

# Work with us

A CESBA Employment & Skills Development (ESD)  
Committee Promotional Initiative

## Purpose

The **Work with us** promotional campaign will create a high profile for ESD programs and services with government and community stakeholders, particularly within *Employment Ontario*; and will bring attention to CESBA itself as an important player in Ontario's employment and training system.

**Work with us** means "include us" "consider us"

## ESD programs and services - common characteristics

- Career and Employment
- Vocational; Pre-Apprenticeship and Apprenticeship
- Literacy and Essential Skills
- ESL/LINC and other Newcomer Services
- Corporate Development Services

## Benefits of participating in the Work with us campaign

- Strengthen the profile of your employment and training programs under your provincial association, CESBA, and fellow school board providers
- Demonstrate affiliation under the consistent brand of *Employment Ontario*

## Work with us promotional tools and tips

Item	Purpose	Action
<b>Web Site</b>	Promotes and describes your employment and training programs	List and position your programs under <i>Employment Ontario</i> brand / Contact Kathy Mills, for information on how your programs could be included as well as ordering Work with us materials <a href="mailto:workwithus@cesba.com">workwithus@cesba.com</a>
<b>Poster</b>	Promotes your programs and CESBA affiliation to internal stakeholders and external visitors	Add your logo (left bottom) Post it at your location(s)
<b>Brochure</b>	Informs about CESBA and ESD programs and services; drives people to web site	Hand out to government reps, stakeholders Include in presentation folder
<b>Presentation Folder</b>	Package information on CESBA and your ESD programs	Hand out to visitors Use for proposals
<b>Post Card</b>	Explains "who we are": CESBA and ESD programs Drives people to ESD web site	Mail to government reps, stakeholders Include in presentation folder
<b>Post-it Notes</b>	Giveaway that reinforces ESD brand and Work with us message	Include in presentation folder Giveaway for guests
<b>Letterhead and Letter Template</b>	Reinforces the position of your programs under CESBA – ESD brand	Customize to position your message to your funders and stakeholders

Employment & Skills Development programs of

[www.cesba.com/workwithus](http://www.cesba.com/workwithus)

**cesba**  
Ontario Association of  
Adult and Continuing Education  
School Board Administrators