ADHE Master Plan   
Communications Strategies Work Group   
March 2, 2016

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

Communications Strategies Work Group met and revised the strategy of awareness to the targeting audience. The flow of the plan is:

* Focus Groups
  + Employers
    - Engage in the Master Plan & Process
    - Promote & encourage higher education in the workplace
  + Prospects
    - What is important to them
    - What will get their attention
    - How do we create urgency to act
* Statewide Strategic Message (Call to Action)
  + Host Events
    - Fairs/Workshops to inform and support the call to action
  + Toolkits
    - Web landing best practices
    - Targeted press releases
    - Civic presentations
  + Media
    - Public information campaign
    - Colleges social media
    - Interview segments
      * Statewide
      * Local
  + Call Center
    - Well trained neutral employees
    - Just-in-Time facilitation of action steps
  + Interactive Website
    - By category
      * Students
      * Parents
      * Legislators
      * Employers
    - Options
    - Action steps
    - Job connections
    - Close the loop

Short Term Goals

* Campaign Name
  + Laurence Alexander, Heath Waldrop and Judy Williams will present some catchy, attractive names for “The Campaign” at the next meeting.
* Website Outline
  + Jeff Hankins will oversee developing a website outline.
* Plans for developing a marketing/communication toolkit

There was a discussion on the state of Indiana recently announcing their campaign “You Can. Go Back”. The campaign is part of Indiana’s goal to increase the percentage of adults with education beyond high school to 60 percent by 2025.

There was a walk-through of Tennessee Reconnect’s website to retrieve ideas to outline a website. Jeff Hankins will have a website outline for discussion at the next meeting.