

ADHE Master Plan   
Communications Strategies Work Group   
Kick off Meeting  
November 23, 2015

Team members present: Jeff Hankins, Laurence Alexander, Judy Williams, Phillip Wilson, and Sandra Massey

We used this meeting time to get focused on the charge assigned to us and begin brainstorming about the possibilities. Following are some of our preliminary thoughts which will we discuss in more detail at the next meeting with the full group in attendance.

* Is Closing the Gap our Brand Promise? Do we need to explore this further? Our Brand Promise will not compete with the individual brand promises at each institution.
* We need to reframe our statewide message. (i.e. Mother/daughter going to college together; Go to College Debt Free campaign; or a campaign focused on the value resulting from college debt- we don’t blink an eye at the investment for a brand new truck which depreciates but argue that college debt, even a small amount, is a bad thing).
* Track data for bench marks (other groups may be doing this for us)
* Hold a variety of focus groups to help reframe the message. Initial thoughts included those who never attended college, employers and Department of Workforce Service workers.
* Develop a Master Plan Media Tool Kit using model from AACC’s Reclaiming the American Dream <http://www.aacc21stcenturycenter.org/resources/21stcenturytoolkit/>. Items might include:
  + Core message
  + Individual narratives regarding the goals
  + Political message
  + Parent and student messages
  + Civic club message
  + Sample press release
  + Sample blog post
  + Social media sample post
  + PowerPoint template for college presentations
* Encourage local Chambers and Economic Development Commissions to adopt college completion into their community goals.
* Campaign with large employers that offer education bonus/incentives

**The next meeting is scheduled Monday, December 14, 1:30-3:30.**