



# RIDHS CAMPAIGN OVERVIEW

---

Prepared by **KSA**

# CAMPAIGN OVERVIEW

---

**What We're Doing:** Our objective is to develop a communication and awareness campaign to increase the public's knowledge of career and educational opportunities and develop collateral that can be utilized on an ongoing basis to promote the State funded ECCE Workforce Development opportunities and supporting workforce recruitment initiatives, decrease the number of open positions in the RI DHS-approved early learning programs, and measure the effectiveness of the campaign.



## Phase I: Foundation & Discovery

(July–August 2025)

Stakeholder coordination and focus groups

Internal team alignment and kick-off with  
DHS

Strategic planning grounded in qualitative  
insights



## Phase II: Messaging & Materials

(September–November 2025)

Synthesis of research findings and  
development of campaign brief

Communication plan outlining audiences,  
messages, and channels

Creation of bilingual campaign assets

Iterative review cycles with DHS and key  
partners



## Phase III: Launch & Engagement

(January–March 2026)

Media placement across digital, print, and  
community channels

Campaign launch with active monitoring and  
mid-flight adjustments

Final wrap report, asset transfer, and  
recommendations for ongoing use

# FOCUS GROUP OVERVIEW

---

**Purpose:** To surface the real barriers, needs, and perceptions of ECE workforce stakeholders, ensuring campaign messaging is not only informed but owned by the community it aims to impact.



## Objectives:

- Understand recruitment and retention challenges
- Assess awareness and utility of existing ECE pathways
- Identify gaps in information, access, and support
- Define success metrics from the employer perspective



## Focus Group Direction:

- Recruitment & Retention: What roles are most difficult to fill, and what barriers are preventing long-term staffing stability?
- Pathway Awareness & Use: Which workforce programs are being used, and where are the gaps in awareness or effectiveness?
- Campaign Resonance: What types of messages and visuals resonate, or fall flat, with your community?
- Access & Communication: Where should campaign information appear, and what messaging approaches build trust?

