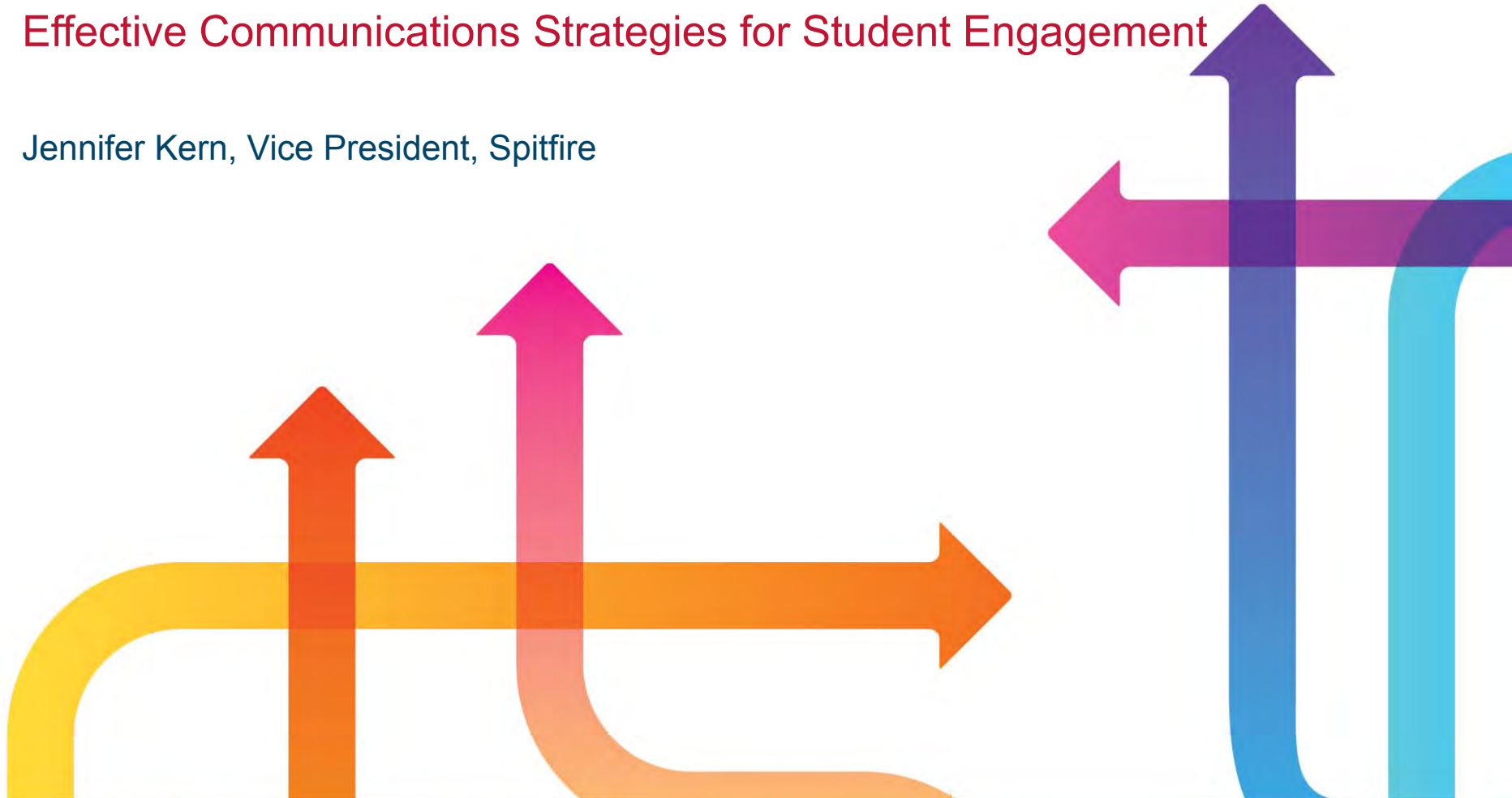


# College Access & Preparation (CAP) Forum

Intersections: Exploring all avenues to help our students succeed

## Effective Communications Strategies for Student Engagement

Jennifer Kern, Vice President, Spitfire



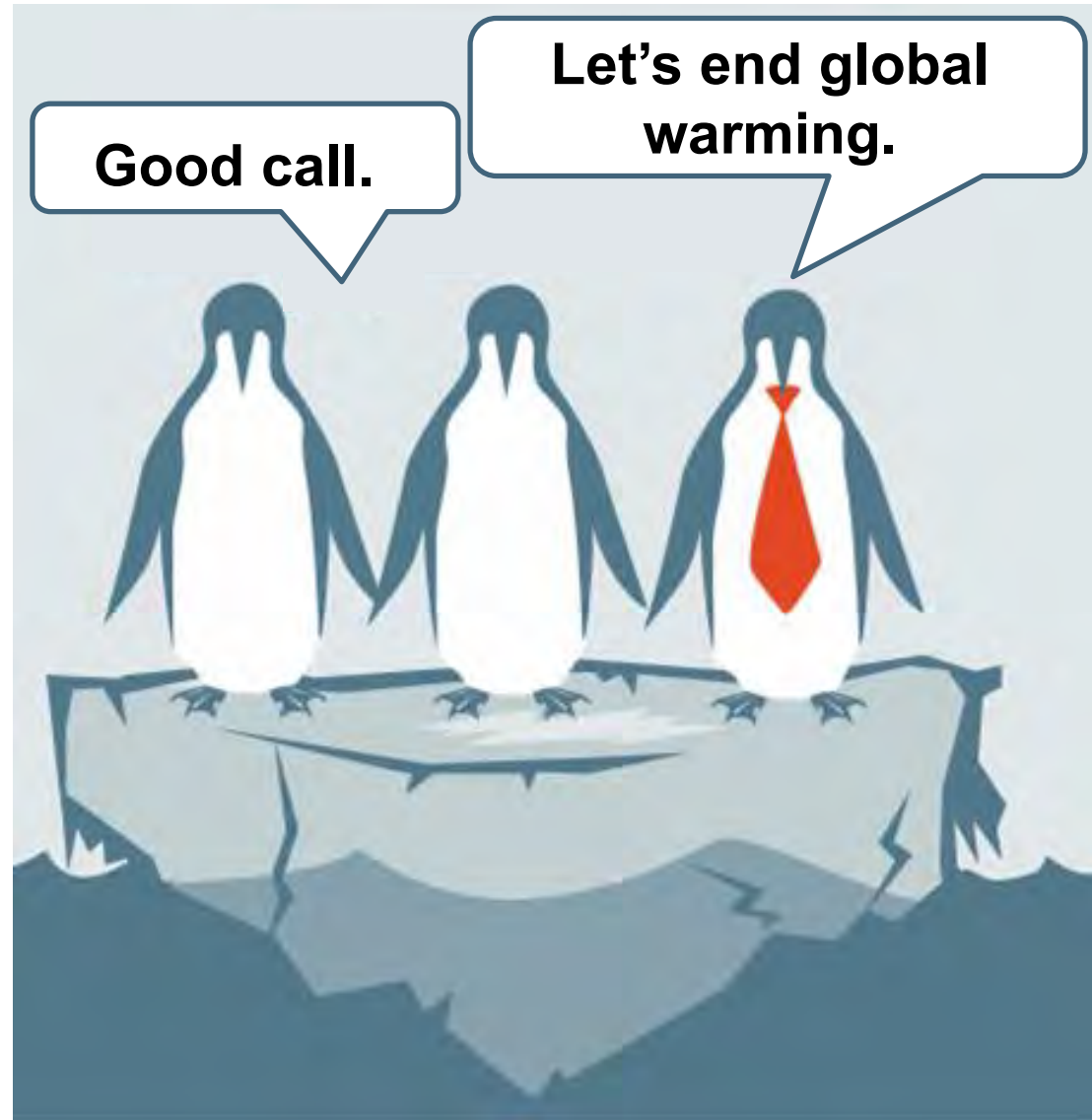
**Think Inside  
the Box....**





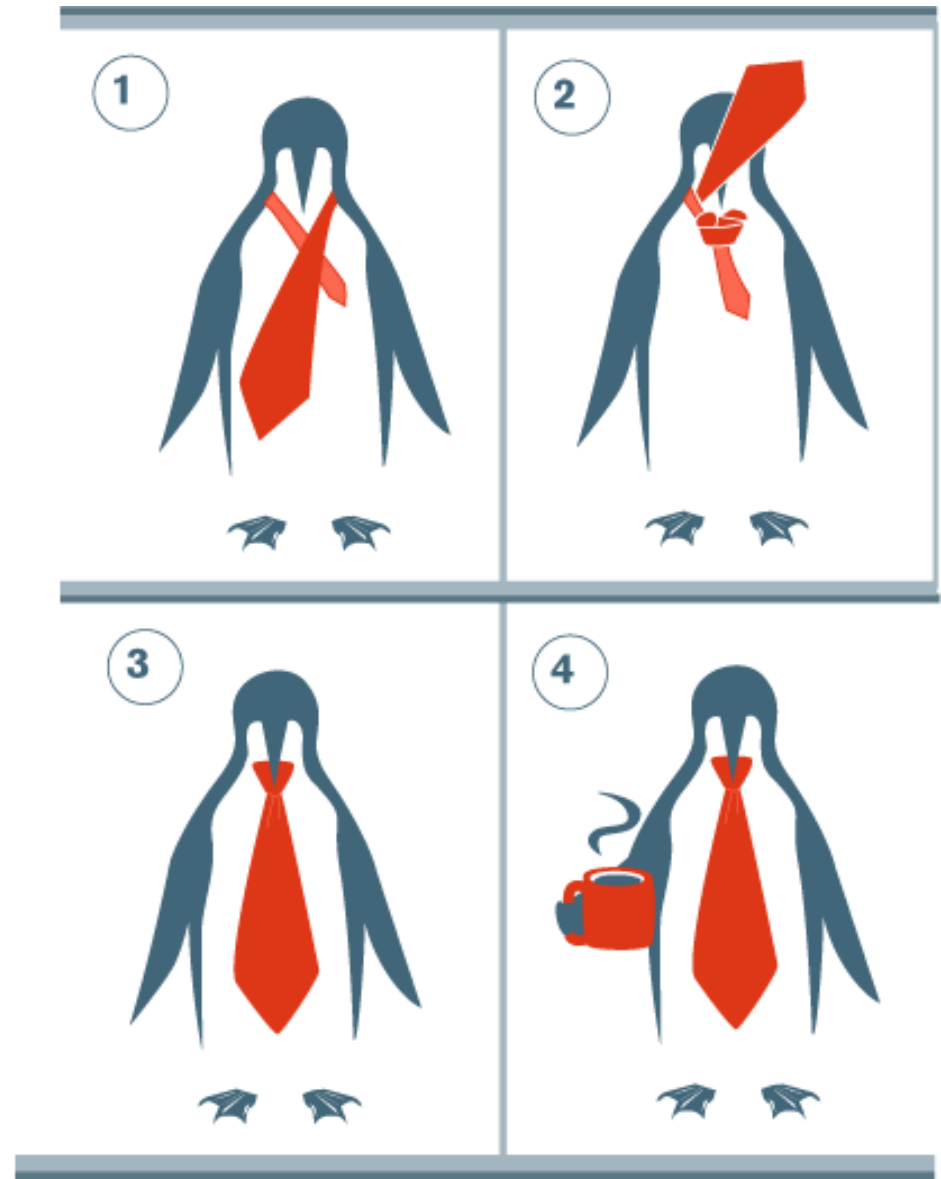
# First Things First

- Start with strategy



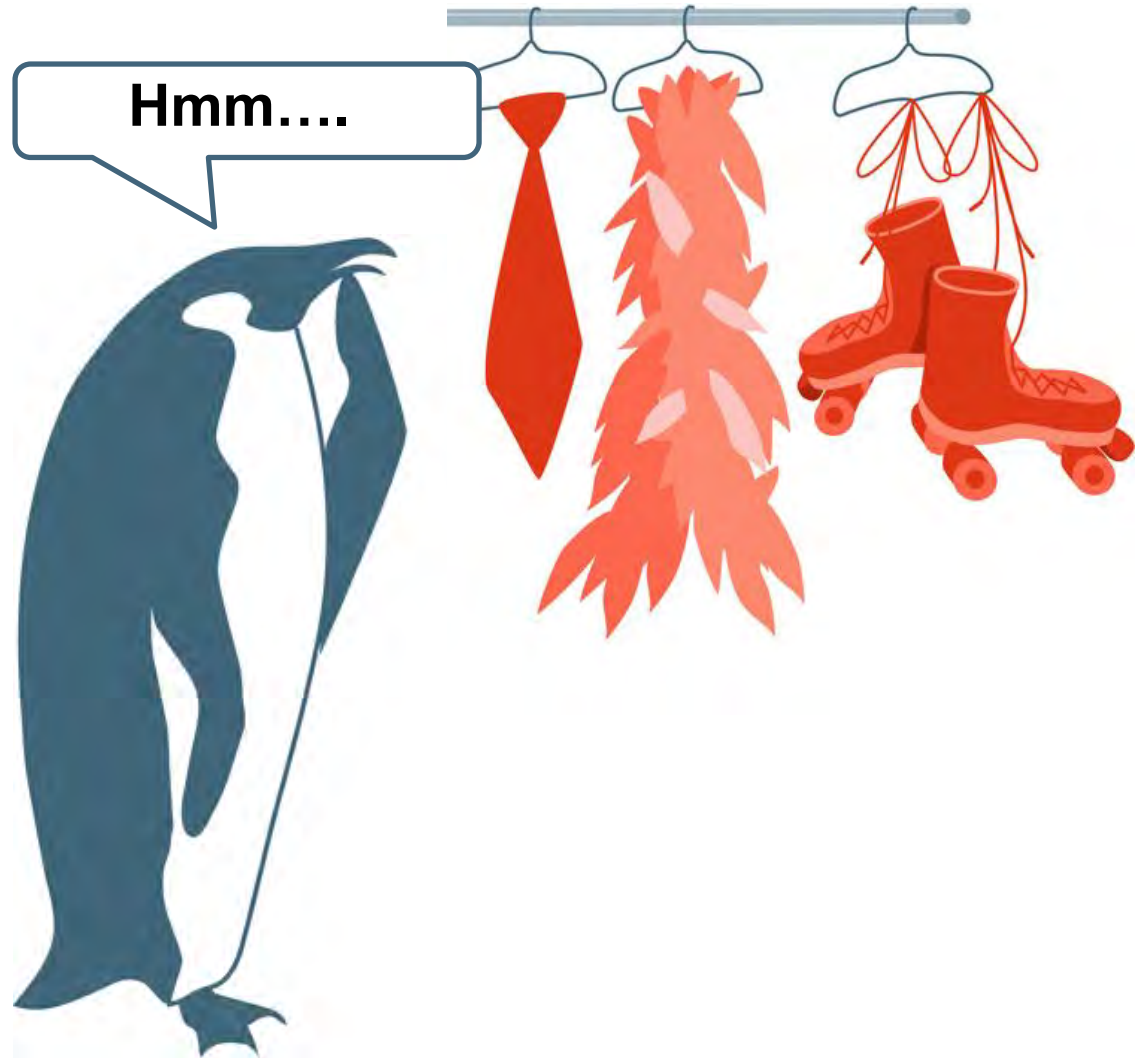
# First Things First

- Start with strategy
- Go in order



# First Things First

- Start with strategy
- Go in order
- **Make choices**



# Laws of Communication

- Perception vs. fact



# Laws of Communication

- Perception vs. fact
- Repetition and consistency

The ice is melting. Be afraid.

The ice is melting. Be afraid.



The ice is a complicated and nuanced issue... it seems to be melting, and I believe it is melting, but let me tell you what I have said in the past about melting and its effects...





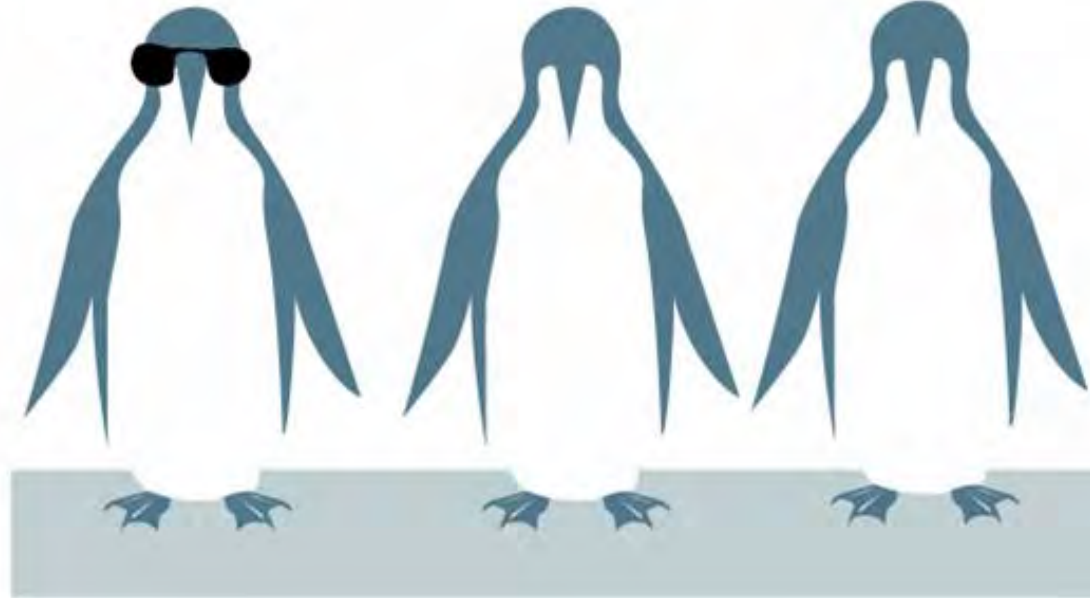
# Laws of Communication


- Perception vs. fact
- Repetition and consistency
- Targeted

I like it hot.



I suppose I never really thought about the temperature.

I love the cold.








Program Decisions





Context





Strategic Choices




Communications Activities



Measurement of Success



Final Reality Check

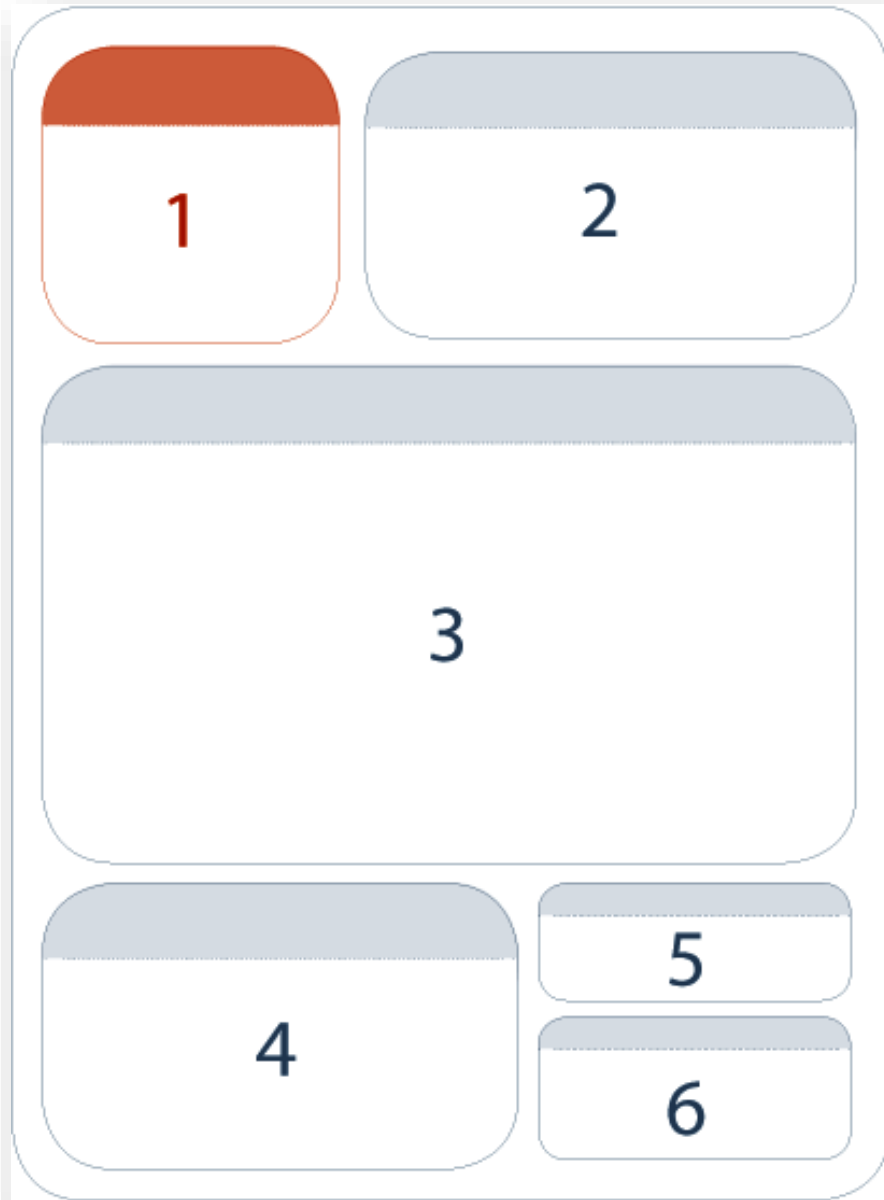


**We have this great idea for an ad campaign featuring washed up celebrity penguins.**



**Hold up peeps, we gotta go in order.**





1

2

3

4

5

6

# Program Decisions



# Goal, Mission & Objectives

## GOAL

**Big, audacious statement about the world you are trying to create.**

---

## MISSION

**Statement of why (and sometimes how) your organization does its work in pursuit of your vision.**

---

## OBJECTIVE

**Element of incremental progress you will use to advance your mission.**

# Setting Objectives

- **S** pecific
- **M** easurable
- **A** ttainable
- **R** ealistic
- **T** ime-bound



# Setting Objectives

- **S** pecific
- **M** easurable
- **A** ttainable
- **R** ealistic
- **T** ime-bound



**Behavior Change**

**Policy Change**

**Fundraising**



# Setting Objectives - SMART or Not?

- **Policy change:** Pass bill to improve access to women's health programs
- **Behavior change:** Increase by 20% the number of speakers at town hall meetings in 2018
- **Corporate change:** Get three companies to change leave policies for women
- **Fundraising:** Raise \$1 million dollars

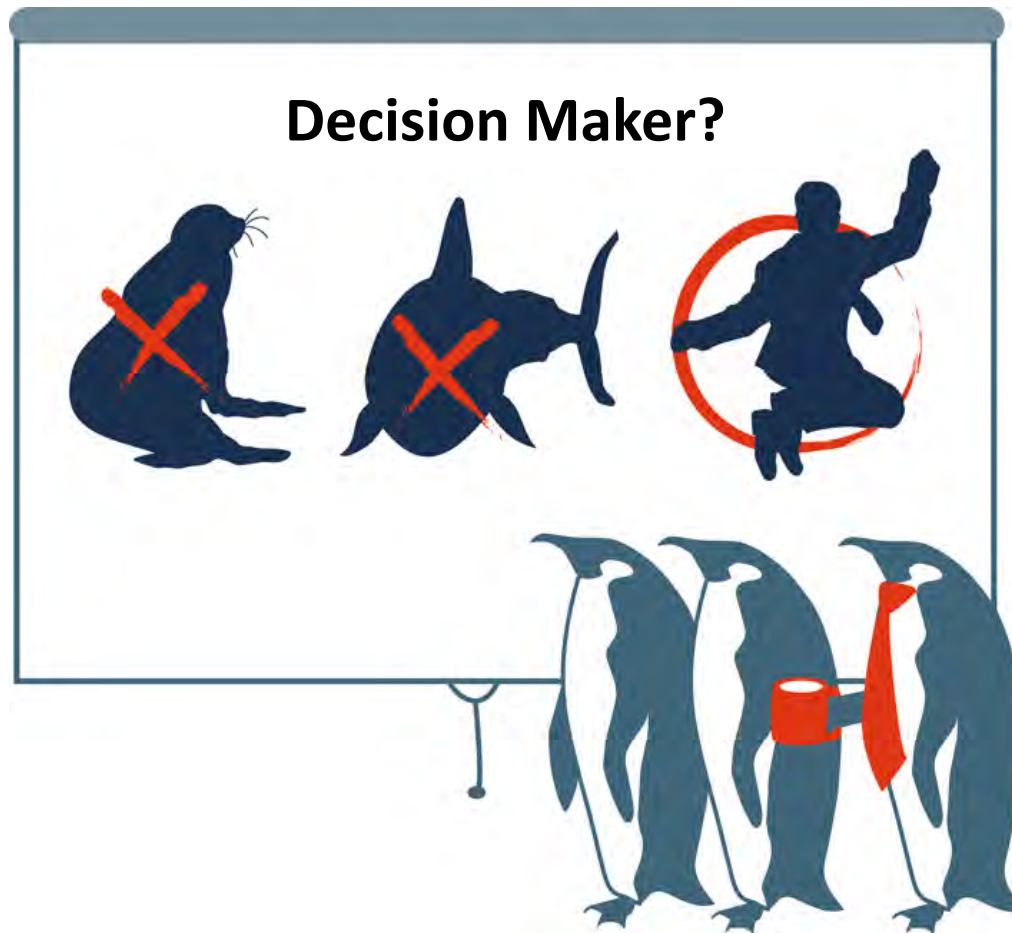
# Washtenaw County Zero: 2016



SHADY.

# Decision Maker

- Who really has the power to help reach your goals?



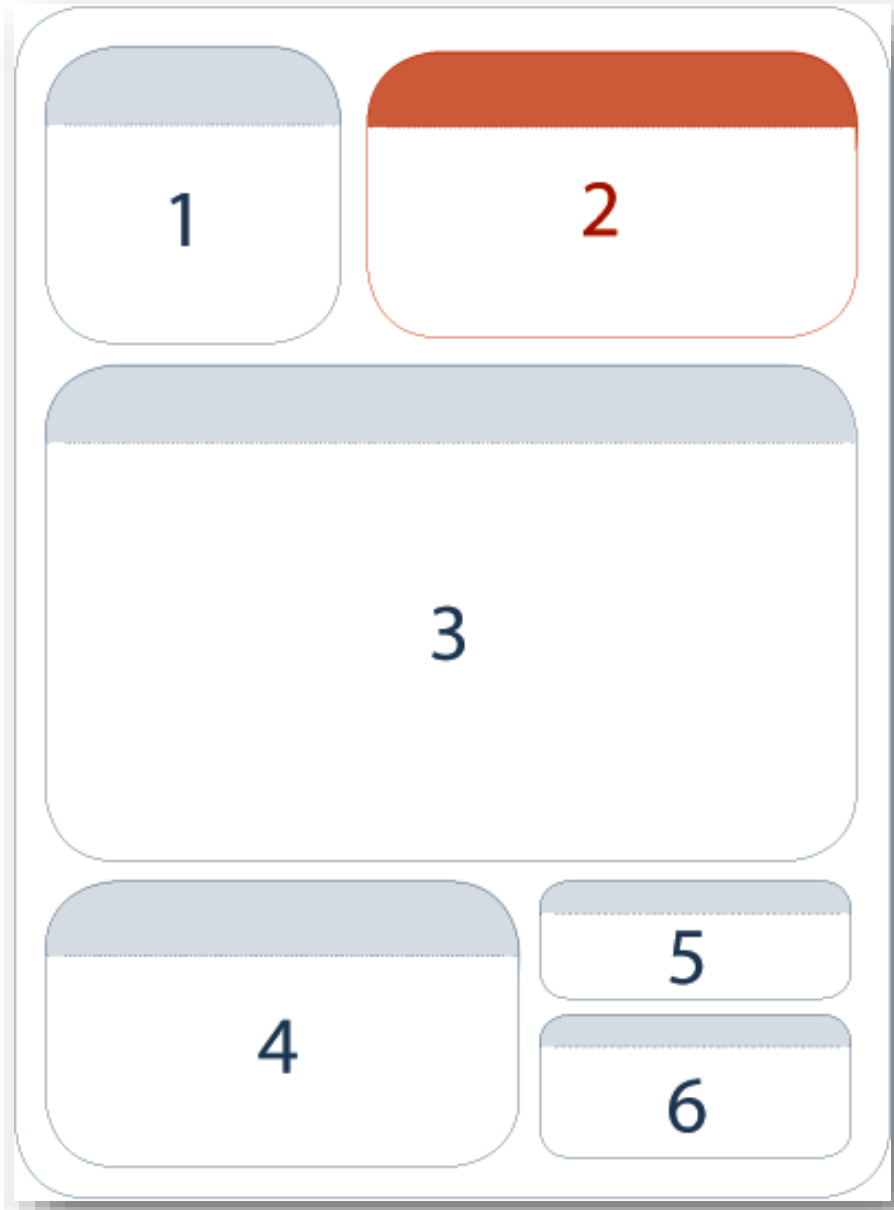
# Arizona State University: Decision Maker



**Your Turn**

**Complete Step  
One of your  
Smart Chart.**





1

2

3

4

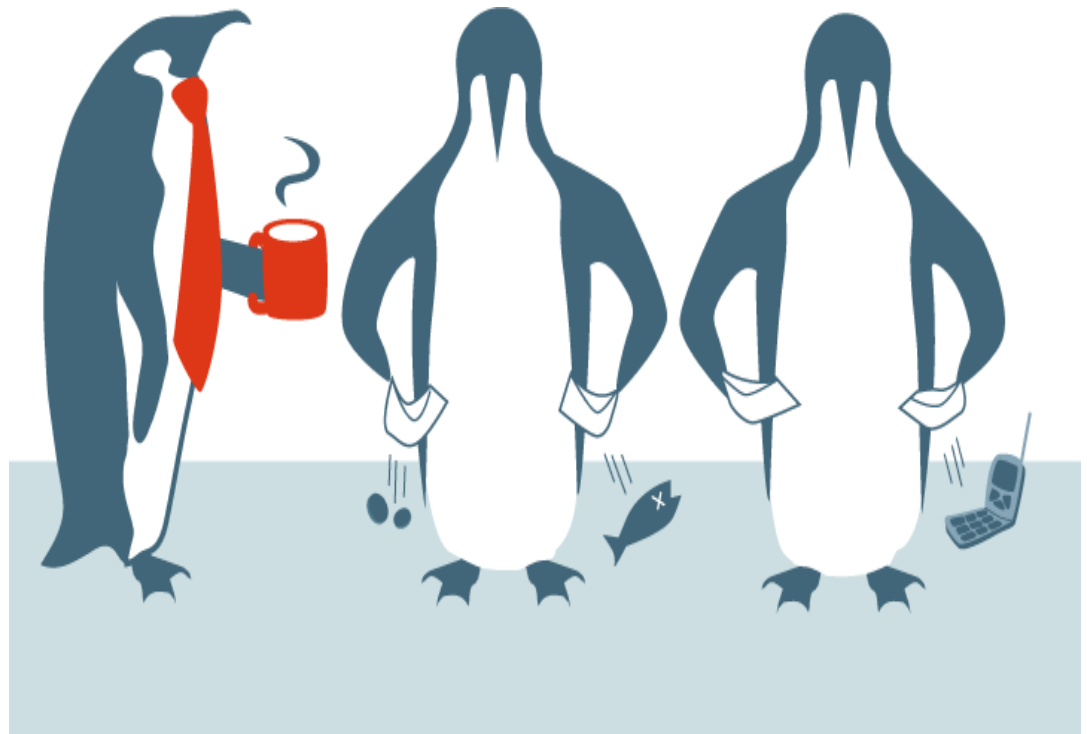
5

6

# Internal Scan

## What do you control?

- Money
- Staff time
- Expertise
- Spokespeople
- Relationships
- Allies & coalitions
- Communications channels



# External Scan

What outside Influences must you consider?

- Planned events
- Opposition
- Competition
- Audience perceptions
- Media coverage
- External forces





# Internal or External?

## **Example A:**

Your organization has strong relationships with the city council, local school board, and mayor's office.

## **Example B:**

Your state has a \$500 million budget deficit and multiple programs are on the chopping block.

## **Example C:**

Your organization has 10 years experience working with the community on affordable housing but now you are launching a new program that few know about focused on bringing financial literacy tutors into low-income neighborhoods.

# Define Your Position

- The 10,000 foot view



# Define Your Position

- **Position 1:  
Frame**



# Transitional Kindergarten

## California's New Kindergarten System: Preparing Children to Succeed

CHILDREN ENTERING  
K-12 SYSTEM IN FALL



4 YEAR  
OLDS



YEAR 1  
TRANSITIONAL  
KINDERGARTEN

YEAR 2  
KINDERGARTEN

Transitional kindergarten is the first year of a two year kindergarten experience for those students who are born between September and December.

# Define Your Position

- Frame
- **Position 2:  
Fortify and  
amplify**





# THIS BUSINESS SERVES EVERYONE

LEARN MORE AND FIND OTHER COMPANIES THAT  
CELEBRATE AN OPEN ECONOMY AT  
[OPENFORSERVICE.ORG](https://openforservice.org)

# Define Your Position

- Frame
- Fortify and amplify
- **Position 3:  
Reframe**



# Paralympics – Meet the Superhumans





**Your Turn**

**Fill out Step  
Two of Your  
Smart Chart.**





1

2

3

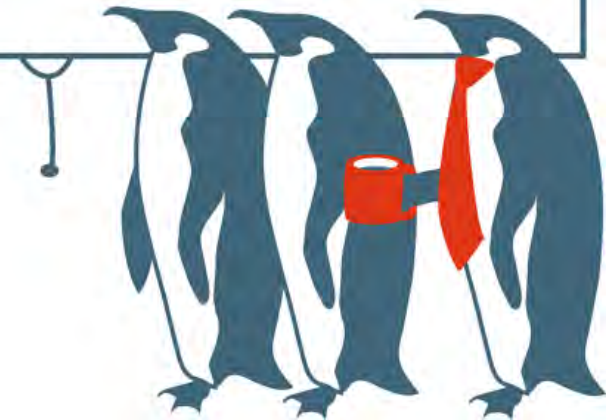
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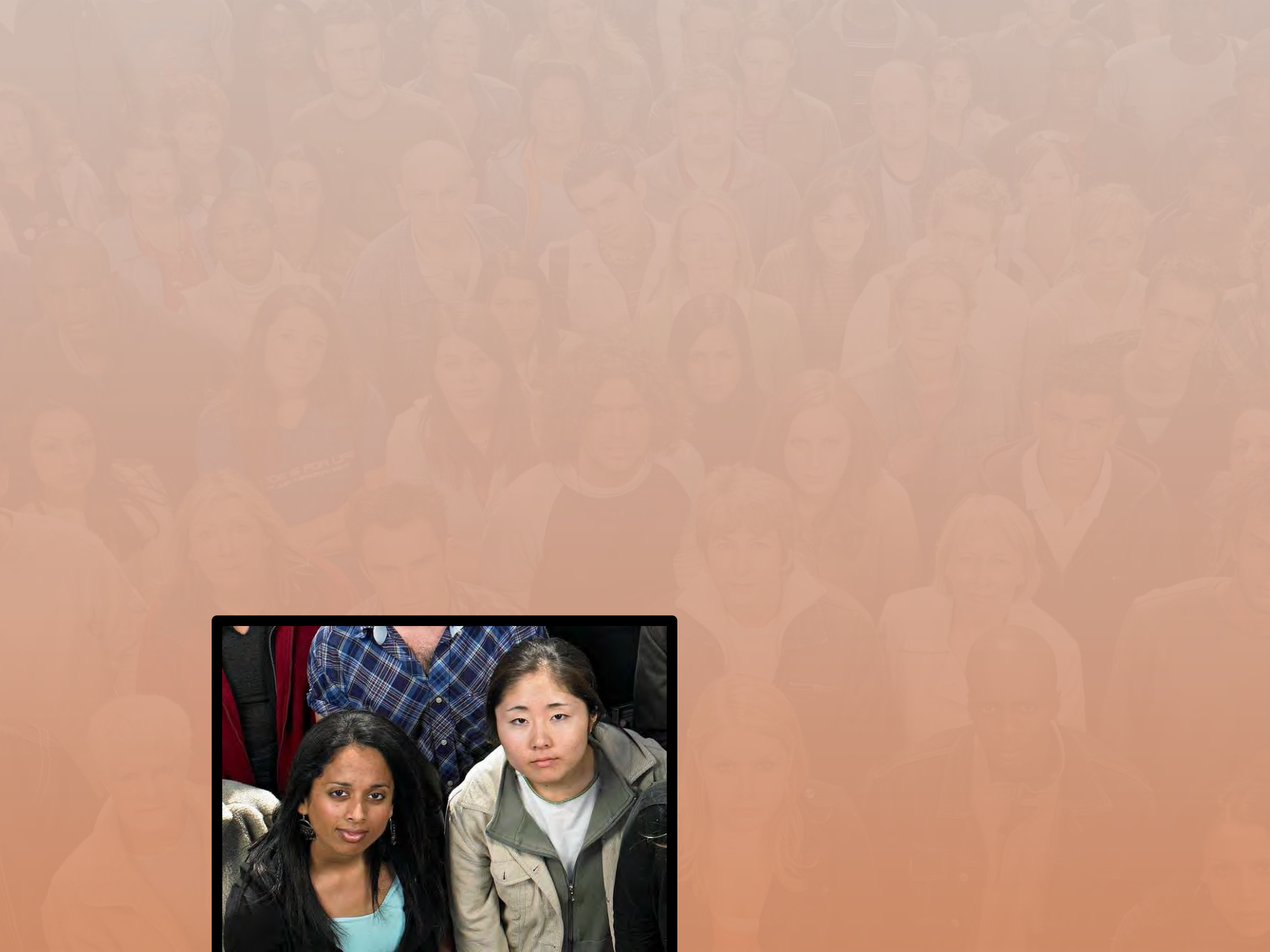
6

# Target Your Audience

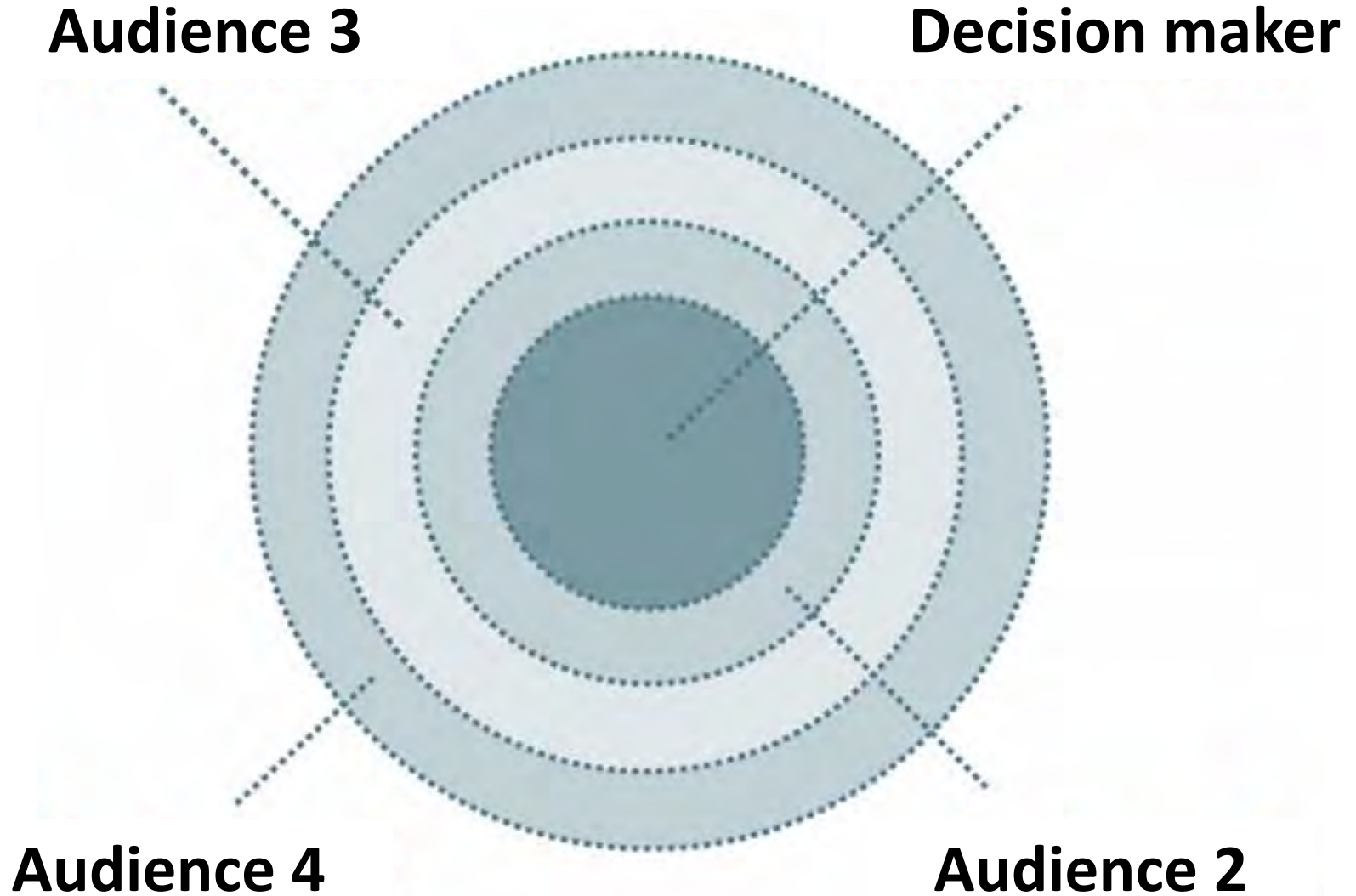
- Who must you reach to achieve your objective?







# Target Your Audience



# Target Your Audience – Questions

1. How close are they to the decision-maker? ✓
2. How easily can we reach them? ✗
3. How ready are they to activate? ✗

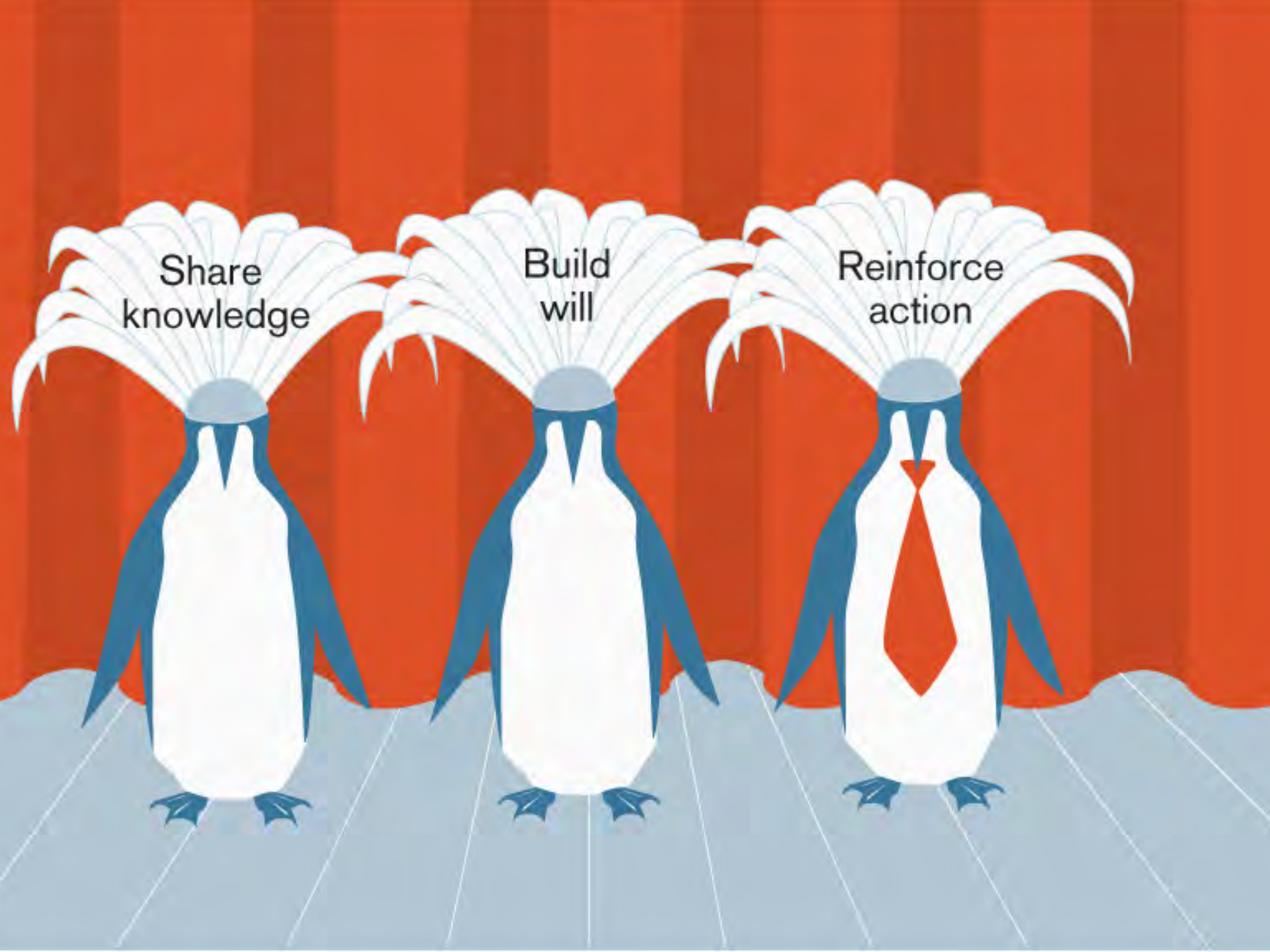


Audience 2



**Ladies and Gentleman,  
are you ready to stop  
global warming?**



An illustration of three penguins standing on a stage. Each penguin has a large, white, fan-like crest on its head. The penguin on the left is labeled 'Share knowledge', the middle one 'Build will', and the right one 'Reinforce action'. The penguin on the right is also wearing a red tie. The background is a red curtain, and the floor is a light blue stage with white lines.

Share  
knowledge

Build  
will

Reinforce  
action



Share  
knowledge

## SHARE KNOWLEDGE

- Doesn't know information
- Knows but doesn't care
- Knows but doesn't believe

# 100%

**OF STUDENTS SHOULD APPLY FOR  
THE MORE THAN 24 BILLION DOLLARS  
WORTH OF UNUSED FINANCIAL AID.**



**FILL OUT THE FAFSA AT [FAFSA.GOV](https://fafsa.gov)**

*FORM  
YOUR  
FUTURE*

**0.000014%**

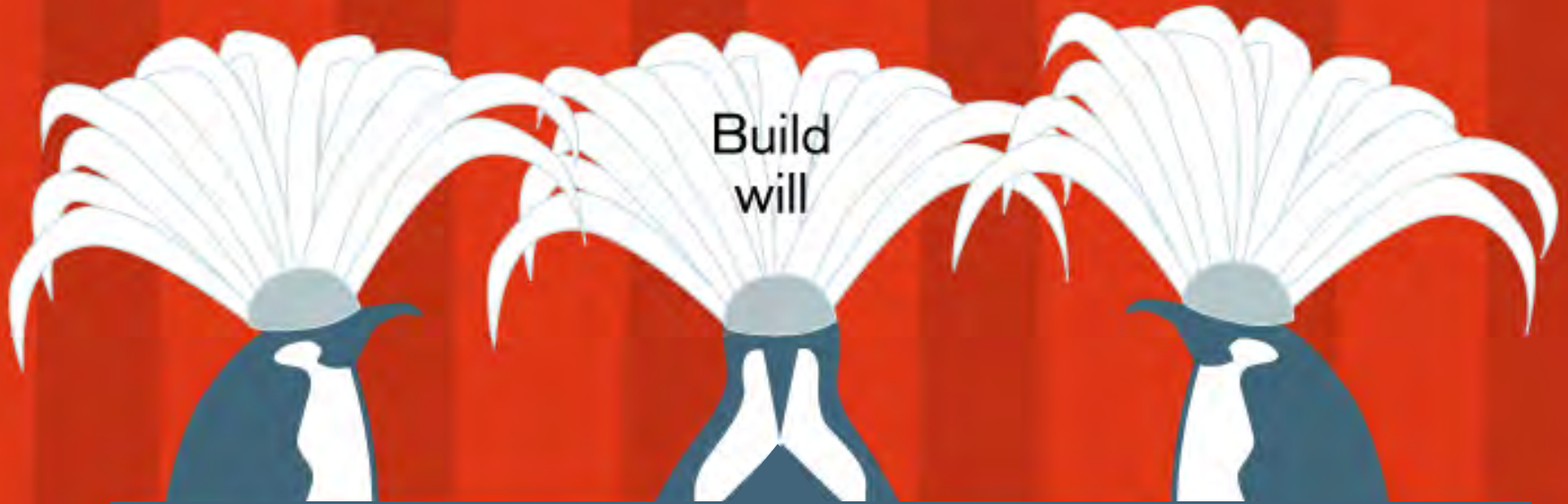
**CHANCE OF WINNING THE LOTTERY**

**85%**

**CHANCE OF GETTING  
MONEY FOR COLLEGE**



More than 20 percent of California community college students who are **eligible** and **successfully apply** for financial aid still do not receive Pell Grant aid.



## **BUILD WILL**

- Know what their barriers are
- Stay in the comfort zone
- Make the reward bigger than the risk

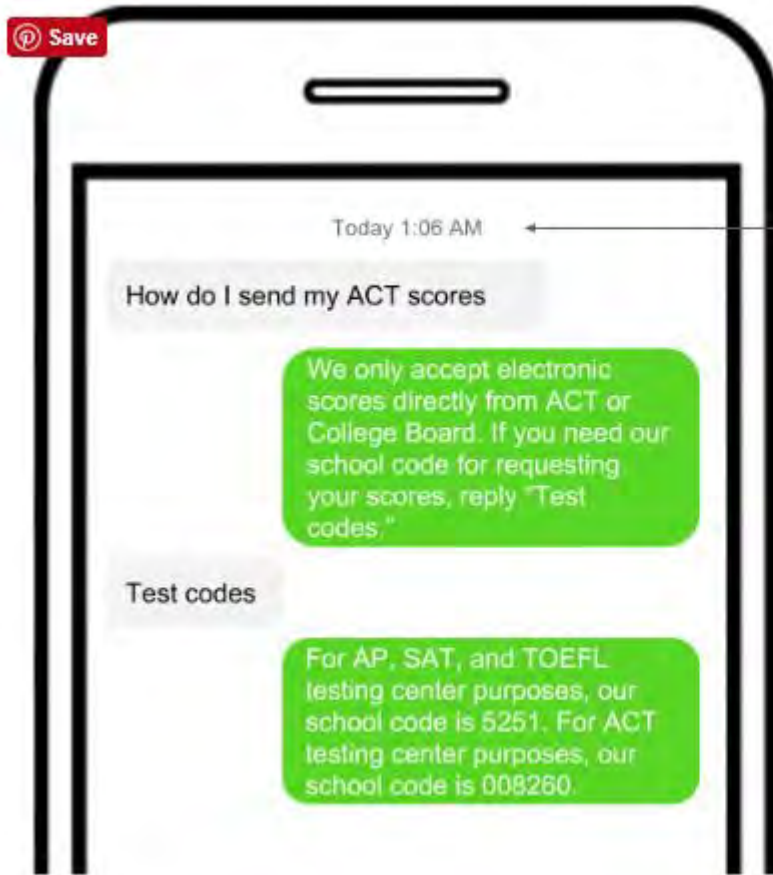
**The story behind**

---

# Reducing Summer Melt



# Georgia State “Pounces” on Summer Melt



Answering questions  
at 1 AM





# REINFORCE ACTION

- Pat on the back
- Convey win

Reinforce  
action






Ethar El-Katatney  
@etharkamal

Follow

Blood donors in Sweden get a text message whenever their blood saves someone's life [independent.co.uk/news/world/eur](https://www.independent.co.uk/news/world/eur) ... (h/t @tarek)



 The Independent



[Blood donors in Sweden get a text each time they save someone's life](#)

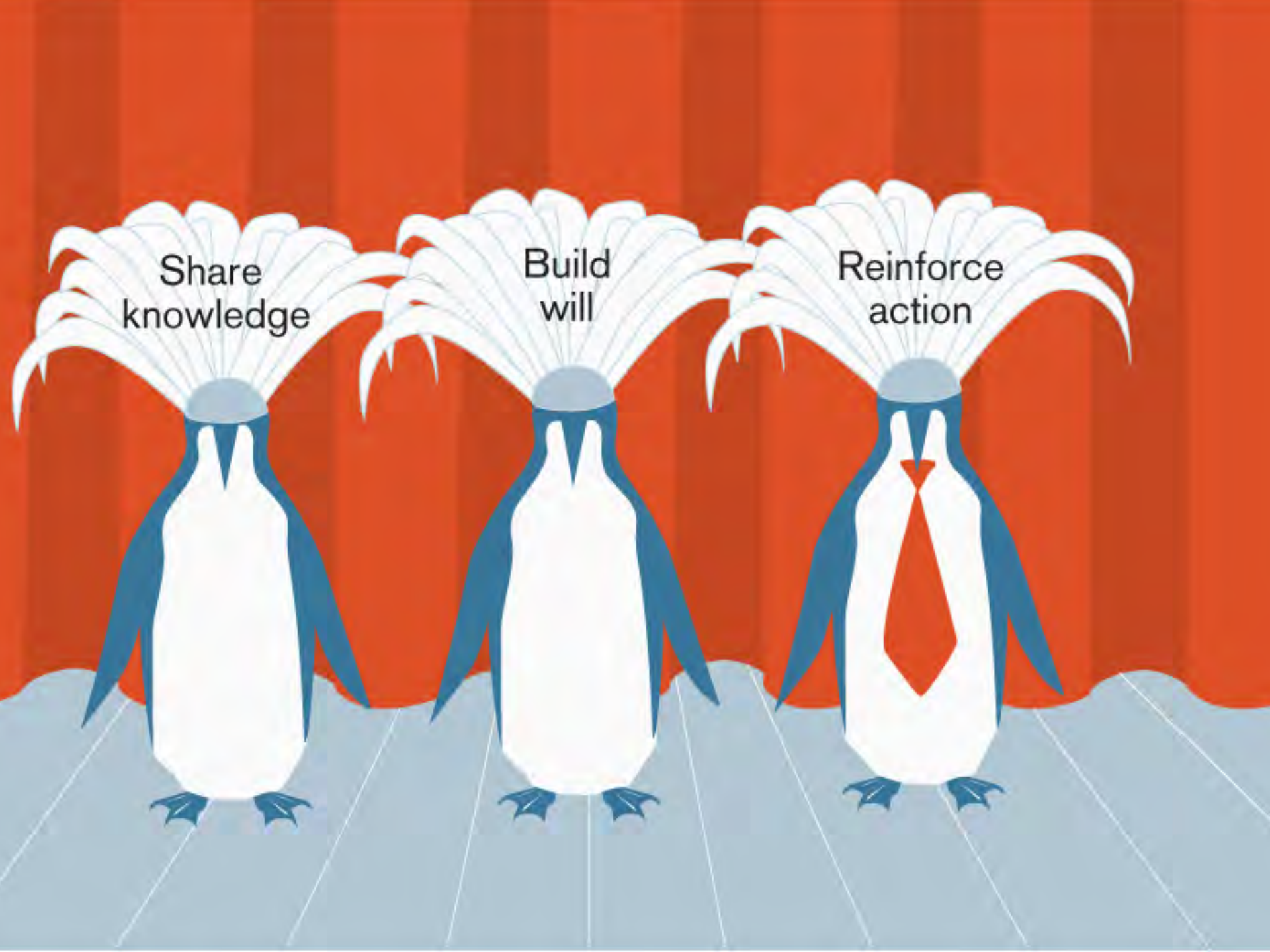
With blood donation rates in decline all over the developed world, Sweden's blood service is enlisting new technology to help push back against shortages.

[View on web](#)

Share  
knowledge

Build  
will

Reinforce  
action



**Your Turn**

**Complete  
Boxes 1-3 of  
Step 3**



# Message



# Core Concerns

- What do **THEY** care about?

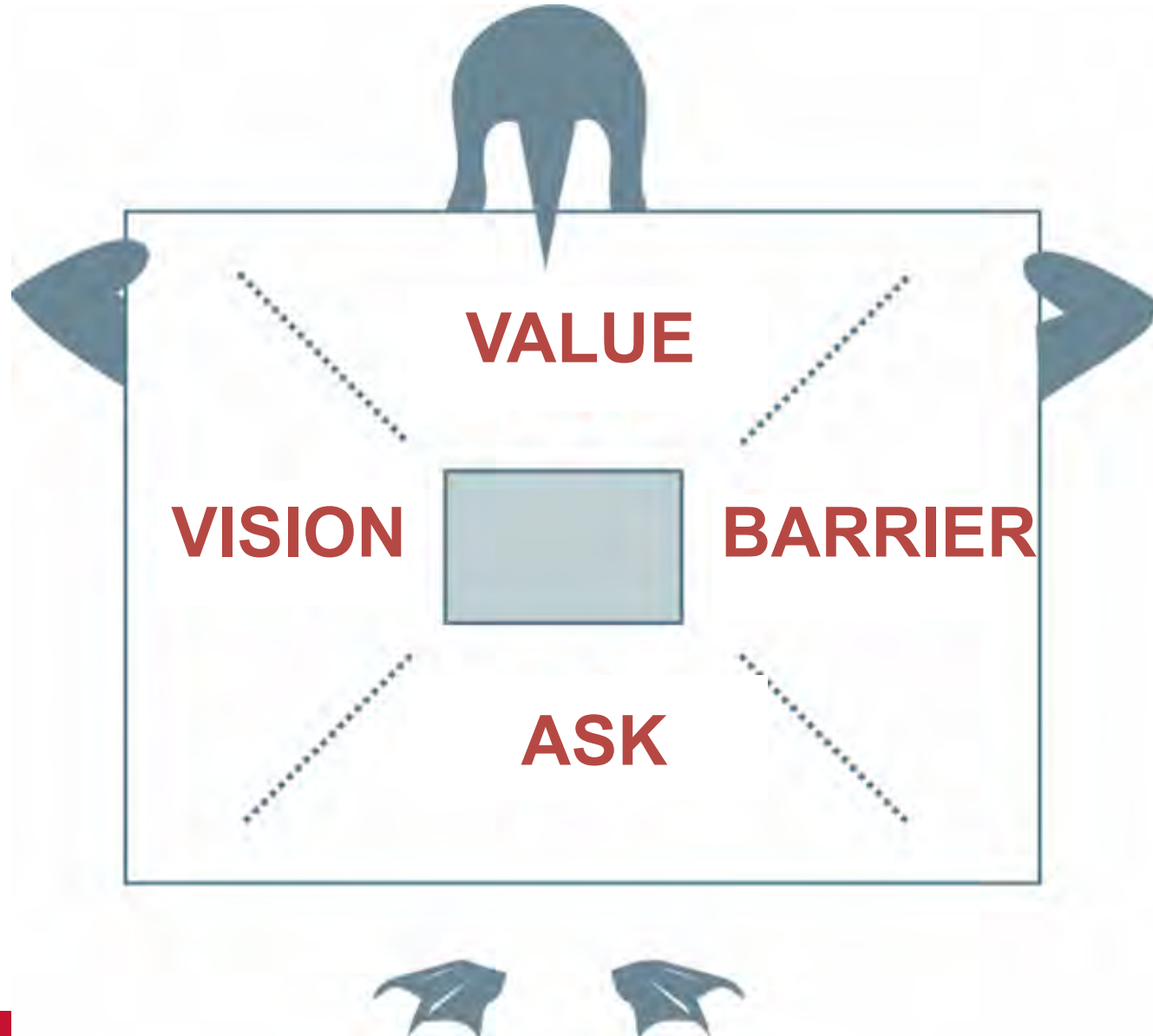


# Core Concerns

- Tap existing values
- “Big” values vs. “small” values



# Message







# United States Army Fort Lee

Professional  
**SOLDIER**  
**ATHLETE**  
**HERE IT'S NOT A GAME**

# Barrier

Applying for college can be daunting, especially if one is not from a wealthy family—the sticker price alone is enough to dissuade many students from applying—or if one is the first in the family to attempt to get a postsecondary education.

The University of California Stands Out Among Top Schools When It Comes to Serving Poor Students, The Atlantic, May 1, 2018.

# Overcome the Barrier

“We explain to them that a family with an income of \$80,000 or below is not going to pay tuition at the University of California,” Gullatt said. “That often unlocks the door for families who realize that UC is within their reach financially as well as academically.”

The University of California Stands Out Among Top Schools When It Comes to Serving Poor Students, The Atlantic, May 1, 2018.

# MYTH

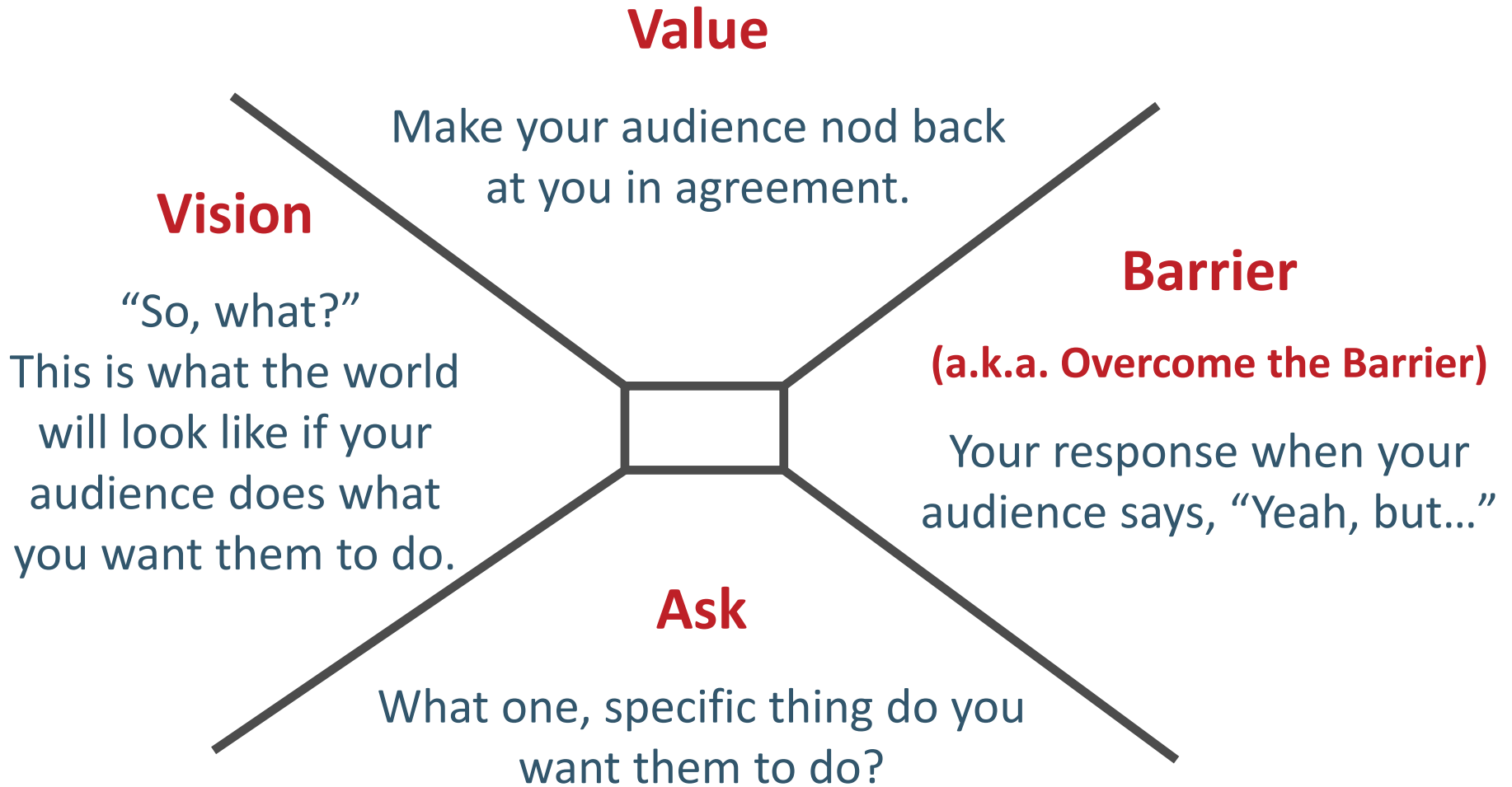
SNAP creates a dependency.

# FACT

Receiving benefits from the Supplemental Nutrition Assistance Program (SNAP formerly food stamps) hardly enables anyone to live well. The average benefit equates to roughly \$1.40 per day per meal. In most cases, the money runs out before the month ends—typically after only three weeks—forcing families to rely on charity to eat.

Source: Mazon, *8 Myths About Hunger in America*

# Message Box



# Message Box

Innocent people should  
not be wrongfully  
convicted and sentenced  
to die.

Then we'll have a  
more fair justice  
system.

More than  
100 have  
since 1976.

Provide DNA testing to all  
accused of a capital  
crime.

# Four Sins of Message



**The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.**

# Four Sins of Message

- **MEGO**

Charismatic  
Megafauna





# Four Sins of Message

- MEGO
- **Literally literal**

# Four Sins of Message

- MEGO
- **Literally literal**

Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.

# Four Sins of Message

- MEGO
- Literal sclerosis
- **Statistical overload**



# Mass Deportation

**FWD.us** @FWD\_us · 33s

**FWD.us** Dallas Cowboys stadium = 80,000 people. Mass deportation would fill the stadium 2x a week. Each week. For 18 months. #SuperTuesday 🇺🇸 #Texas



# Four Sins of Message

- MEGO
- Literal sclerosis
- Statistical overload
- **Lack of narrative**

The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.

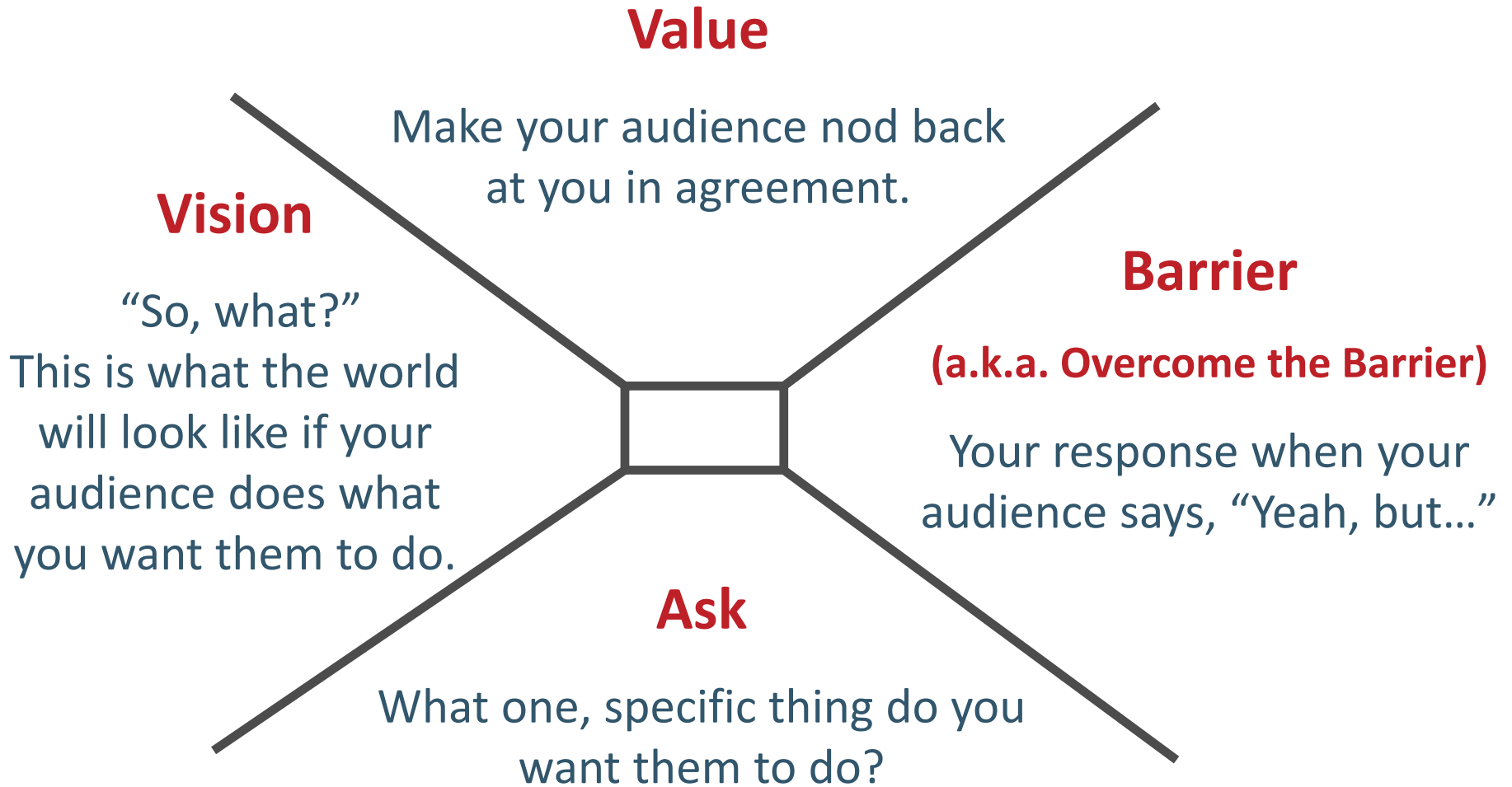


**Your Turn**

**Complete at  
least one set of  
messages.**



# Message Box



# Messengers

I have the most credibility.

Good call.





# First-generation students at the University of California



**Your Turn**

**Who is the best person to deliver your messages?**





1

2

3

4

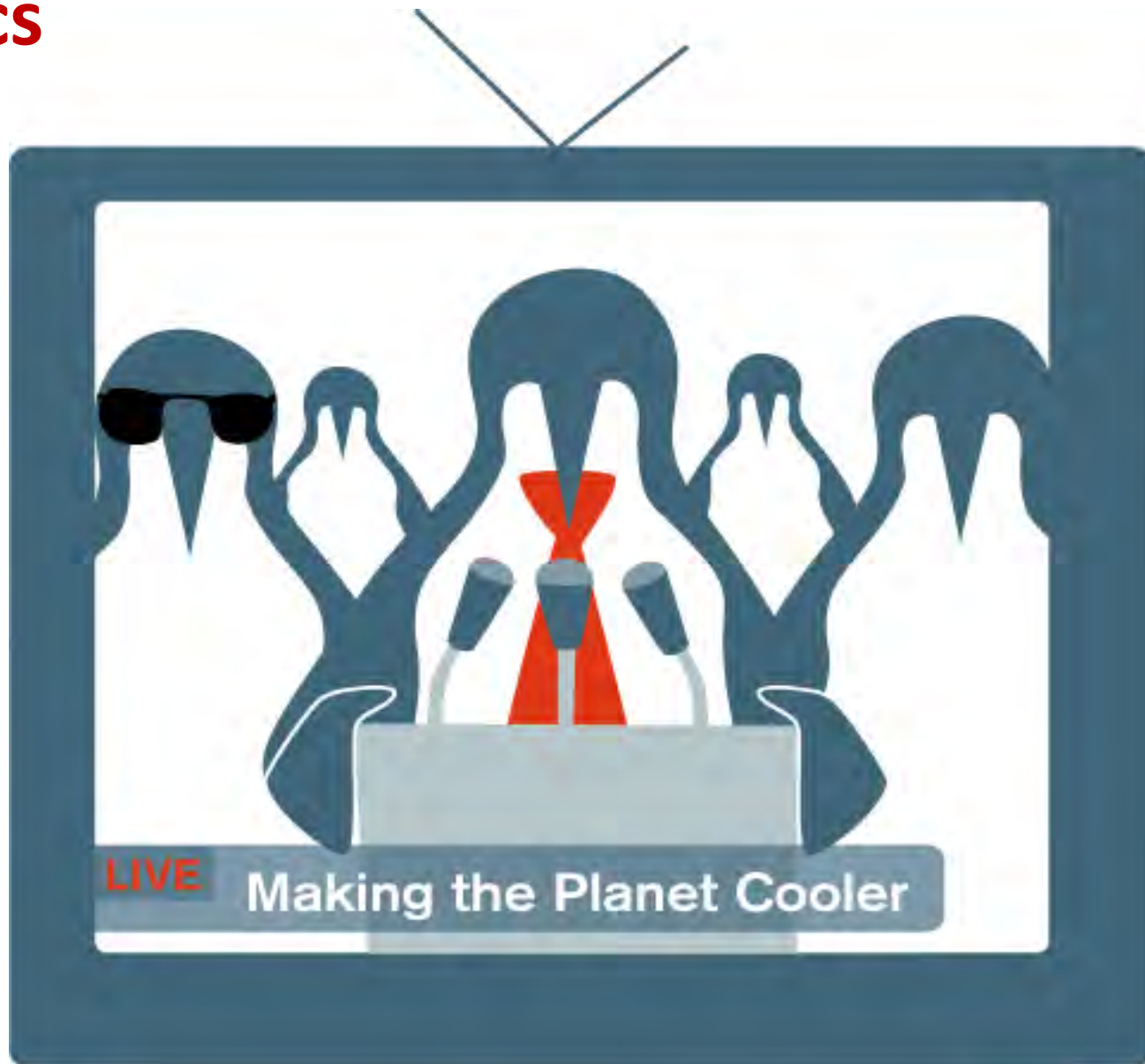
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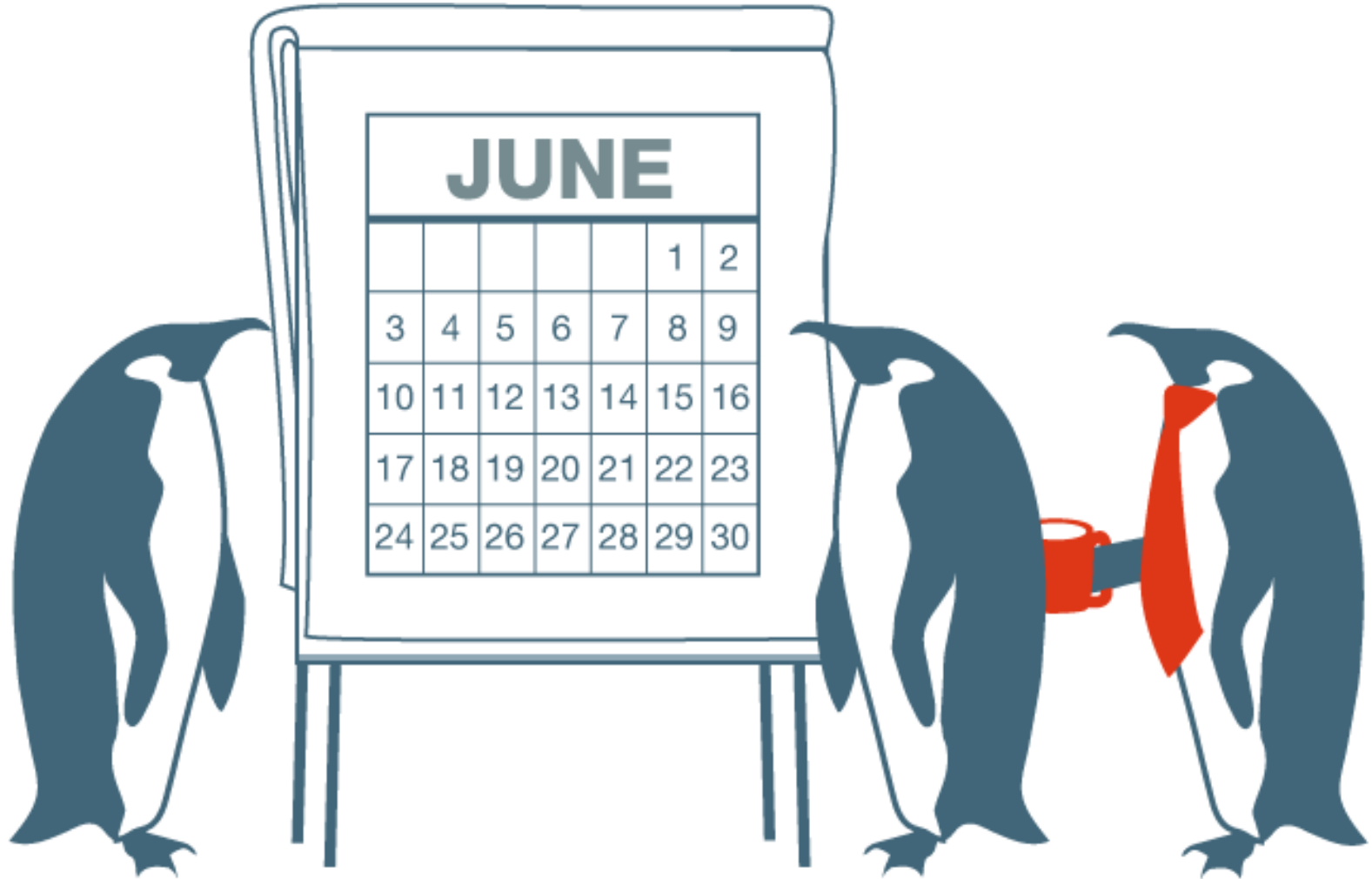
# Communications Activities



# Tactics



# Timing





You can't get  
**FINANCIAL AID**  
if you don't  
**APPLY**



# Assignments

I'll make the pitch calls.

| JUNE |    |    |    |    |    |    |
|------|----|----|----|----|----|----|
|      |    |    |    |    | 1  | 2  |
| 3    | 4  | 5  | 6  | 7  | 8  | 9  |
| 10   | 11 | 12 | 13 | 14 | 15 | 16 |
| 17   | 18 | 19 | 20 | 21 | 22 | 23 |
| 24   | 25 | 26 | 27 | 28 | 29 | 30 |

I'll write the press release.





# Assignments

| Date  | Activity     | Assets/Tools  | Point Person | Evaluation  |
|-------|--------------|---|--------------|---|
| 12.18 | Twitter chat | Three share graphics, reference sheet with citations on three major statistics, chat leader, chat participants, hashtag | Carol        | TBD participants, questions and follow-up actions |
|       |              |   |              |   |
|       |              |   |              |   |

# Budget

That's all we've got?



1

2

3

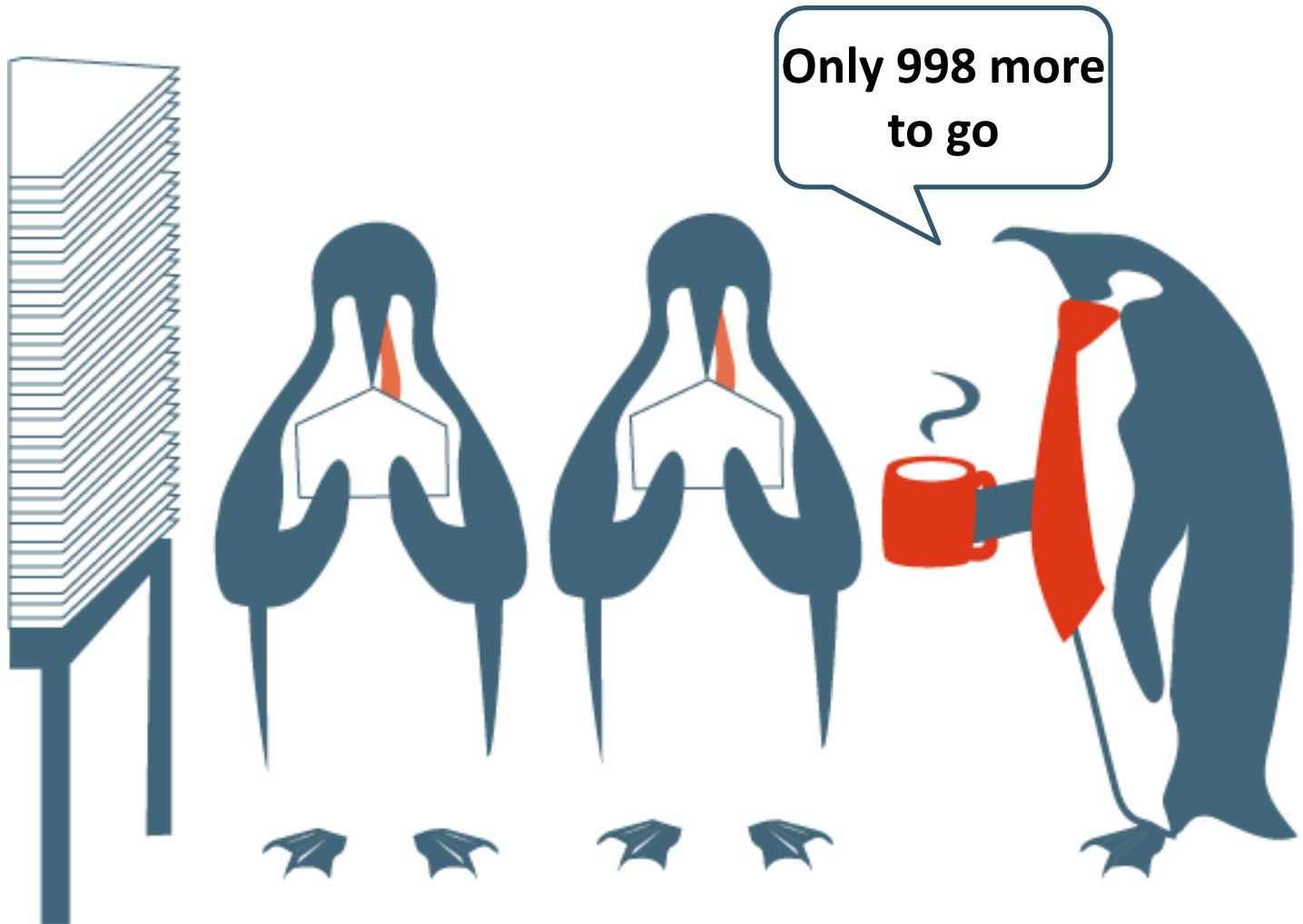
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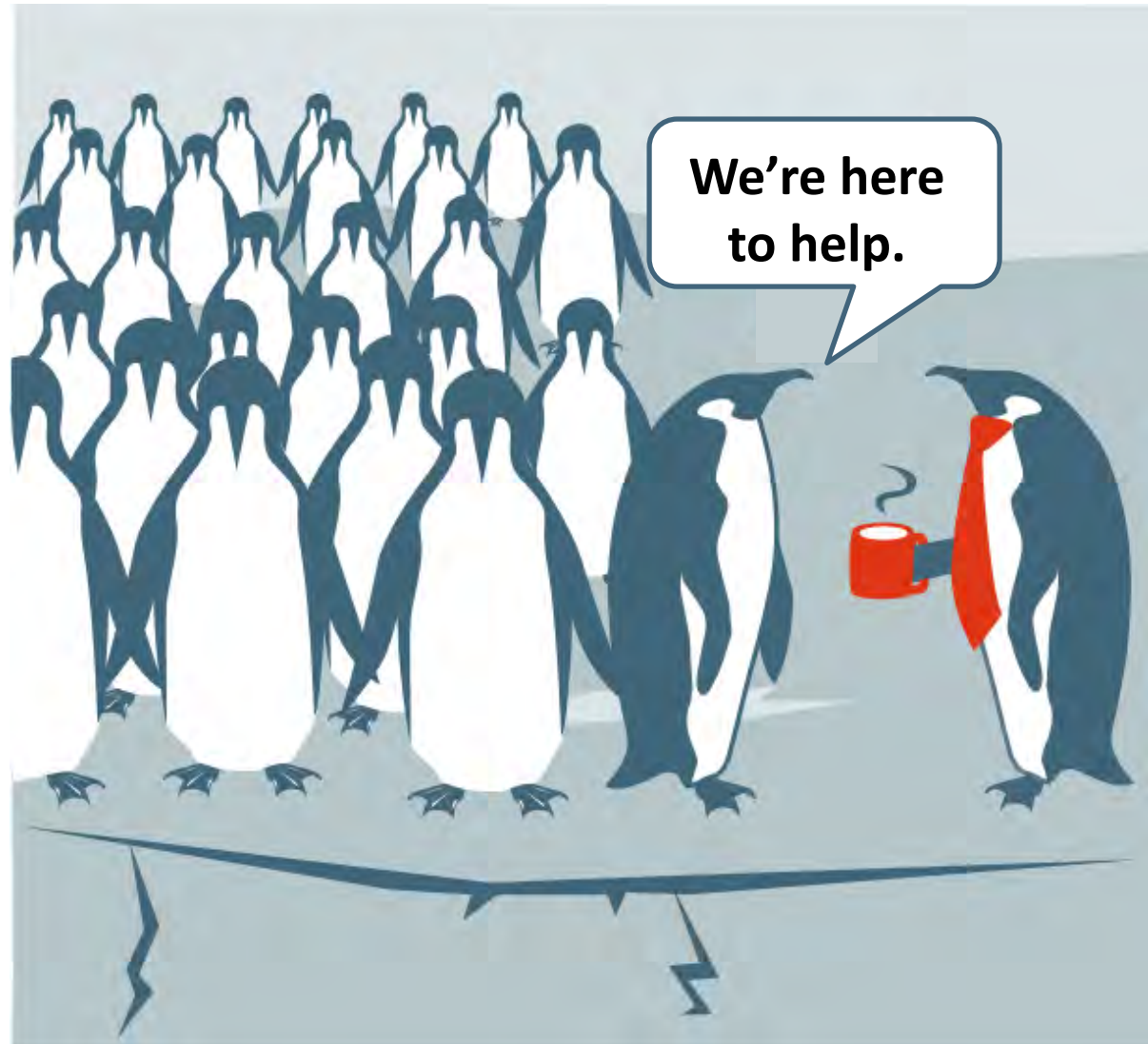
# Benchmarks for Success

- **Outputs**



# Benchmarks of Success

- Outputs
- Outcomes



# Output or Outcome

1. A policymaker calls your office to request a briefing on research results. **Outcome**
2. Your organization is quoted in one news story each month about clean energy issues. **Output**
3. 5000 emails explaining a new program are sent to donors and supporters. **Output**
4. There are 100 requests for program info from homeowners in the first quarter of the year. **Outcome**
5. 75% of community service centers are using your guidance to inform people about resources and programs. **Outcome**

**Your Turn**

**Work  
Steps 4 and 5.**





1

2

3

4

5

6



# Reality Check

- Doable



# Reality Check

- Doable
- **Look for inconsistency**

**That doesn't  
match.**



# Reality Check

- Doable
- Look for inconsistency
- **Test assumptions**

What makes  
you think  
that's going to  
work?



# Reality Check

- Doable
- Look for inconsistency
- Test assumptions
- **Integrate into overall plan**

**How does this  
link to the  
plan?**



# Reality Check

- Doable
- Look for inconsistency
- Test assumptions
- Integrate into overall plan
- **Review progress regularly**

When do we check in next?



**Any  
Questions?**





and one more thing...

# Thank you!



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