



Situation

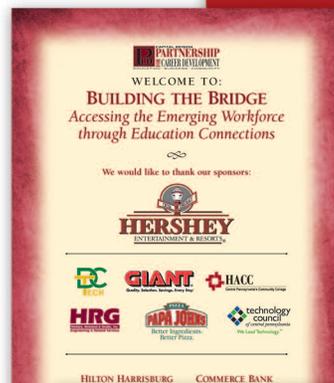
The Partnership for Career Development creates and deploys innovative programs that allow students to explore diverse career pathways and contribute to regional competitiveness in economic development, workforce development and educational readiness. With such a broad and critical mission, the Partnership faces the added challenge of accomplishing this objective across a region that includes nearly 30 school districts and thousands of businesses. As a result, the Partnership’s team sees communications as central to their success in developing lasting stakeholder relationships and increasing community support for its programs.

Strategy

Wendt Partners researched community awareness of the organization and identified an important perception gap that directly impacted the Partnership’s strategy. While a majority of stakeholders were aware of the Partnership’s programs and thought highly of them, few realized that most of those programs were made possible through business sponsorships. As a result, companies did not tend to think proactively



career portfolio ✓



YOUR PLAN FOR THE FUTURE



- strategic consulting
- branding & messaging
- organizational development
- integrated communications

advise

design

engage

deliver

“Wendt Partners believes in what we’re doing, and applies enthusiasm and professionalism in ways that energize our forward momentum. I can always anticipate a professional result because the high quality of each communication tool is a consistent keystone in all of their work.”

■ **Betty Holmboe**

Executive Director

Partnership for Career Development

about becoming involved with the Partnership financially. Recognizing that the Partnership needed to more effectively leverage its business relationships, Wendt Partners guided strategic planning, built a communications strategy, produced an employer summit and conference, enhanced the Partnership’s visual identity, assisted with sponsorship planning, facilitated working sessions, and created the functional specifications and design of a new, business-friendly website.

Solution

By working with the Partnership and its board, Wendt Partners has been able to successfully raise visibility and provide the organization with new tools to ensure its sustainability. Sponsorships are growing, public awareness is increasing, and the organization is presenting a consistent image to its stakeholders. Wendt Partners has also advised the Partnership’s staff and partners at each step, helping to strengthen organizational capabilities as well. “Wendt Partners believes in what we’re doing, and applies their enthusiasm and capabilities in ways that energize our forward momentum,” says Betty Holmboe, Executive Director. “I can always anticipate a professional result because the high quality of each communication tool is a consistent keystone in all of their work.”

Sectors

Economic Development, Education, Nonprofit, Workforce Development

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

Implement **innovation**™

New York Office

44 West 28th Street, 8th Floor

New York, NY 10001

Tel 212.905.3580

Fax 212.905.7710

Washington, D.C. Office

2011 Crystal Drive, Suite 400

Arlington, VA 22202

Tel 703.682.6880

Fax 703.682.6804

www.wendtpartners.com