



# SKILL ADVANCE

— COLORADO —

## Promotion Toolkit

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### Questions or Ideas?

Contact the Office of Public & Legislative Affairs  
[CCCS.Communications@cccs.edu](mailto:CCCS.Communications@cccs.edu)

## Program Overview

Skill Advance Colorado funds customized employee training for Colorado businesses through two distinct grant programs.

- The **Colorado First (CF) Customized Job Training Program** provides funds for net new hire training and focuses on new and expanding businesses in Colorado.
- The **Existing Industry (EI) Job Training Program** provides funding for incumbent worker training and supports established Colorado businesses

Grants support:

- New hire and incumbent worker upskilling
- Short term worksite training aligned with organizational needs
- Wide ranging essential and technical skills development
- Employee retention efforts

Grants and training projects are managed by local community colleges.

Representatives at community colleges:

- develop relationships with local businesses;
- conduct training needs assessments;
- assist businesses with grant application development, grant management, and training implementation; and
- monitor training throughout the grant life cycle.

## Training Examples

Each training program is tailored to serve the specific needs of businesses in a variety of industries and occupations, including those listed below.

- |                                 |                               |
|---------------------------------|-------------------------------|
| • Lean Manufacturing            | • Business Management         |
| • CAD                           | • Precision Machining         |
| • Communications                | • Project Management          |
| • Forklift Operation and Safety | • Statistical Process Control |
| • Hydraulics and Pneumatics     | • Robotics                    |
| • Information Technology        | • Welding                     |
| • Conflict Management           | • Accounting                  |

## Talking Points

- The Skill Advance Colorado Job Training Grant (formerly the Colorado First and Existing Industry Grant) originated in 1985 and is established in two state statutes:
  - Colorado Customized Training Act, 1985
  - Colorado Existing Industry Training Act, 1989
- CF and EI grants are funded through an annual appropriation authorized by the Colorado legislature and are contingent upon available funding. An appropriation of \$4,500,000 was authorized for FY 2025.
- Skill Advance Colorado is jointly administered by the Colorado Community College System (CCCS) and the Office of Economic Development and International Trade (OEDIT).
- Grant applications are accepted from businesses in Colorado's key industries as defined by the Office of Economic Development and International Trade (OEDIT).
- For-profit businesses and non-governmental 501(c)(3) organizations are eligible for funding.
- Colorado First and Existing Industry grant applicants and grantees must consult with and operate under the guidance of a Skill Advance Colorado community college.
- Training must be short-term and substantially customized (contextualized/tailored content) to specific business needs and related to substantive, resume-building, and transferable employee skills.
- CF and EI funds may be used for curriculum development and customization; instructor time, consumable materials development and purchases
- On average, 400 Skill Advance Colorado training events, serving 3,000 workers, occur annually.
- The average Skill Advance Colorado grant is \$75,000.
- The CF and EI programs do not provide funding for seasonal, part-time, or intermittent employees or employees in retail occupations.
- State agencies and government employees are not eligible for funding.

## Skill Advance Colorado is on the CCCS Website

General information and updates about Skill Advance Colorado and a map of colleges is available on the Colorado Community College System's website at this link:

[cccs.edu/workforce-development/employer-resources/skill-advance-colorado-grants](https://cccs.edu/workforce-development/employer-resources/skill-advance-colorado-grants).

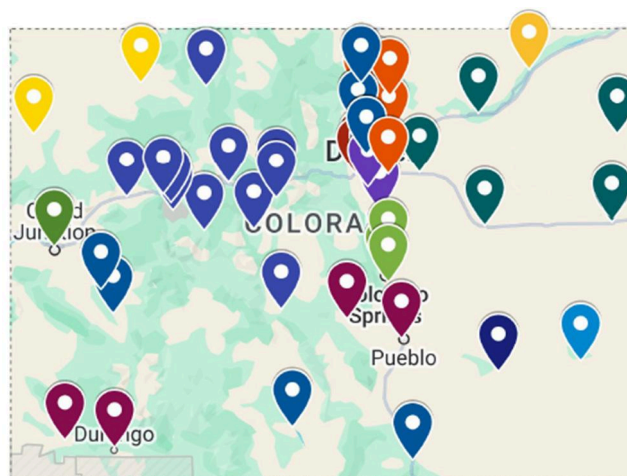
There is also a shortened link for the Skill Advance Colorado website: [bit.ly/SkillAdvance](https://bit.ly/SkillAdvance). The following QR code that links to the Skills Advance Colorado web page is available for printed documents.



► [Download QR code](#)

## Skill Advance Colorado Locations

Program locations for Skill Advance Colorado program locations exist at colleges throughout the state, with availability at multiple campus locations for many of the colleges. [The Google map located at this link](#) provides details for each location, including contact information for local Skill Advance Colorado representatives.



## Media Requirements and Guidelines

### Purpose

Skill Advance Colorado is a program with many stakeholders, and it is vital to communicate with consistency. These media guidelines are designed to lay the groundwork for public-facing communications to ensure consistency in both the content and tone of our messaging.

### Requirements

- Use of the Skill Advance Colorado logo must be approved by the Skill Advance Colorado administration team and the Workforce Development marketing manager.
- Prior to publishing news articles, press releases, or any other media content, colleges must submit final draft verbiage to the Skill Advance Colorado administration team for approval.
- Colleges must inform the Skill Advance Colorado administration team of media inquiries and press releases.

The above will help maintain Skill Advance Colorado branding and ensure the CCCS marketing team is aware of Skill Advance Colorado happenings.

### Guidelines

1. Use college representative contact information at college's discretion.
2. Contact the Skill Advance Colorado administration team if you are unable to answer a question or need further program information.
3. If an article includes a direct quote, ensure written permission, from the individual quoted, is on record prior to publishing the article.
4. Only provide verbiage or documentation to the media as PDF files.
5. Feel free to share program information and data published in the Skill Advance Colorado website and brochure.
6. Avoid grant-specific or fiscal-year specific information that is subject to change.
7. Avoid sharing specific awarded grant information.

## Standard Language for News Articles

The following language may be used for news articles.

Supporting Colorado's workforce through customized training, the Skill Advance Colorado program offers State funding for job training reimbursement grants to strengthen business competitiveness, foster talent, and increase long-term employment stability for employees. The grants are available to Colorado businesses to fund short-term training to up-skill, re-skill, and next-skill workers in a wide range of essential and technical skills development.

Skill Advance Colorado, which is jointly administered by the Colorado Community College System and the Colorado Office of Economic Development & International Trade, offers funding opportunities to businesses partnering with community colleges throughout the state via two grant programs:

- The Colorado First Job Training Program provides funds for net new hire training and focuses on new and expanding businesses in Colorado with a need to train workers with the skills necessary to increase their productivity and increase their wages.
- The Existing Industry Job Training Program provides funding for incumbent worker training and supports established Colorado businesses with adapting to new technology and preventing layoffs.

Grant funding supports direct training costs and a wide range of training customized to business-specific needs. In recent years, for example, companies throughout the state received training in welding, precision machining, software development, computer aided design (CAD), accounting, robotics, hydraulics and pneumatics, lean manufacturing, and project management.

Connect with [insert contact name and college, e-mail and/or phone number] for eligibility determination and assistance with training needs assessment, grant application development, training implementation, and grant management. For general program information, visit [cccs.edu/workforce-development/employer-resources/skill-advance-colorado-grants](https://cccs.edu/workforce-development/employer-resources/skill-advance-colorado-grants).

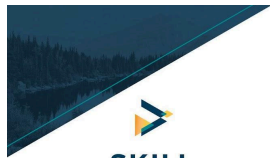


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**SKILL ADVANCE**  
— COLORADO —

## Brochure



**SKILL  
ADVANCE**  
— COLORADO —

*Customized training resources  
for business and employee success*

**GRANT FUNDING TO SUPPORT:**

- ▶ New hire and incumbent worker upskilling
- ▶ Short term worksite training aligned with organizational needs
- ▶ Wide ranging essential and technical skills development
- ▶ Employee retention efforts

**Partnering with new, expanding,  
and established businesses since 1985**

**Serving Colorado's 15 Industries**

*Funded by*  
Colorado First and Existing Industry Customized  
Grant Training Program

**SKILL ADVANCE**  
— COLORADO —

[www.cccs.edu/skilladvance](http://www.cccs.edu/skilladvance)

**Transforming Colorado's  
Workforce Through  
Customized Training,**  
the Skill Advance program offers State  
funding for grants to strengthen business  
competitiveness, foster talent, and improve  
employment opportunities.

**4,000+**  
Employees trained each year

**700+**  
Colorado businesses  
served in the past decade

**450+**

Trainings implemented annually

**\$75K**

Average Skill Advance Grant

**Multiple training provider options**

**CONNECT** with your local  
college representative for eligibility  
determination and assistance with:

- ▶ Training needs assessment
- ▶ Grant application development
- ▶ Training implementation
- ▶ Grant management

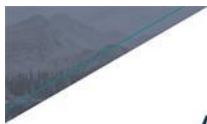
[www.cccs.edu/skilladvance](http://www.cccs.edu/skilladvance)

*Jointly administered by*  
Colorado Community College System  
Colorado Office of Economic Development and International Trade



▶ [Download Brochure](#)

## Flyer



**SKILL  
ADVANCE**  
— COLORADO —  
[www.cccs.edu/skilladvance](http://www.cccs.edu/skilladvance)

*Customized training resources for business and employee success*

**GRANT FUNDING TO SUPPORT:**

- ▶ New hire and incumbent worker upskilling
- ▶ Short term worksite training aligned with organizational needs
- ▶ Wide ranging essential and technical skills development
- ▶ Employee retention efforts

**Partnering with new, expanding, and established businesses since 1985**

**Serving Colorado's key industries**

**Transforming Colorado's workforce through customized training,**  
the Skill Advance program offers State funding for grants to strengthen business competitiveness,  
foster talent, and improve employment opportunities.

**4,000+**  
Employees trained each year

**450+**  
Trainings implemented annually

**700+**  
Colorado businesses  
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**\$75K**  
Average Skill Advance grant

**Multiple training provider options**

**CONNECT** with your local college representative  
for eligibility determination and assistance with:

- ▶ Training needs assessment
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- ▶ Grant management



*Funded by*  
Colorado First and Existing Industry Customized Training Grant Program

▶ [Download Flyer](#)

## Sharing Skill Advance Colorado on Social Media

### Images for Social Media Posts



► Click on Images to Download

### LinkedIn Post Content

LinkedIn's algorithm favors content that keeps users engaged within the platform. Including links to external content within a post can significantly restrict the post's reach, potentially reducing visibility by up to 90%. To increase visibility, **create the first comment after your post that includes the link.**

- Looking to boost your competitiveness, foster talent, or enhance employee #skills? [College] can help you achieve your #WorkforceTraining goals through Skill Advance Colorado grants. Learn more in the comment below. #UpskillReskillNextskill

[First post comment]

Visit <https://bit.ly/SkillAdvance> to discover how [College] can support your business.

- Empower your business with Skill Advance Colorado #WorkforceTraining grants. Whether you're a new or established business, [College] is here to help you tap into these opportunities. Learn more about Colorado First and Existing Industry grants in the comment below #UpskillReskillNextskill

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

## LinkedIn Post Content (continued)

- Stay ahead of the curve by enhancing your #WorkforceTraining with [College]. We facilitate #CustomizedTraining grants through Skill Advance Colorado, helping you #UpskillReskillNextskill your employees for emerging technologies. Click on the link in the comment below to learn more.

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

- At [College], we partner with Skill Advance Colorado to offer #CustomizedTraining grants that empower businesses to excel. We're here to support your success and help your employees #UpskillReskillNextskill. Connect with us today using the link in the comment below.  
#WorkforceTraining

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

- Explore how Skill Advance Colorado grants can elevate your business with [College]. We offer #CustomizedTraining across a variety of industries. Strengthen your #workforce and secure your future. Learn more by clicking the link in the comment below.

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

- Did you know? [College] helps new and established businesses provide employees short-term, #CustomizedTraining through Skill Advance Colorado. Leverage our programs to drive growth and innovation. Reach out today by clicking the link in the comment below.

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

- Seize this opportunity for #CustomizedTraining! With a Skill Advance Colorado grant, [College] can assist you in planning #WorkforceTraining and preparing a successful grant application. Start your journey to success now with the link in the comment below.

[First post comment]

Visit <https://bit.ly/SkillAdvance> to get started.

## X Post Content

- Looking to boost competitiveness, foster talent, or enhance #skills? [College] supports your #WorkforceTraining goals with Skill Advance Colorado grants. <https://bit.ly/SkillAdvance> #UpskillReskillNextskill #TrainingGrants
- Skill Advance Colorado offers #training grants to help businesses thrive. Partner with [College] to explore #CustomizedTraining for workers at new and established businesses. <https://bit.ly/SkillAdvance> #UpskillReskillNextskill
- Stay ahead of the curve! [College] facilitates #CustomizedTraining grants through Skill Advance Colorado, helping you upskill employees for emerging tech. <https://bit.ly/SkillAdvance> #UpskillReskillNextskill #WorkforceTraining #Skills
- Empower your business with #CustomizedTraining grants from Skill Advance Colorado and [College]. Reskill and upskill your workforce for success. Explore the possibilities today! <https://bit.ly/SkillAdvance> #WorkforceReadiness #TrainingGrants

## X Post Content (continued)

- Dive into the details! [College] offers #CustomizedTraining for your workforce through Skill Advance Colorado grants. Secure your business's future—contact us now. <https://bit.ly/SkillAdvance> #Workforce #UpskillReskillNextskill
- Did you know? [College] supports businesses with short-term, customized employee training grants through Skill Advance Colorado. Drive growth and innovation today! <https://bit.ly/SkillAdvance> #TrainingGrants #WorkforceDev #UpskillReskillNextskill
- Boost your business success with customized #WorkforceTraining grants! [College] helps plan training and prepare grant applications through Skill Advance Colorado. <https://bit.ly/SkillAdvance>. #UpskillReskillNextskill

## Facebook Post Content

- Is your business striving to be more competitive, foster talent, or enhance employee skills? [College] can help you achieve your workforce training goals with Skill Advance Colorado grants. Discover how we can support your business! <https://bit.ly/SkillAdvance>.
- Skill Advance Colorado offers job training grants to help businesses thrive. Whether you're new or established, partnering with [College] gives you access to these valuable opportunities. Learn more about the Colorado First and Existing Industry grants by reaching out today: <https://bit.ly/SkillAdvance>
- Want to stay ahead of the curve? [College] facilitates customized job training grants through Skill Advance Colorado, helping your employees upskill for emerging technologies. Contact us to explore how we can help your workforce grow: <https://bit.ly/SkillAdvance>.
- At [College], we partner with Skill Advance Colorado to offer customized training grants that empower your business to excel. Whether you need to reskill or upskill your workforce, we're here to support your success. Connect with us today: <https://bit.ly/SkillAdvance>
- Explore how Skill Advance Colorado grants can elevate your business with [College]. We provide tailored workforce training across a variety of industries to help you strengthen your team and secure your future. Don't miss out—reach out today: <https://bit.ly/SkillAdvance>
- Did you know? [College] supports businesses—both new and established—by providing funding for short-term, customized employee training through Skill Advance Colorado. Leverage our programs to drive growth and innovation in your company. Contact us to learn more <https://bit.ly/SkillAdvance>.
- Seize the opportunity for customized workforce training! With a Skill Advance Colorado grant, [College] can help you plan training for your employees and prepare a successful grant application. Start your journey to success now! <https://bit.ly/SkillAdvance>.



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## Hash Tags

#WorkforceDev

#skills

#TrainingGrants

#WorkforceReadiness

#CustomizedTraining

#UpskillReskillNextskill

#workforce

#WorkforceTraining

## Graphics and Photos for Print Materials

### High Resolution CMYK files

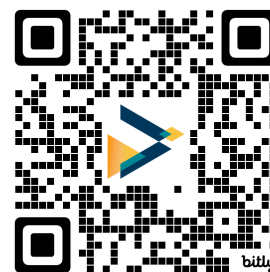
Use these files when preparing **materials that will be printed**. Click on each image to download the file.



Alt text: Logo for Skill Advance Colorado in a vertical format.



Alt text: Logo for Skill Advance Colorado in a horizontal format.



Alt text: QR code with link to the Skill Advance Colorado website.



Alt text: A woman talking who is standing in the center of seated people, some of whom have hands raised.



Alt text: Woman in front of people sitting in rows of chairs with their hands raised.



Alt text: A male teacher calling on a male student with his hand raised in a classroom with adult students.



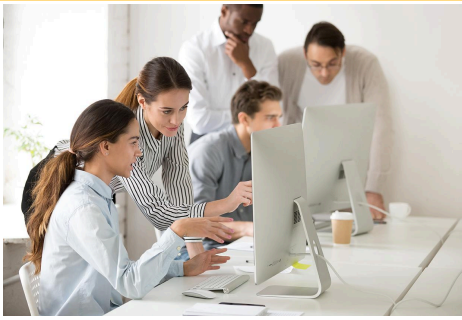
Alt text: Female Asian leader standing beside a flip chart and speaking at a business meeting.



Alt text: Man standing at the end of a meeting table and explaining information on a white board. Four people are sitting at the table listening to the presentation.



Alt text: A man at a whiteboard in front of adult students with raised hands.



Alt text: Woman explaining an online task to another woman, pointing at a computer screen. Three men in the background are looking at another computer.



Alt text: Businesswoman standing at a flipchart speaking to one woman and two men in a conference room.



Alt text: Man standing at a flipchart and speaking to a group at a meeting table.



Alt text: Man standing at a flip chart with a group at a meeting table, gesturing to a participant with a raised hand.



Alt text: A woman explaining a chart displayed on a screen to adult students in a classroom.



Alt text: Three adult learners at computer stations with a male instructor looking at their work.



Alt text: Man looking at work with a man wearing a welding helmet.



Alt text: Male instructor wearing a welding hood, talking to a student wearing a welding hood at a workstation.



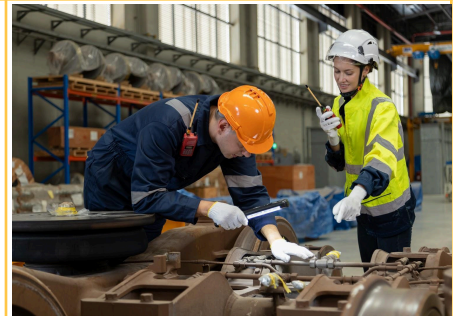
Alt text: Man explaining a control panel to a man and a woman who are wearing ear protection.



Alt text: Warehouse scene with a man standing on a forklift and four people listening to him.



Alt text: Warehouse worker listening to a forklift driver in a warehouse.



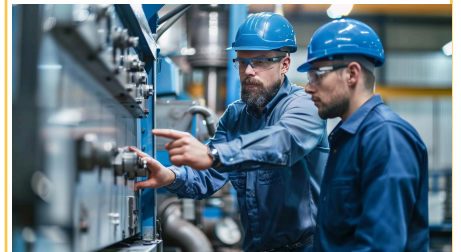
Alt text: A man and a woman wearing hardhats looking at a piece of machinery with a flashlight.



Alt text: A man explaining a metal work machine to three workers.



Alt text: A female factory worker listening to a man explain machine equipment in a manufacturing workshop.



Alt text: A mechanical engineer training a factory operator on a sophisticated machine.



Alt text: Alt text: Male instructor wearing hardhat working with a female wearing a hard hat who is looking at how he is programming a robot in an electronic engineering laboratory.



Alt text: Male instructor wearing hardhat working with a female wearing a hard hat who is working on robot programming in robotic and electronic engineering laboratory.

## Graphics and Photos for Computer and Video Display

### Low Resolution RGB files

Use these files when preparing materials that will be **displayed electronically**, including social media applications. Click on each image to download the file.



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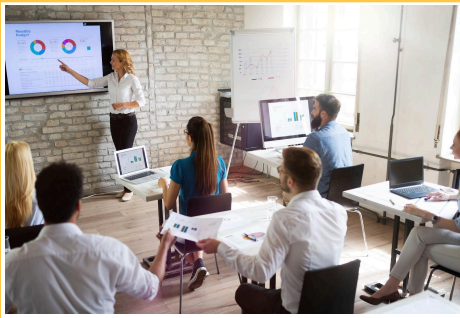
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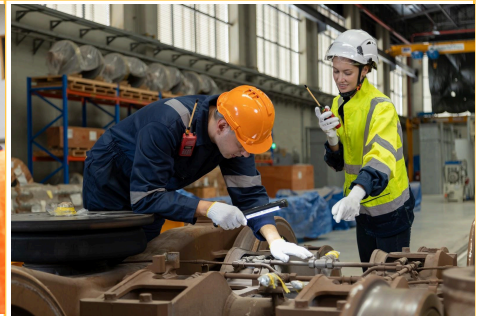
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