50,000 additional low- and moderate-income students at the top US colleges and universities by 2025

ATI Spring 2018 Communications Update Webinar

#ActivateTalent
A Roadmap for Our Discussion:

- **Introductions**
  - About the American Talent Initiative
  - The ATI Communications Campaign and #ActivateTalent
- Resources
- Key Dates and Next Steps
- Q&A

50,000 additional low- and moderate-income students by 2025
Introductions: The ATI Team

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ATI’s Theory of Change: Achieving More Together Than We Could Alone

Organizing for Action:
An institution-led initiative...
Presidents
Senior Leaders
Communications
Institutional Research

...supported by research organizations...
Research ● Tracking ● Convening ● Coordination
Communications

...and our philanthropic partner

The Path to 50,000:
Three Pillars to ATI’s Approach

1. Committing to Visible Goals
2. Facilitating Research & Knowledge Sharing
3. A Sustained National Communications Campaign
Explaining ATI’s National Goal

Members commit to the overarching goal of 50,000 additional low- and moderate-income students enrolled in the 290 US colleges and universities with the highest graduation rates by 2025.

ATTRAICT | ENROLL | GRADUATE

50,000
more lower-income students by 2025

+50,000 Students

2012-13 | 2025-26

Total Lower-Income Student Enrollment*

*Illustrative example using Pell recipients as a proxy for lower-income students
Our Steps to 50,000: Our Shared Path Forward

1. Committing to Visible Goals
   - Goal Setting through the Collective Impact Framework

2. Facilitating Research & Knowledge Sharing
   - Creating a vibrant practice-sharing community

3. Sustained National Communications Campaign
   - Maintain a **steady drumbeat**
   - Uniting leaders around a **common message** of increased opportunity
   - **Influence institutions** both in & outside of ATI to amplify impact
Core Institutional ATI Contacts

President and Assistant(s)
- Attend annual ATI Presidential Summit
- Weigh in on high-level ATI decision making
- Set increased opportunity as a campus priority
- Unite other leaders around the cause

Communications Lead
- Champion the campus internal and external comms
- Weigh in on ATI communications campaign strategy
- Access to President’s Office to facilitate media opportunities
- Contribute to comms practice-sharing community

Senior Leader Main Point of Contact
- Champion the campus goal-setting process
- Attend ATI in-person/virtual convenings
- Access to President’s Office to discuss strategy
- Weigh in on practice-sharing community decisions

Institutional Researcher
- Coordinate annual data reporting
- Contribute to ATI data working groups
- Weigh in on potential research opportunities
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Amplifying Our Impact Through a Sustained National Communications Campaign

Maintaining a Steady Drum Beat and Activating the Voices of the Presidents

- Creating media opportunities around
  - Stories of institutional and collective progress
  - National trends in higher ed
  - Convenings and events
  - Research

- Facilitating Op-Ed contributions from ATI member presidents

- Supplying and amplifying social media content

- Aspen/Ithaka/SKDK will support efforts by coordinating national and regional communications

- ATI Institutions will coordinate local media outreach

- Sharing best practices and insights through a quarterly newsletter

Highlights from Our National Campaign

5

Public announcements generating more than 100 original news stories, including recent coverage ATI member expansion.

30→100

Announced membership growth, yielding a story on NPR and 15 original local and higher ed news stories

5.8M

People reached through #ActivateTalent student story campaign

5

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ATI’s Collective Work in the News

**NPR**

*100 Top Colleges Vow To Enroll More Low-Income Students*  
*April 18, 2016*  
*3:54 PM ET*

**Education Week**

*Colleges Expand Commitments to Recruit Underserved Students*  
*December 7, 2017, 8:12 PM*  
*No comments*

**The New York Times**

*A Welcome College Diversity Push*  
*David Leonhardt*  
*OED. 7, 2017*

**The Washington Post**

*Princeton, Others Aim to Accept More Low-Income Students*  
*Program backed by Bloomberg Philanthropies wants to add 50,000 low- and moderate-income students to elite schools*

**Diverse Issues in Higher Education**

*ATI Commits to Enroll and Support High-Achieving, Low- and Moderate-Income Students*  
*December 13, 2017*
Working Together to Increase Opportunity

Through joint op-eds, on-campus events, and interviews

Increasing access for low-income students at our nation’s top schools

BY PETER BALOEY AND GREGORY L. FENWICK, OPINION CONTRIBUTORS -- 02/28/18 06:30 AM EST

The views expressed by contributors are their own and not the view of The Hill.

Important National conversation on enrolling & graduating more low/moderate income students.
#ActivateTalent Social Media Campaign

Goals of the Campaign:

• Elevate student stories that celebrate talent from lower-income communities

• Create a sense of belonging by highlighting income diversity on ATI campuses

• Link current and prospective students to existing institutional resources

Dates: Ongoing

Key Audiences: students, families, alumni, trustees, donors
Collateral Materials

#ActivateTalent
Social Media Campaign Tip Sheet

Creating Eye-Catching Stories

1. Write in first-person narrative to boost the authenticity of the story and deepen audience engagement.
   - Define what stories people, not numbers.
   - Facts are necessary but stories move people.
   - Don’t bog down with data or rankings.
   - Keep it simple—think of a few points tied with a story.
   - Keep stories people.

2. Include a strong visual that captures a sense of place and the identity of the story subject—close-ups are OK.

3. Make posts relatable.
   - Why does the student or person you are featuring contribute to diversity on campus?
   - Why does their story matter?
   - What can they do?
   - Or, think about how prospective students want to recognize themselves in posts that they see.

4. Highlight relevant faculty stories. Share the experiences and trajectories of faculty from first-generation or lower-income backgrounds in order to build a broader sense of community and help lower-income students feel like they can relate to these stories.

5. Keep your eyes on your goals. Profile people rather than programs. Highlight how the subject’s experiences have contributed to a richer experience for the campus community, not just the individual themselves.

6. Let the story subject speak for themselves. Share the subject’s perspective in their own voice rather than losing their voice by over-editing.

7. Link stories to a call-to-action and support programs at your institution when appropriate. Include a call-to-action that prompts your audience to learn more about supportive resources.

Getting Started:
Tips to Find a Great Story

1. Wander around your campus and ask students and faculty to share compelling stories with you. It sounds simple, but it works—just mind, grab, and capture the story. Never be afraid to approach students to tell their stories; usually, they are flattered to be asked.

2. Reach out to campus partners for story ideas, including academic departments, centers for civic engagement, alumni offices, programs that support low-income and diverse students, etc.

3. Engage students and student photographers who regularly share engaging content from campus events and ask for leads and help spreading the stories once posted.

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ATI Media and Social Toolkit

https://americantalentinitiative.org/toolkit/
Password: ATI2017
Reminders: What You Can Do

1. Share **student stories** and **other examples** of socioeconomic diversity with us

2. Spread the word in your networks on social media using **ATI graphics** and **#ActivateTalent**

3. Keep us in the loop on **media interest**

4. Publish **op-eds**

5. **Share a quote** about ATI from your president/chancellor with us
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Moving ATI’s Work Forward

- **June 2018:** Release of research on community college transfer students
  - *The Talent Blindspot Volume I:* A Case for Substantially Increasing Community College Transfer Opportunity at ATI Institutions
  - *The Talent Blindspot Volume II:* A Practical Guide to Advancing Community College Transfer at ATI Institutions

- **August/September 2018:** Elevating student stories

- **Ongoing:** #ActivateTalent campaign

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2018 Strategic Support Meeting

June 18 & 19, 2018
Washington, D.C.

Audience: ATI Main Points of Contact

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2019 Presidential Summit

February 5 & 6, 2019
Location: TBD

Audience: ATI Presidents & Chancellors
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If you have any remaining questions or comments, please email:

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