Communications Working Group

Working Group Goal

To share challenges, best practices and potential solutions
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?
- Statewide, localized or institutional-specific efforts
- Lack of momentum & continuity in project
- No roadmap: goals, objectives, measurement
- Funding
- Core & companion messages: adult learners are diverse
- Communications Plan
Shared Best Practices

Communications Plan

- Leverage other efforts (state, community institutions & business)
- Clear roles & communications intra and inter working group
- Clear definition of "ready adults"
- Wide (grassroots) partner network
- Audience research
Where Do We Go From Here?

- Stay current with progress of other working groups
- Arrange regular follow-up meetings within your working group
- Identify current state-wide, local and institutional outreach and marketing efforts targeted to your audience(s)
- Develop new partners who can provide communications support/resources
- Create a roadmap for your group with clearly defined roles, e.g., assign a member liaison to each working group
- Begin thinking about your communications goal(s), e.g.,

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

  To increase (by # or %) the retention rate of “ready adults”
Discussion

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