



CON*NECT
STRATEGIC ALLIANCES

Colleges of Ontario Network for Education and Training

January 26, 2010

CIITE Phase 3.2 Marketing and Communications Overview

Funded by the Government of Ontario, Ministry of Training, Colleges and Universities

CIITE
Colleges Integrating
Immigrants to Employment

Project Vision (established 2003)

Internationally trained immigrants have access to programs and services in the Ontario system that build on their qualifications and expedite their securing employment in their field of expertise or in a related field.

Overview of Marketing and Communications

MTCU Deliverable: Provide support for marketing outreach of the project to ITIs and stakeholders

Measure: The development and implementation of marketing and outreach plans that promote the project to ITIs and stakeholders

Purpose: The Marketing Plan will support ITI Advising Services and the My Record pilot.

A red arrow pointing to the right, located in the top right corner of the blue header bar.

Marketing and Communications

Dual purposes:

- Marketing the Advising and Credential Recognition Projects
- Leading and supporting CIITE communication initiatives



Marketing Working Group

Representation:

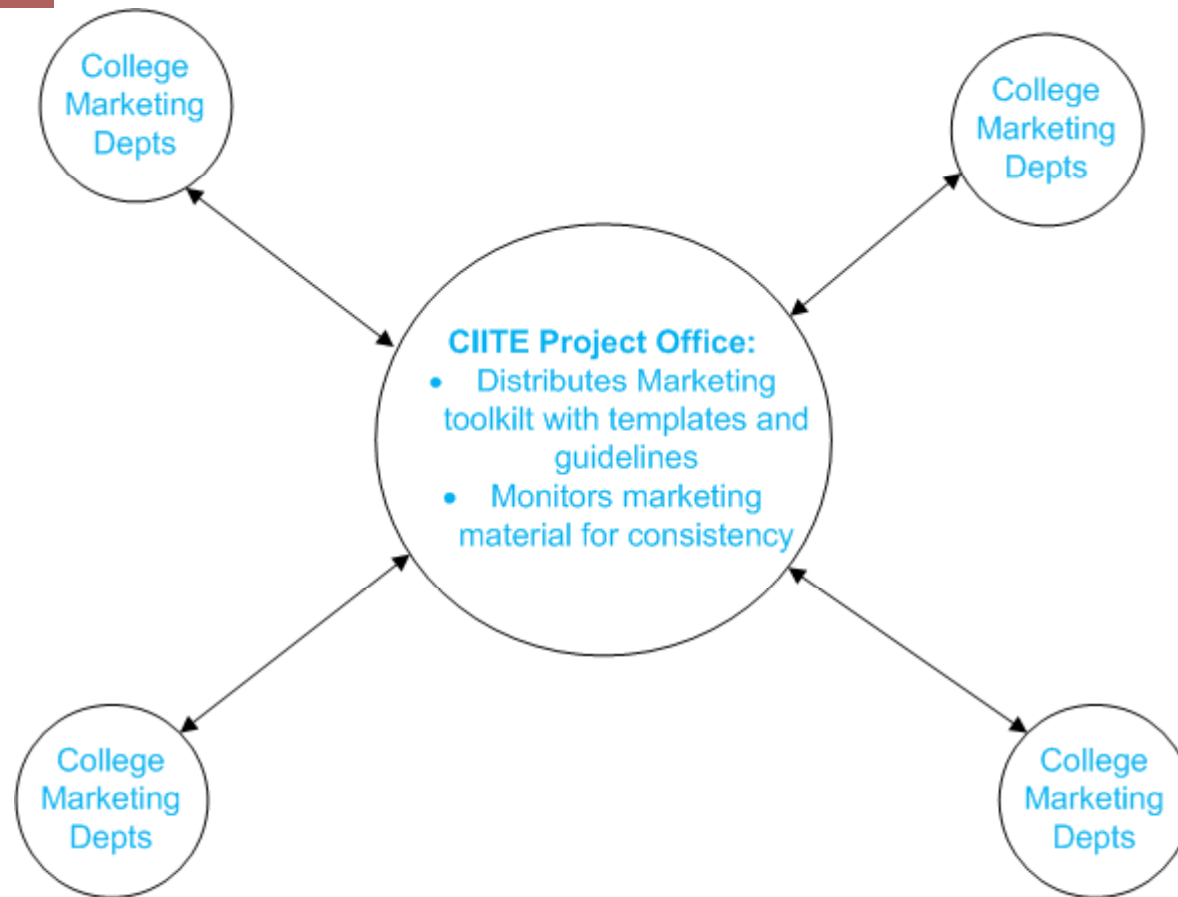
- 3 ITI Advisors
- Marketing and Media professionals from 5 colleges

Purpose:

- Develop and oversee Marketing Plan



Proposed Marketing Model





Next Steps

- Consult with Advising and Credential Recognition Working Group to identify marketing needs
- Review and finalize the DRAFT Marketing Plan



CIITE Communication Focus

- Build partnerships with related organizations (OCASI, CCLB, etc)
- Update stakeholders on project progress
- Oversee participation in conferences
- Increase awareness of CIITE projects through the media and through the CON*NECT website

