



# UPSKILLHOUSTON MESSAGING FRAMEWORK

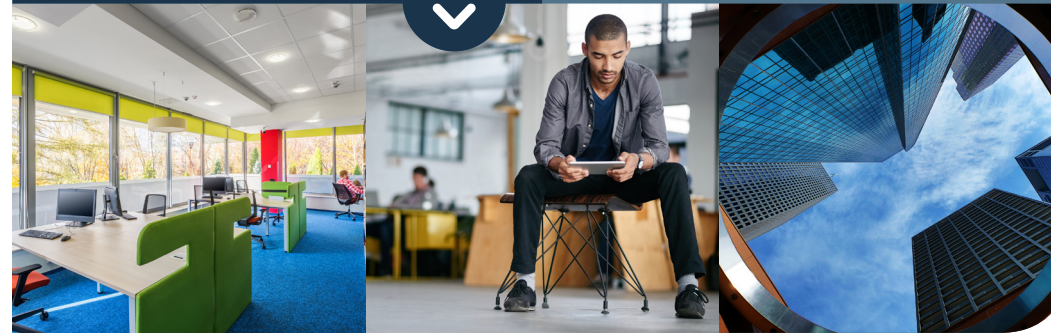
An Initiative of the Greater Houston Partnership

**1** Utilize brand name or description for parents and industry for students.  
Example:  
Exxon Petrochemical Career

Brand + Industry

## Imagery

Utilize imagery in place of verbiage to describe workplace safety, enjoyment, modern office environment, and innovation.  
Avoid visuals of heavy machinery.



## Delivery Method

Trusted Community Organizations

Success Stories

Trusted Messages

**2** Use the word "career" where possible and add middle-skill as a descriptor only when necessary.

Careers

**3** When describing the career employ high value traits to describe the position.

Characteristics

Education

Promotion

Benefits

Stability

Training

Salary

## SUGGESTED KEY WORDS

career | promotion | growth | stability | dynamic | fulfilling  
impactful | meaningful | thoughtful | responsibility  
leader | team | training | benefits | well paid

## EXAMPLES OF GENERAL MESSAGING

**1** Prominent companies in the Houston region are hiring career minded individuals for positions that offer good salaries with benefits, and exciting pathways for growth—after only two years of education or training beyond high school.

**2** With just two years of education or training beyond high school, you can be ready for a career in a profession that offers leadership opportunities, increasing responsibility and salary, along with skills that will last a lifetime.

**3** Experienced, skilled, and well paid. All traits that will describe individuals who take advantage of the opportunity to begin your career with growing, prominent companies that are looking for thoughtful leaders to carry out impactful work.

