Maine Coast Works

project updates

MAINE COAST WORKS

Denise Cilley, Sunrise County Economic Council

key partners

SEA Maine
SEAFOOD ECONOMIC ACCELERATOR

mti
Maine Technology Institute

Sunrise County Economic Council

Sea Grant MAINE

wanderweb

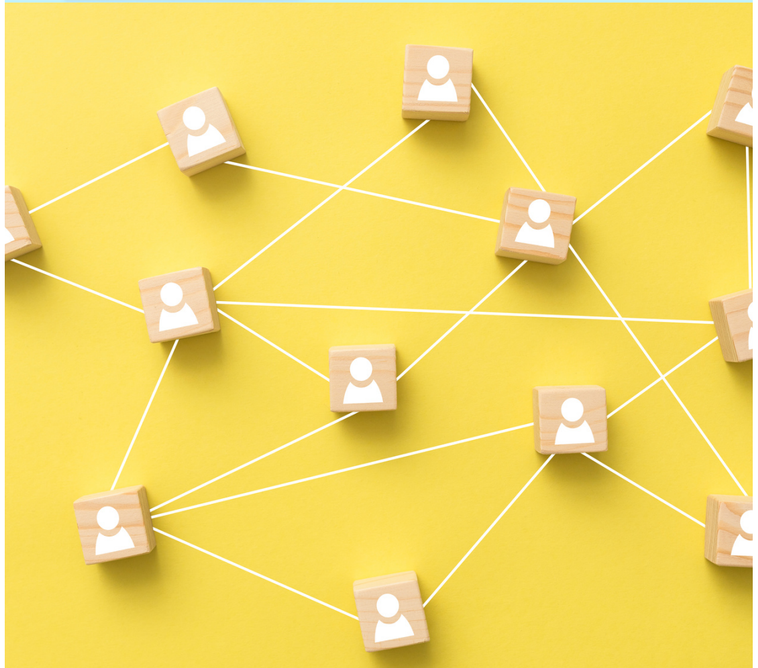
iOK VIDEO PRODUCTIONS

Maine Coast Works, a collaborative workforce awareness & pipeline virtual experience initiative, is funded by SEA Maine with Maine Technology Institute as fiscal agent and developed by Sunrise County Economic Council in consultative and development partnership with Sea Grant Maine, WanderWeb, and iOK Video Productions.

project goals + phases

TO DEVELOP AN INTERACTIVE MAINE MARINE LIVING RESOURCE ECOSYSTEM MAP

aimed at creating broader awareness of seafood careers and connecting younger generations and skilled workforce with all Marine Living Resource learning and career opportunities across Maine.



1 **DESIGN**

2 **DEVELOP**

3 **LAUNCH**

4 **IMPLEMENT**

PROJECT FOCUS

Primary Project Goal: a go-to resource for career and business development in Maine's Marine Living Resources economy

Secondary Project Goal: Encourage youth & young adults to explore the industry

Keep ultimate end user front of mind

Keep it simple

01 DESIGN

- [x] Identify assets to map
- [x] Identify platform, categories & access
- [ ] Build brand, graphics, SEO & copywrite WORK IN PROGRESS

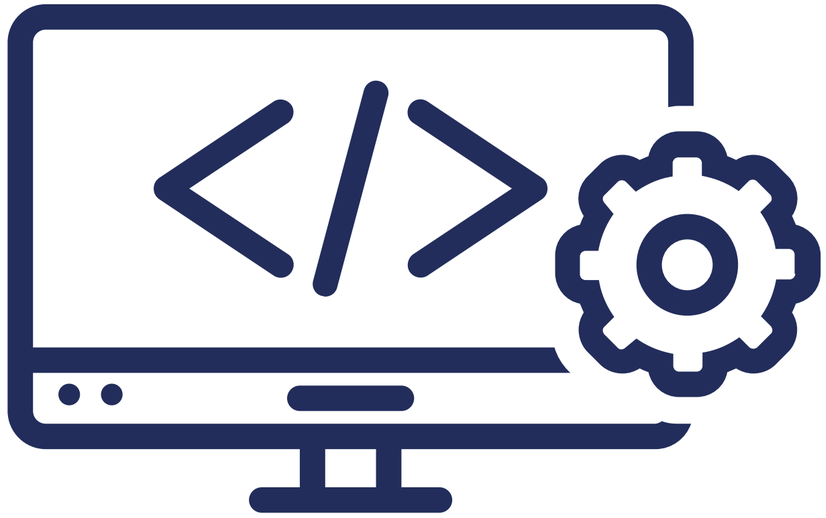
02 DEVELOP

WORK IN PROGRESS

Build shadow solution

Create guides & instructional language for “testers” and users

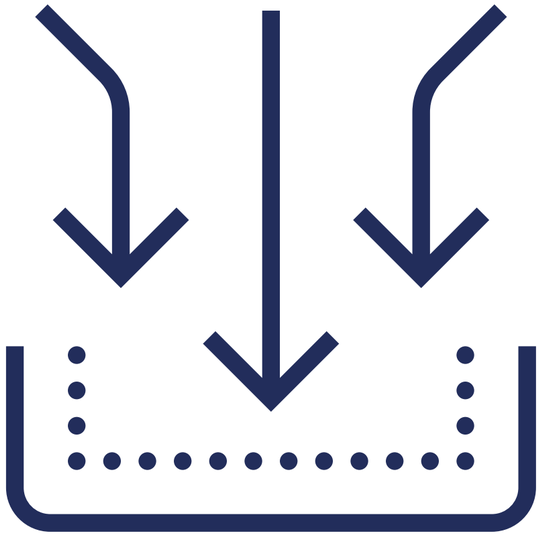
Create best practices & guides for solution ongoing administrators



03 SOFT LAUNCH

Share with focus group & select partners + user audience for input

Make final draft adjustments



04 IMPLEMENT

- Work with partners to share solution
- Multi-organization social media & newsletter blast
- Press release

WE ARE HERE

Mar-Apr 2023	May 2023	May 2023	Jun 2023	Jul-Sep 2023	Oct 2023	Oct-Nov 2023
1	2	3	4	5	6	7
gather resources; create shared repository	begin regular project meetings with leadership team to build out & finalize framework	begin regular project meetings with contractor to begin design & move into development	cont'd project meetings to move through development; prepare for implementation (solution/go-live strategy & materials)	capture video & imagery; prepare marketing, promo & SEO strategies; prepare focus group feedback phase	*SOFT* **LAUNCH** MAINE COAST WORKS	**GO LIVE!** + debrief; update administration resources; clarify ongoing services, processes & partners

COMPLETED SO FAR

Repository created by Maine Sea Grant

Project name & domain

Name: Maine Coast Works

Domains: mainecoastworks.com; mainecoastworks.org

Project branding

Color palette:

Logo:

MAINE COAST WORKS

Fonts:

Montserrat

Open Sans

Map categories & zones

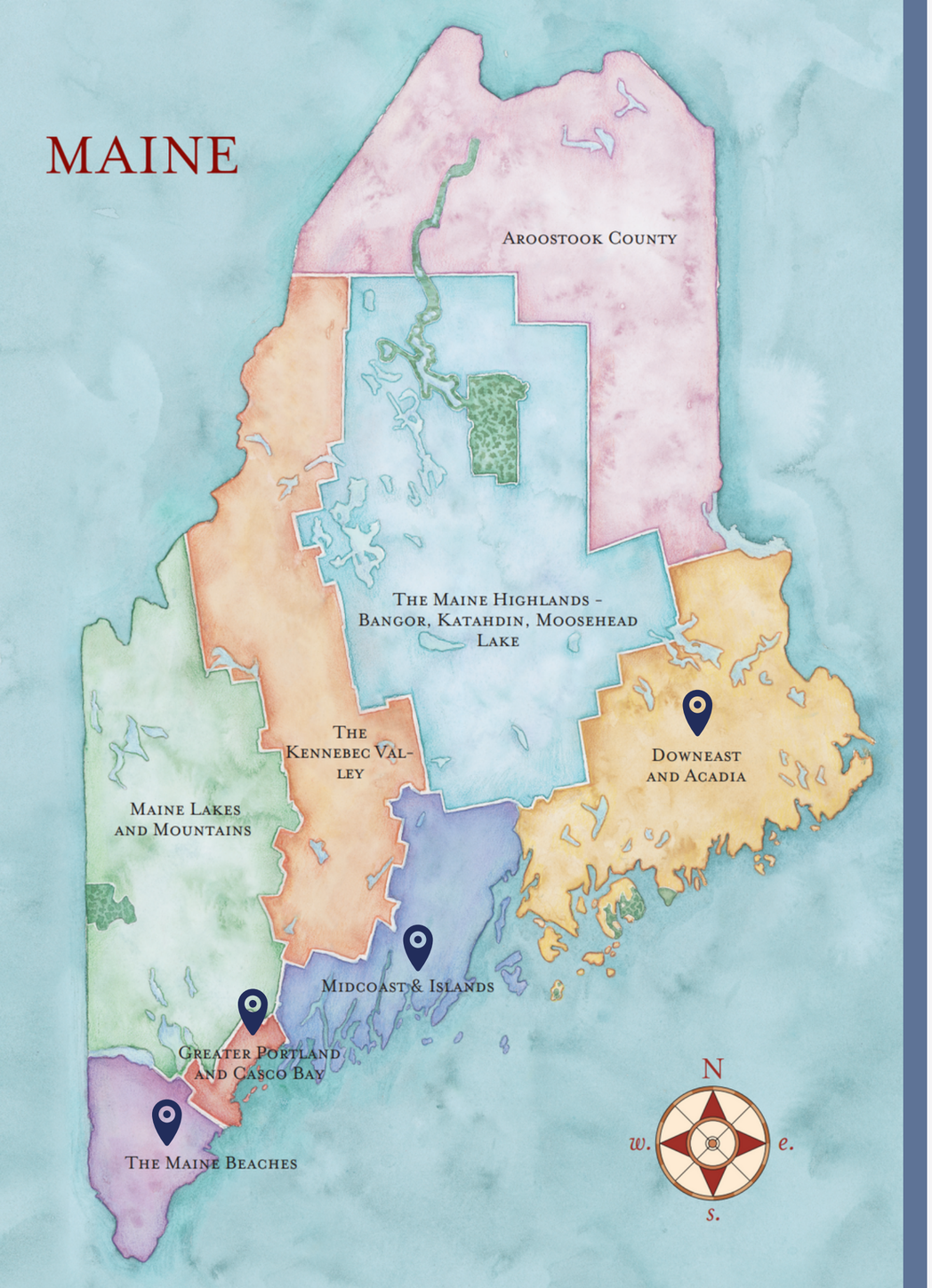
Categories: Work; Learn; Grow Your Business

Zones: Maine's 4 Coastal Regions & 7 Subregions (counties)

Accessibilty

Adding website accessibility plug-in & additional steps

does not include descriptive audio



Map source: DECD as designated by MOT

MAP ZONES + SUBREGIONS

Downeast and Acadia

Washington & Hancock

Midcoast and Islands

Waldo, Knox, Lincoln & Sagadahoc

Greater Portland and Casco Bay

Cumberland

The Maine Beaches

York

MAP CATEGORIES

- MMLR Career awareness
- Career & business-focused learning & resources

WORK	LEARN	Grow Your Business
career types	training	incubators + accelerators
employers	internship + apprenticeship	coworking + makerspaces
	courses	startup + development
	skills development	licensing
	certifications	

RESOURCE MAPPING

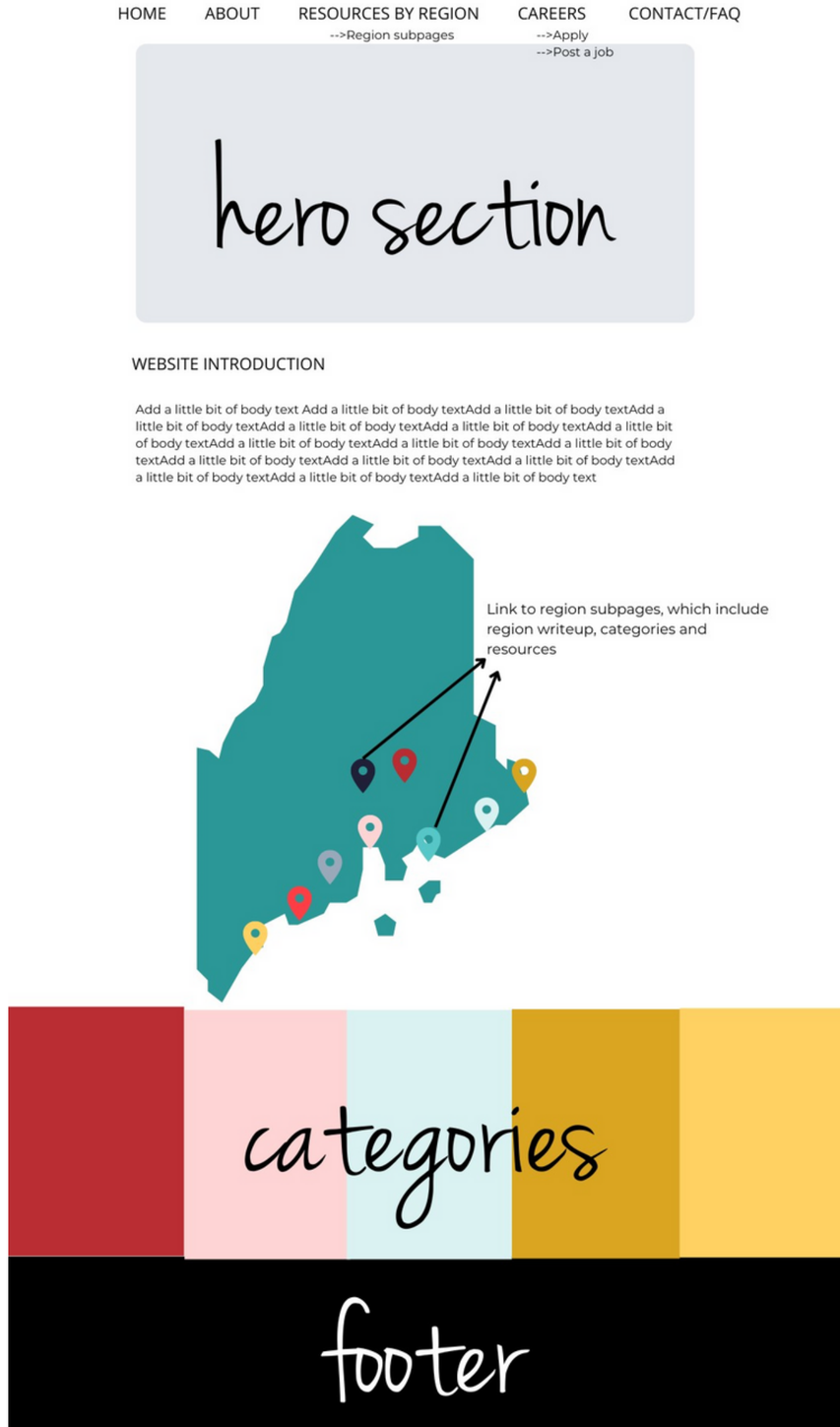
MMLR ecosystem resources mapped via Maine Sea Grant Initiative

- Each subregion/county category pop-out will have 3-4 resources & the option to view ALL
- Resources mapped will be coastal as well as inland

Landing page + navigation menus

- Landing page: Include an overall intro of the site, zone/region map
- Landing page: layout drafted and WanderWeb will update with project branding
- About: include info about the project (partners, thank-yous) and who's behind it, testimonials, the why
- Resources by subregion: Drop down menu will include list of 7 subregions/counties
- Careers: A place to view marine career types/click out to employer or partner sites or job listings
- Contact/FAQ: hello@mainecoastworks.com ($) or mainecoastworks@gmail.com (free)

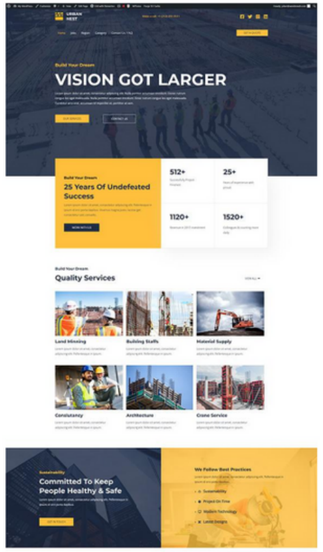
While each region/zone will have the Top 3-4 resources identified for their respective categories, end users will have the option to click out for ALL resources available in each zone's category.

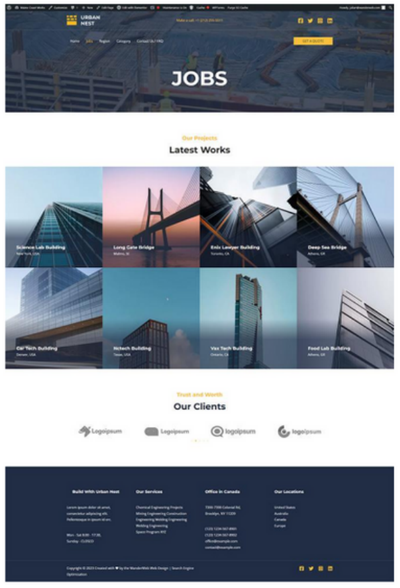


Basic wireframe

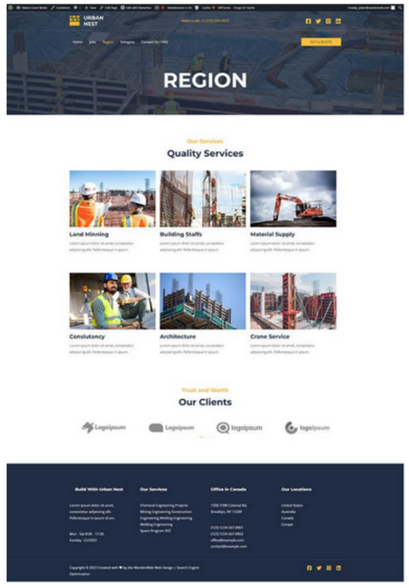
This is where the drop-downs will navigate to and the general layout. WanderWeb will update to include brand colors/fonts as well as video and photos.

Home

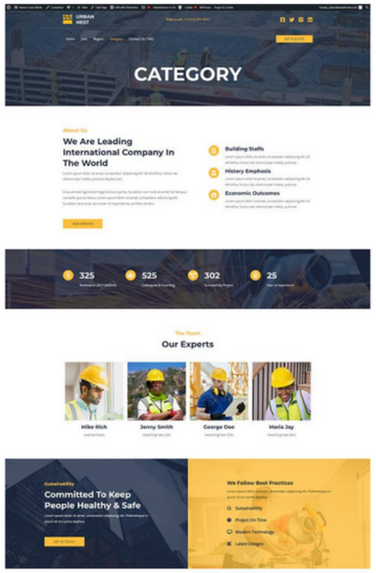




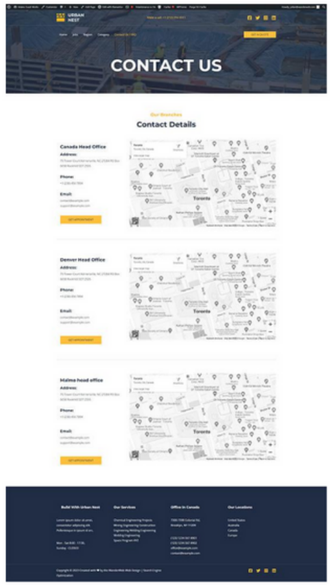
Jobs



Region



Category



Contact

Maine Coast Works

RECAP + NEXT STEPS

What worked well?

Leveraging existing resources

Working as a team

Expertise at the table to keep project focused

Flexible funds!

Lessons Learned

Life happens

Keep it simple

Be open-minded

Leverage network partnerships & expertise

Acknowledge funders & contributing partners

Next Steps

Prepare for soft launch

Engage with interested partners for input

INPUT GATHERING

01 Careers and employers

02 Existing media

03 Sustainability