



Audience Matrix

Audience	Target Groups	Call to Action	Key Messages	Channels
Potential Entrants Schools, districts, or consortiums that are current or eligible Perkins V funding recipients as defined under section 3(21)(A), eligible to receive assistance under section 131.	<ul style="list-style-type: none"> • School administrators • School districts • CTE teachers • CTE directors at school districts • Superintendents • Educational consortiums 	<ul style="list-style-type: none"> • Register for challenge • Submit entry • Join the Community of Practice (CoP) 	<ul style="list-style-type: none"> • US Department of ED sponsoring the Career Z Challenge • Create or enhance WBL opportunities for high school students • \$2.5 million in prizes • Registration opens March 16 • Submissions due May 24 • Participation benefits <ul style="list-style-type: none"> ○ Work with experts to implement your ideas ○ Network with peers to overcome barriers ○ Be eligible to win cash prizes • Learn more @CareerZChallenge.com 	Kaptive <ul style="list-style-type: none"> • Email marketing • Newsletters • Info sessions • Challenge.Gov/Challenge Website • Social media <ul style="list-style-type: none"> ○ Twitter (TBD) ○ Facebook ○ LinkedIn ○ YouTube Requested ED Channels <ul style="list-style-type: none"> • OCTAE email lists • PCRN website • Press Release • Newsletters • Social Media • Blog • Secretary Video Sought After Community Channels <ul style="list-style-type: none"> • Amplifier Channels • Catalyst Channels
Potential Ecosystem Participants / Entrant Partners	<ul style="list-style-type: none"> • Businesses • Industry organizations • Post-secondary 	<ul style="list-style-type: none"> • Be a part of an entrant's WBL ecosystem • Partner with an 	<ul style="list-style-type: none"> • Partner with a local school to offer WBL learning opportunities with your business / organization • Be one of the steps in a 	Kaptive <ul style="list-style-type: none"> • Email • Personal asks • Newsletters

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<p>Ecosystem connections who may have an interest / benefit in participating in the challenge.</p>	<p>institutions / educators</p> <ul style="list-style-type: none"> Youth serving organizations 	<p>entrant in the challenge</p> <ul style="list-style-type: none"> Join the Community of Practice (CoP) 	<p>post-secondary education continuum for students</p> <ul style="list-style-type: none"> Help champion CTE/WBL opportunities in your community Learn more @ CareerZChallenge.com 	<ul style="list-style-type: none"> Info sessions Challenge.Gov/Challenge Website Social media <ul style="list-style-type: none"> Twitter (TBD) Facebook LinkedIn YouTube <p>Requested ED Channels</p> <ul style="list-style-type: none"> PCRN website Press Release Newsletters Social Media Blog Secretary Video <p>Sought After Community Channels</p> <ul style="list-style-type: none"> Amplifier Channels Catalyst Channels
<p>Challenge Catalysts</p> <p>Groups that can directly support/influence participation in the challenge.</p>	<ul style="list-style-type: none"> School administrators School boards Superintendents CTE directors at school districts Local businesses PTAs/booster clubs Educational consortiums 	<ul style="list-style-type: none"> Encourage potential entrants to apply Provide needed resources to support entrant submission development Join the Community of Practice (CoP) 	<ul style="list-style-type: none"> US Department of ED is sponsoring the Career Z Challenge Create or enhance WBL opportunities for high school students \$2.5 million in prizes Registration opens March 16 Submission due May 24 Participation benefits <ul style="list-style-type: none"> National-level recognition for your community Support from experts to 	<p>Kaptive</p> <ul style="list-style-type: none"> Email Personal asks Newsletters Info sessions Challenge.Gov/Challenge Website Social media <ul style="list-style-type: none"> Twitter (TBD) Facebook LinkedIn YouTube

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			<ul style="list-style-type: none"> implement ideas <ul style="list-style-type: none"> ○ Network with peers to overcome barriers ○ Be eligible to win cash prizes ● Learn more @ CareerZChallenge.com 	<p>Requested ED Channels</p> <ul style="list-style-type: none"> ● OCTAE email lists ● PCRN website ● Press Release ● Newsletters ● Social Media ● Blog ● Secretary Video <p>Sought After Community Channels</p> <ul style="list-style-type: none"> ● Amplifier Channels
<p>Challenge Amplifiers</p> <p>Groups that can share the message of the challenge to the potential participants.</p>	<p>U.S. Government</p> <ul style="list-style-type: none"> ● ED - OCTAE ● ED - Office of Secretary ● DOL ● Commerce ● White House <p>Local Government</p> <ul style="list-style-type: none"> ● State CTE directors <p>Associations</p> <ul style="list-style-type: none"> ● U.S. Chamber of Commerce Foundation ● Local Chambers of commerce ● CTE associations, e.g. Advance CTE 	<p>Spread the word</p>	<ul style="list-style-type: none"> ● Challenge of interest to your members, stakeholders, etc. ● US Department of ED is sponsoring the Career Z Challenge ● Create or enhance WBL opportunities for high school students ● \$2.5 million in prizes ● Registration opens March 16 ● Submission due May 24 ● Participation benefits <ul style="list-style-type: none"> ○ National-level recognition ○ Support from experts to implement ideas ○ Network with peers to overcome barriers ● Learn more about the challenge @ CareerZChallenge.com ● Contact Kaptivate to become part of 	<p>Kaptivate</p> <ul style="list-style-type: none"> ● Personal asks ● Networking <p>Requested ED Channels</p> <ul style="list-style-type: none"> ● OCTAE email lists - State CTE Directors ● Personal asks <p>Sought after Community Channels</p> <ul style="list-style-type: none"> ● Parent Amplifier Channels, e.g., US Chamber of Commerce to connect with Local Chambers

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	and ACTE • Industry Associations Other • Media • Employers with interest in WBL		our amplifier network	
Potential Judges Experts in WBL who will assess submissions and make recommendations for moving eligible participants to the next phase.	• CTE/WBL teachers and program administrators • CTE/WBL consultants • Employers/industry with interest in WBL • US Government Employees from other agencies	Sign up to be a judge	• US Department of ED is sponsoring the Career Z Challenge • Create or enhance WBL opportunities for high school students • Learn more about the challenge @ CareerZChallenge.com • Expertise needed to help judge entries • Contact Kaptivate to volunteer • Honorarium provided	Kaptivate • Personal ask • Networking • Social Media - LinkedIn • Email Marketing Requested ED Channels • Personal ask Sought After Community Channels • Amplifier Channels
Potential Subject Matter Experts People who will provide support and technical assistance during phase 2 and phase 3 of the challenge.	• CTE/WBL teachers and program administrators • CTE/WBL consultants • Employers/Industry with experience with WBL and CTE programs	Sign up to provide technical assistance to challenge participants	• US Department of ED sponsoring the Career Z Challenge • Create or enhance WBL opportunities for high school students • Learn more about the challenge@ CareerZChallenge.com • Subject matter experts/consultants needed to provide technical assistance provided to selected participants to help implement their solutions	Kaptivate • Personal ask • Networking • Social Media - LinkedIn • Email Sought After Community Channels • Amplifier Channels

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			<ul style="list-style-type: none"> ● Paid work-opportunity ● Contact Kaptivate to apply 	
Other Challenge Stakeholders Other challenge stakeholders and people interested in the challenge	<ul style="list-style-type: none"> ● Community stakeholders ● State/local government entities ● Entrants not selected as participants for Phase 2 or 3 	<ul style="list-style-type: none"> ● Follow the challenge ● Participate in the Community of Practice 	<ul style="list-style-type: none"> ● US Department of ED is sponsoring the Career Z Challenge ● Create or enhance WBL opportunities for high school students ● Learn more about the challenge@ CareerZChallenge.com ● Don't need to be a challenge participant to benefit ● Stay engaged and up to date ● Community of practice open to all ● Challenge updates (e.g winner announcements) ● Challenge outcomes, e.g., lessons learned, and best practices 	Kaptivate <ul style="list-style-type: none"> ● Email marketing ● Newsletters ● Challenge.Gov/Challenge Website ● Social media <ul style="list-style-type: none"> ○ Twitter (TBD) ○ Facebook ○ LinkedIn ○ YouTube Requested ED Channels <ul style="list-style-type: none"> ● PCRN website ● Press Release ● Newsletters ● Social Media ● Blog Sought After Community Channels <ul style="list-style-type: none"> ● Amplifier Channels ● Catalyst Channels