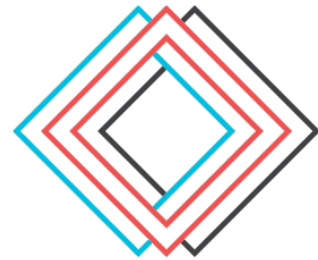




50,000 *additional low- and moderate-income students* at the top US colleges and universities by 2025

ATI Spring 2018 Communications Update Webinar





AMERICAN
TALENT
INITIATIVE

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

- **Caroline Broder**, Communications Manager, Aspen Institute
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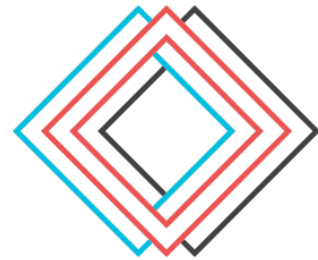
Emily Schwartz

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**Bloomberg
Philanthropies**

Rachel Nagler



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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...



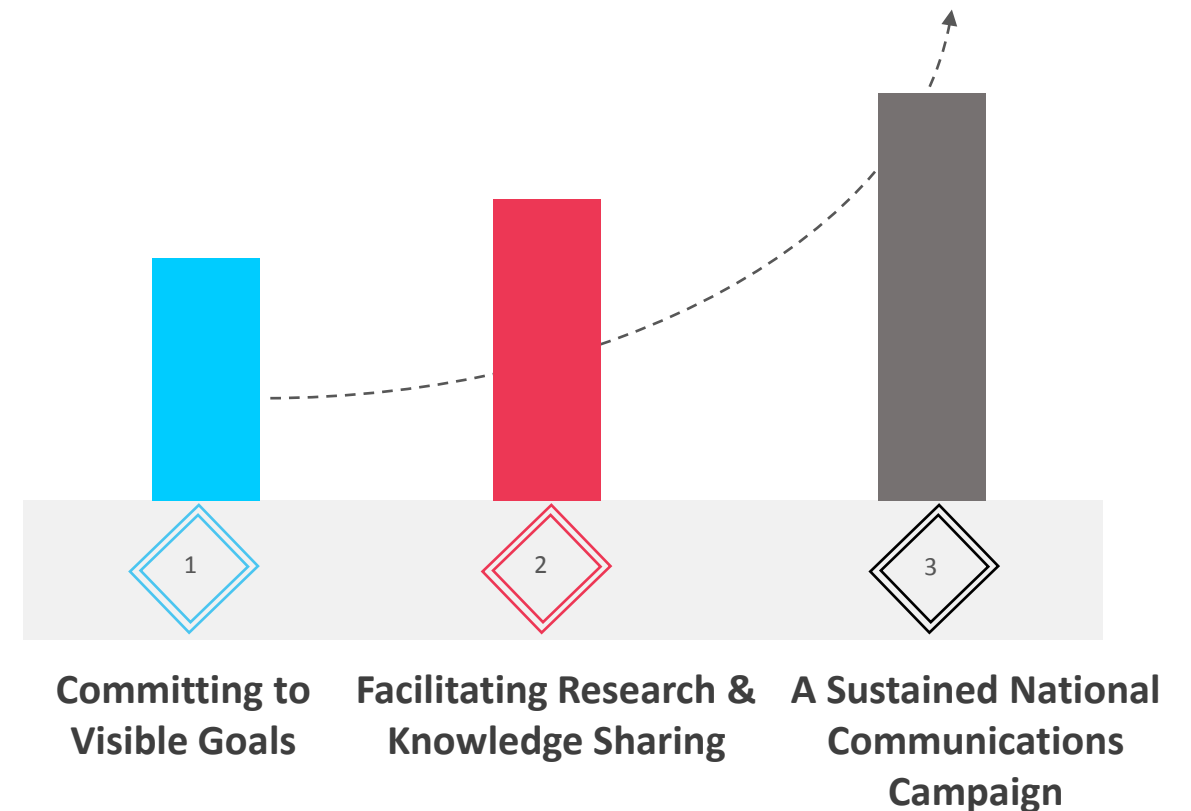
Research • Tracking • Convening • Coordination
Communications

...and our philanthropic partner

**Bloomberg
Philanthropies**



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



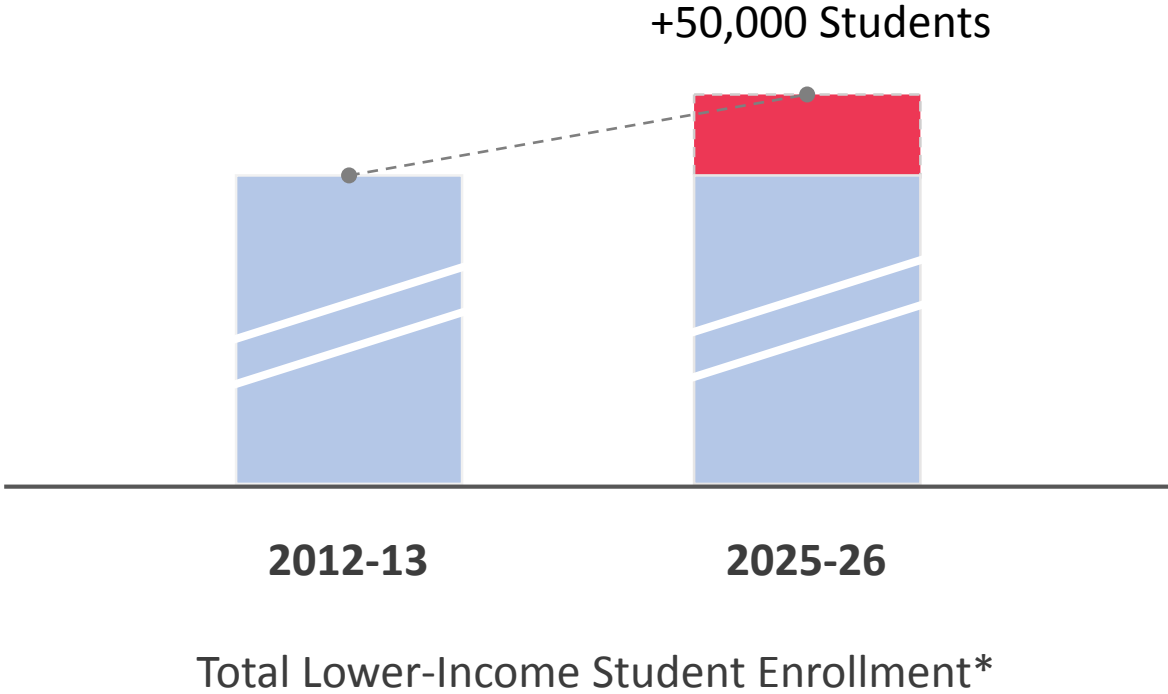
Explaining ATI's National Goal

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.

ATTRACT ENROLL GRADUATE

50,000

more lower-income students by 2025



**Illustrative example using Pell recipients as a proxy for lower-income students*

Our Steps to 50,000: Our Shared Path Forward



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



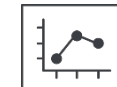
Communications Lead

- 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



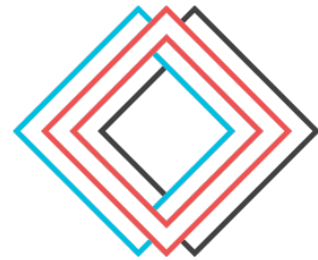
Senior Leader Main Point of Contact

- 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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50,000

additional low- and moderate-income students by 2025

Amplifying Our Impact Through a Sustained National Communications Campaign

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

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/Ithaca/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

ATI's Collective Work in the News

NPR

nprEd HOW LEARNING HAPPENS

COLLEGE ACCESS

100 Top Colleges Vow To Enroll More Low-Income Students

3:07

April 18, 2018 · 2:34 PM ET

+ QUEUE

The New York Times

A Welcome College Diversity Push

David Leonhardt DEC. 7, 2017



Education Week

Colleges Expand Commitments to Recruit Underserved Students

December 7, 2017 6:32 PM | No comments

Wall Street Journal

U.S. | EDUCATION

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

The Washington Post

Dozens more selective colleges join pledge to add lower-income students

By Nick Anderson December 23, 2017 Email the author




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

 **Ben Johnson** @CbusBenJohn... May 3

William "Brit" Kirwan, former president of The #OhioState University, considers the challenges facing low- and moderate-income students in the nation's colleges and universities to be the civil rights issue of our time: buff.ly/2KwEOG... #ActivateTalent




   


[The Hill](#)

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


BY PETER SALOVEY AND GREGORY L. FENVES, OPINION CONTRIBUTORS — 01/23/18 08:30 AM EST
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

20 COMMENTS

 College Excellence Retweeted

 **GT Admission** @gtadmission 5d

Thanks [@waberosecott](#) for spotlighting The American Talent Initiative on #NPR w/ colleagues from [@SpelmanCollege](#) [@EmoryAdmission](#) bit.ly/2G6szES [@BloombergDotOrg](#) #ActivateTalent 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

[Instructions](#)

[Tip Sheet](#)

[Sign-Up Calendar](#)

Dates: Ongoing



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

Collateral Materials



#ActivateTalent Social Media Campaign

Promoting the American Talent Initiative's Mission by Celebrating Talent

#ActivateTalent Campaign Goals

- Elevate the overarching message that talent knows no bounds and can be found across all income levels and zip codes.
- Promote diverse student and faculty stories in order to create a sense of belonging among current and prospective lower-income students.
- Demonstrate the importance of the American Talent Initiative's mission to students, other colleges, and the general public, and to highlight the commitment of ATI member institutions to socioeconomic diversity.
- Inspire college presidents and other influencers (boards of trustees, alumni, and students) to take action to improve access and opportunity at our nation's top-performing colleges.

1 Choose two days to participate.

The #ActivateTalent campaign will run from **September 5, 2017 to February 1, 2018**, with each ATI member institution choosing two days to share stories. Pick days that work well for your team's schedule and events on your campus calendar.

- View the [calendar Google doc](#)
- Add your name and institution to [two nonconsecutive days](#) that are free on the calendar. We're aiming for one school per day.
- Mark your selected dates on your own calendars, social media editorial calendars, etc.

3 Interview your subjects and write posts for social media.

With your story leads chosen, reach out! Set up your interviews and capture stories in written (and recorded, if helpful) form.

- Use our tip sheet for guidance on writing authentic, compelling stories about your subject's experiences.
- Remember to get your subject's full name (and spelling), major/department, year, and social media handles.
- Follow up via email to clarify any questions, thank them for participating, and let them know when they can expect to see their story go live.

2 Begin your search for story leads.

Great stories are everywhere just waiting to be told. With your dates chosen, start the story gathering process early so you have time to **find, write, and prepare**.

- Use our [tip sheet](#) for ideas on finding a great story.
- Look at stories you've shared in the past for potential leads.
- Identify final story leads.

4 Capture photos and video.

As you know well, a strong visual can be the most important factor in whether a social media post engages your audience or falls flat.

- Use a high-quality camera and find a well-lit spot with an attractive backdrop.
- If possible, capture your subject in action that relates to their story.
- Get written permission, if needed, and provide photo credits where appropriate.
- Capture many photos, including portrait and action shots. If you have more than great shot, you can do a multi-photo post.

TIP: Depending on your plan to share the story, consider capturing video as well. Portrait-style (vertical) video can be effective for this type of storytelling, particularly if using Snapchat to share.

1



#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.

- Make stories about people, not numbers.
- Don't get bogged down with data or rankings.
- Facts are necessary but stories move people.
- Keep data simple – one or two points tied with a story are best.

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**.

- How does the student or person you are featuring contribute to diversity on campus?
- How do they access resources available to them?
- Or, think about how prospective students want to recognize themselves in posts that they see.

Stories should profile relatable people on campus and depict a community that students can relate to.

4. **Highlight relevant faculty stories.** Share the experiences and trajectories of faculty from first-generation or low-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 goal:** 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.

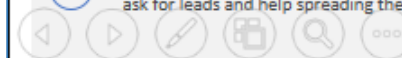
Getting Started: Tips to Find a Great Story

Great stories are everyone just waiting to be told. Here are a few tips from your fellow ATI members on where to find them.

1 **Wander around your campus** and ask students and faculty to share compelling stories with you. It sounds simple, but it works —just meet, greet, 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 leads**, 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.



continued on next page...



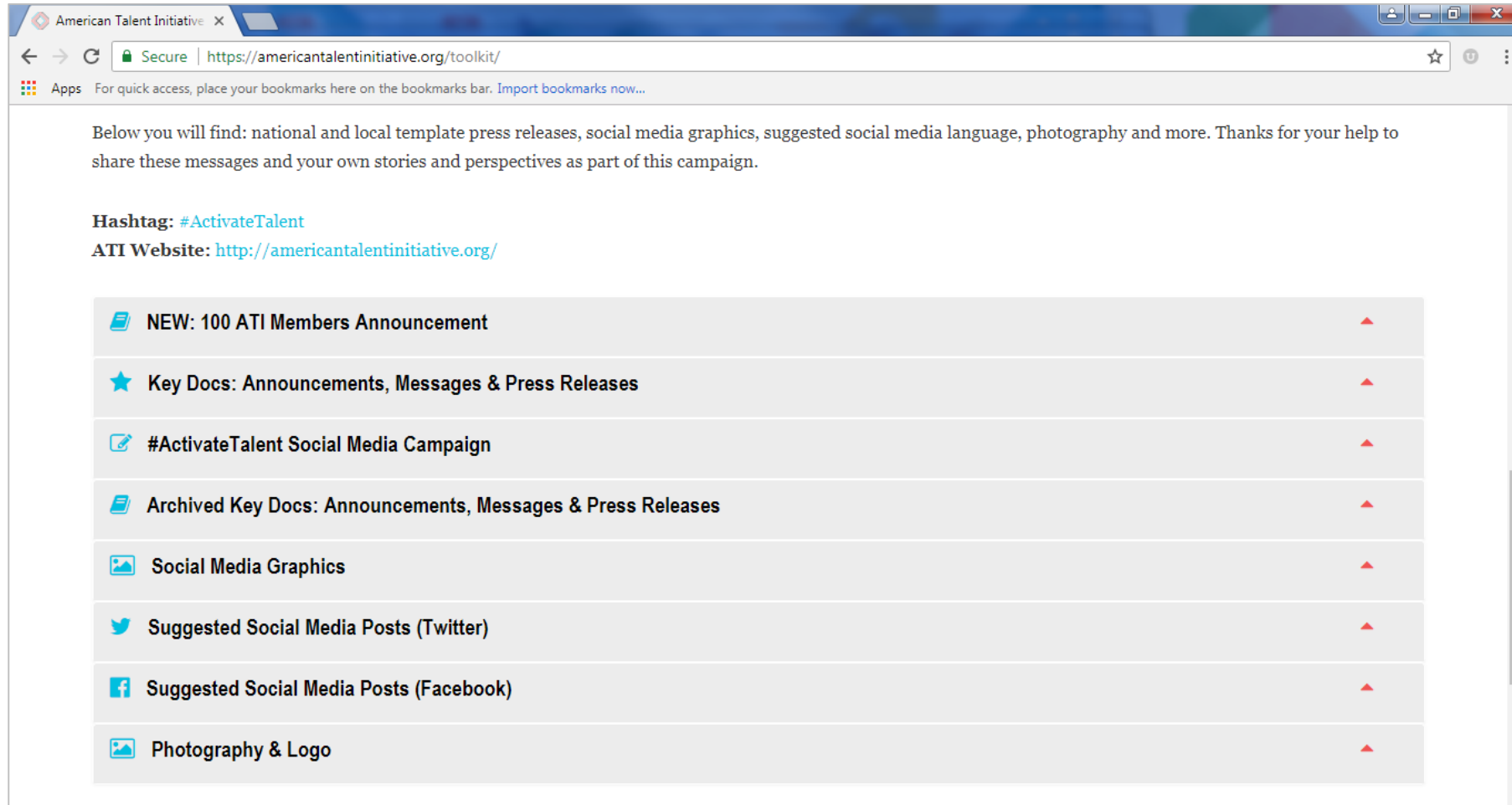
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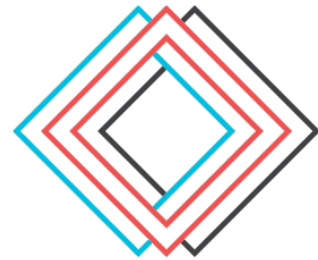
ATI Media and Social Toolkit



<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

2018 Strategic Support Meeting



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

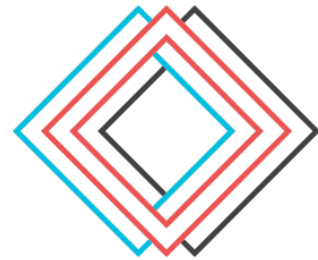
Audience: ATI Main Points of Contact

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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