



FUTURE OF WHITTIER TECH

Communication Plan

June 16, 2025

A New Chapter in Career & Technical Education

Whittier Tech is planning a new, state-of-the-art facility



The goal: Prepare students for skilled trades with expanded opportunities.

A strong communications strategy is critical as the project progresses through the MSBA process and toward a future ballot measure.

Focus:



Transparency



Storytelling



**Stakeholder
engagement**

Strategic Priorities & Audiences

1

Cement and Sustain
Stakeholder Support
Across 11
communities

2

Transition
Stakeholder Support
into Community
Momentum

3

Tell the Story of the
Project with clarity,
confidence, and
transparency

Key Audiences:
Elected officials and
working group members

What We Want People to Know



This is not just a new building—it's a new way to think about education.



Whittier's mission remains: Preparing students for high-demand trades.



Exploring co-location with NECC unlocks dual enrollment, entrepreneurship, and innovation.

**We've learned
from past
challenges—this
time is different:
transparent,
inclusive, and
proactive.**

Tools to Inform and Engage



Monthly e-newsletter:

The Future of Whittier Tech



Dedicated landing pages and (later) a full project website



Regular press releases and op-eds



Stakeholder tours and briefings



Use of a branded marketing toolkit

Why Co Matters



Rebuilding Whittier Tech is more than bricks and mortar—it's about trust, trades, and the future.



This plan ensures communication is consistent, humble, and focused on student and workforce success.



With renewed community collaboration, Whittier Tech is ready to lead the next era of vocational education.



Questions

