



California's Approach to Recovery and Resilience: Centering Equity and Job Quality – Outreach Toolkit

The Aspen Institute Economic Opportunities Program

Date

Wednesday, August 26, at 2 p.m. Eastern Time (11 a.m. Pacific)

URL

Event page (short link): [as.pn/carecovery](https://aspen.org/carecovery)

Event page (full link): <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/>

Speakers

- Julie A. Su [@JulieSuCA](https://www.linkedin.com/company/calwda), Secretary, California Labor and Workforce Development Agency [@CALWDA](https://www.linkedin.com/company/calwda)
- Angela Glover Blackwell [@agb4equity](https://www.linkedin.com/company/agb4equity), Founder in Residence, PolicyLink [@PolicyLink](https://www.linkedin.com/company/policylink); Member, Governor's Task Force on Business and Jobs Recovery
- Meghan McCarty Carino [@meghamama](https://www.linkedin.com/company/meghamama) (moderator), Workplace Culture Reporter, Marketplace [@Marketplace](https://www.linkedin.com/company/marketplace)

Host

The Aspen Institute Economic Opportunities Program

- Twitter: [@AspenWorkforce](https://twitter.com/AspenWorkforce)
- Facebook: fb.me/AspenWSI
- LinkedIn: linkedin.com/company/aspeneop

Hashtag

[#talkopportunity](https://twitter.com/hashtag/talkopportunity)

Sample Tweets

Webinar: "California's Approach to Recovery and Resilience: Centering Equity and Job Quality." 8/26, 2 p.m. ET (11 a.m. PT). Feat @JulieSuCA (@CALWDA), @agb4equity (@policylink), and @meghamama (@Marketplace). Hosted by @AspenWorkforce.

<https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

The pandemic has sparked overdue conversations about worker health and safety, unemployment, health insurance, wages, and benefits. What policies can support a thriving future of work? Join @AspenWorkforce Aug 26 at 2 p.m. ET (11 a.m. PT).

<https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

As we look toward reopening and recovery, what strategies can address longstanding inequities and provide opportunities for all to thrive? California has some answers. Join @AspenWorkforce Aug 26 at 2 p.m. ET (11 a.m. PT) to learn more. <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

Sample Posts for Facebook and LinkedIn

Webinar: "California's Approach to Recovery and Resilience: Centering Equity and Job Quality." Wednesday, August 26, at 2 p.m. Eastern (11 a.m. Pacific). Featuring Julie A. Su (Secretary, California Labor and Workforce Development Agency), Angela Glover Blackwell (Founder in Residence, PolicyLink; Member, Governor's Task Force on Business and Jobs Recovery), and moderator Meghan McCarty Carino (Workplace Culture Reporter, Marketplace). Hosted by the Aspen Institute Economic Opportunities Program. RSVP: <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

The pandemic has sparked overdue conversations about worker health and safety, unemployment, health insurance, wages, and benefits. What policies can support a thriving future of work? Join the Aspen Institute Economic Opportunities Program in conversation with Julie A. Su (Secretary, California Labor and Workforce Development Agency), Angela Glover Blackwell (Founder in Residence, PolicyLink; Member, Governor's Task Force on Business and Jobs Recovery), and moderator Meghan McCarty Carino (Workplace Culture Reporter, Marketplace). August 26 at 2 p.m. Eastern (11 a.m. Pacific). <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

As we look toward reopening and recovery, what strategies can address longstanding inequities and provide opportunities for all to thrive? California has some answers. Join the Aspen Institute Economic Opportunities Program, August 26 at 2 p.m. Eastern (11 a.m. Pacific) to hear from Julie A. Su (Secretary, California Labor and Workforce Development Agency), Angela Glover Blackwell (Founder in Residence, PolicyLink; Member, Governor's Task Force on Business and Jobs Recovery), and moderator Meghan McCarty Carino (Workplace Culture Reporter, Marketplace). <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/> #talkopportunity

Sample Email

Colleagues,

Questions about the future of work have shifted in this time of pandemic, prompting overdue discussions about workplace health and safety, the unemployment system, health insurance, and fair wages and benefits. What policies can support a thriving future of work? What roles do we want private business to play? And what strategies will build a future of work that addresses long standing inequities and inequalities and provides opportunities for all to thrive? California's Future of Work Commission and Jobs and Recovery Task Force have been working on these questions since before the pandemic and have begun implementing innovative policies to address the critical challenges facing working people in today's economy and tomorrow's.

On Wednesday, August 26, at 2 p.m. Eastern (11 a.m. Pacific), the Aspen Institute Economic Opportunities Program will host a discussion, "[California's Approach to Recovery and Resilience: Centering Equity and Job Quality](https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/)," featuring Julie A. Su (Secretary, California Labor and Workforce Development Agency), Angela Glover Blackwell (Founder in Residence, PolicyLink; Member, Governor's Task Force on Business and Jobs Recovery), and moderator Meghan McCarty Carino (Workplace Culture Reporter, Marketplace). We look forward to joining this important discussion and hope you can too. RSVP here: <https://www.aspeninstitute.org/events/californias-approach-to-recovery-and-resilience-centering-equity-and-job-quality/>

Sincerely,

[name]

[title], [organization]

Sample Web Post

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Sharable Graphics



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