.
- Reinforce the value of WorkSource services and promote the benefits of account creation for job seekers and employers.

Resources:

- Media and promotion toolkits for all partner agencies
 - Flyers and print materials
 - Social media posts
 - Email copy
 - Talking points and key messages/marketing copy
- Clips and short videos
- Testimonials/quotes

Method:

- Social media
- Paid ads
- Radio
- Earned media
- WorkSourceWA.com