ADHE Master Plan
Communications Strategies Work Group
December 14, 2015

Team members present: Jeff Hankins, Judy Williams, Phillip Wilson, Tiffany Billingsley, Lisa Smith, and Sandra Massey

We focused on the purpose of Communication Strategies Work Group: Changing the educational attainment rate of Arkansans begins with communicating the value of higher education. We must better communicate the value of higher education, demonstrating the impact degree attainment can have on the lives of Arkansans, to those who failed to complete a certificate or degree or never attended a college or university and to engrain in our young people the importance of education for all Arkansans.

The targeting audiences are traditional and nontraditional students in Arkansas so strategized on established groups that may assist in reaching our audiences.

* Encourage **employers** to hire individuals with skills, certificate, or degree.
* Connect students and jobs through **Department of Workforce Services.**
* **Faith Based Organizations** – Communicate with Pastors
* Influence disadvantaged students to pursuit their degree by teaming with **Trio Programs**
* **Arkansas Department of Career Education** places Career Coaches in Arkansas counties in which unemployment and poverty are high and the college going rate is low.
* **Razor Coaches** are located in Northwest Arkansas in counties where poverty is high.

We also brainstormed events to host throughout the state.

* Complete Degree Campaign – Arkansas institutions open their campus to counsel with non-completers and encourage to complete their degree
* Prior Learning Assessment (PLA) – one day all institutions advertise PLA to encourage individuals to earn credit for work experience
* Education Sunday – college/university have a representative visit a church in their area

Homework Assignment

Research one of the above groups demographic and how we may tie them to the project. If you are aware of a group not mentioned, you may submit them at the next meeting.

**The next meeting is scheduled Friday, January 29, 12:00 at ADHE 5th floor conference room; lunch will be provided.**