

**WASHINGTON STATE  
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD  
MEETING NO. 191  
September 17, 2015**

**STATE PLAN BRANDING DISCUSSION**

**Background**

At the August meeting the Board requested a discussion about the potential rebranding of the state's strategic workforce development plan currently known as *High Skills, High Wages*.

Board members will engage in an exercise to begin the rebranding process.

**Recommendation:** For discussion only