Communications Working Group

Working Group Goals

- To share challenges and potential solutions about work in their specific topic area (academic affairs, communications, data, financing/financial aid, and student services).

- To develop a timeline for action, including the development of their state policy/practice maps for Year Two (the beginning stages of these were can be driven by their work plan).
Project Building Blocks

- Execute, monitor and evaluate the communications plan
- Develop a communications plan
- Identify financing and financial aid barriers & solutions
- Conduct audience research
- Define “adult ready” population
- Collect and analyze data on target population (ongoing)
- Identify academic affairs & student service-related barriers & solutions
Common Communication Challenges

- Waiting on info. from other groups (what is the offer?)
- Which media & channels are best?
- Working within budgets
- Messaging: How to sell value of education?
- Need internal communication (coordination & system-wide tracking)
- Statewide, localized or institutional-specific efforts
Shared Best Practices

- Leverage state, institutional & business efforts
- Link majors to high-wage jobs and upward mobility
- Clearly define “ready adults”
- Incentivize ready adults
- Develop statewide group of advocates

Communications Plan
Where Do We Go From Here?

**Overall project goal**
To increase (by # or %) the number of “ready adults” who complete baccalaureate and associate degrees (within each participating state)

**Overall communications goal**
To increase (by # or %) the number of “ready adults” who make inquiries/take steps to their baccalaureate and associate degrees.

How to drive traffic/incentivize audience to take necessary steps to get back into school?
Communications Plan Components

Where is each state?

✓ Clear goal(s)
✓ Identified audience(s)
✓ Audience research
  – Motivated by higher income, upward mobility, opportunity (ROI)
  – Work-life-family balance and juggling is key issue preventing return
  – Finances are second biggest issue preventing return
✓ Targeted messages
✓ Integrated communications plan (strategies and tactics and timeline)
✓ Monitoring and evaluation
Discussion

What do you need to help make this project successful in your state?