**GUIDANCE FOR NEWS RELEASES, WEB STORIES, AND SOCIAL MEDIA**

On December 17, the American Talent Initiative will release its first comprehensive report about our collective progress toward ATI’s goal of educating more low- and moderate-income students, entitled *A 2018 Report on the Progress of the American Talent Initiative in its First Two Years.* Since 2015, ATI members have increased the enrollment of students who receive Pell grants by 7,291 students and the initiative has rapidly grown from 30 to 108 ATI members. The impact report celebrates the collective progress that members have made and highlights effective strategies that members are employing to expand opportunity.

Every ATI member has an important story to tell – whether the member is at the beginning stages of expanding opportunity or has long-standing commitments to socioeconomic diversity. We want to help you tell that story, so, following the upcoming release of the 2018 impact report, we encourage you to post articles, publish social media posts, and issue news releases promoting your institution’s commitments, activities, and progress.

This document provides tailored guidance to ATI members on how to craft those stories, posts, and news releases across multiple channels. The first section of the document relates to crafting press releases, posts, and articles, tailored to your institution’s specific context. The second section of the document outlines some sample social media posts.

**CRAFTING PRESS RELEASES, POSTS, AND ARTICLES**

The first three approaches below include examples of headlines and messaging, depending on the circumstances of a member institution. The fourth offers some messages common to all institutions. Where possible, all members are encouraged to make public their own specific commitments to future goals and action. The next section of this document has additional information on how to add your institution’s social media voice to the conversation.

**Approach #1: For members that plan to share information on individual progress toward ATI’s goal.**

**[Institution] Contributes to American Talent Initiative Progress for Lower-Income Students**

*Momentum builds as 108 U.S. colleges and universities join forces to improve opportunity*

As part of a nationwide alliance of leading colleges and universities, [Institution] has made significant gains in expanding educational opportunity for low- and moderate-income students, [specify accomplishment here.]

Together, members of the American Talent Initiative have increased enrollment of students who receive federal Pell grants by 7,291 since the 2015-16 school year. This momentum, highlighted in *A 2018 Report on the Progress of the American Talent Initiative in its First Two Years* released today, indicates that ATI is on track to reach its goal to make our nation’s top colleges more accessible for 50,000 additional low- and moderate-income students by 2025.

[Institution] joined ATI in [year], [details of institution efforts follow].

[…]

**Approach #2: For member institutions that do not plan to share information about individual progress toward ATI’s goal.**

**[Institution] Commitment Supports American Talent Initiative for Lower-Income Students**

*Momentum builds as 108 U.S. colleges and universities join forces to improve opportunity*

The American Talent Initiative, a nationwide alliance of [Institution] and more than 100 other leading colleges and universities, has made significant progress in improving opportunity for low- and moderate-income students, according to a new report.

Together, members of the American Talent Initiative have increased enrollment of students who receive federal Pell grants by 7,291 since the 2016-17 school year. This momentum, highlighted in *A 2018 Report on the Progress of the American Talent Initiative in its First Two Years* released today, indicates that ATI is on track to reach its goal to make to make our nation’s top colleges more accessible for 50,000 additional lower-income students by 2025.

[Institution] joined ATI in [year], and has committed to improving access and outcomes for lower-income students by [Insert specific strategies used. See messaging below for examples].

[Quote from president or chancellor reaffirming institutional commitment.]

[…]

**Approach #3: For members highlighted by name in the 2018 impact report.**

**[Institution]’s Support for Lower-Income Students Highlighted in New Report**

*American Talent Initiative’s Impact Report Cites [increased enrollment, transfer student enrollment, etc.]*

A new report by a nationwide alliance of leading colleges and universities highlights [Institution]’s efforts to improve opportunity for low- and moderate-income students.

[Institution], one of 108 member institutions that make up the American Talent Initiative, [accomplishment – e.g., “expanded enrollment to include more students eligible for Pell grants”] is demonstrating leadership in the nationwide movement, according to *A 2018 Report on the Progress of the American Talent Initiative in its First Two Years*.

Members of the American Talent Initiative have increased enrollment of students who receive federal Pell grants by 7,291 since the 2015-16 school year. This momentum, according to the report, indicates that ATI is on track to reach its goal to make our nation’s top colleges more accessible for 50,000 additional low- and moderate-income students by 2025. [Institution] joined ATI in [year], [details of institution efforts follow].

[…]

**Approach #4: Messaging for all ATI members.**

* ATI has grown from 30 original members in December 2016 to 108 members today, including flagship state universities, prominent liberal arts colleges, and every member of the Ivy League, all with a graduation rate of 70 percent or higher. The initiative is supported by Bloomberg Philanthropies and coordinated by the Aspen Institute’s College Excellence Program and Ithaka S+R.
* ATI has fostered collaboration of unprecedented reach, among a set of colleges and universities that vary widely and rarely partner in such ways.
* Member institutions commit to a collective goal while also setting their own targets and strategies to improve access and success for lower-income students.
* Between 2015-16 and 2017-18, the report shows, 68 of the 96 members that have been with ATI long enough to submit multiple years of data increased their enrollment of Pell students; this includes 19 public colleges and universities and 49 private ones.
* In recent years, economic diversity has emerged as an important goal for many institutions of higher education. While some colleges and universities have taken a lead role in efforts to expand opportunity, there has been little evidence of change at the national level. The impact report shows that the tide is now turning for dozens of colleges and thousands of Americans.
* The report details some of the most effective strategies colleges and universities have adopted to expand opportunity. They include:
  + Making socioeconomic diversity a public priority advocated by presidents, chancellors, and trustees
  + Expanding the pipelines of applicants through new approaches to recruitment and transfer admissions
  + Increasing the size of the study body to create additional space for Pell-eligible students
  + Shifting resources to need-based financial aid and taking other steps to make college more affordable
  + Improving campus supports and student retention to boost the number of lower-income students who graduate

**SOCIAL MEDIA STRATEGY AND SAMPLE POSTS**

*What can you do to tell our shared story on social media?*

1. The Aspen (**@AspenHigherEd**), Ithaka S+R (**@IthakaSR**), and Bloomberg (**@BloombergDotOrg**) social media channels will be posting news and graphics during and after the initial media news story, our subsequent press release, and all ensuing media coverage, and we encourage you to share and repost this content.
2. In all shares and posts about the report, please use ATI’s hashtag: ***#ActivateTalent***
3. In shares and posts about ATI, consider tagging us using the handles at the top of this guide.
4. If possible, please embed the link to the report and the press release into your posts whenever possible.

*What can you do to amplify your own institution’s efforts on social media?*

1. Please consider using the guidance outlined above to post online a story or news release that documents your own institution’s progress and/or commitment to ATI. This is an important step to spread the word of shared ATI progress.
2. If you have them available, please consider posting to social media any impactful stories featuring students who are benefitting from your commitment to ATI’s goals.
3. Please reach out to Janae Hinson ([Janae.hinson@aspeninstitute.org](mailto:Janae.hinson@aspeninstitute.org)) if you’d like us to support you in sharing student stories or other information about your commitments.

**Sample posts: Feel free to adapt these examples to suit your needs.**

* *Twitter - College President or Leader:*
  + [Institution Name], a member of the American Talent Initiative, is committed to improving access to college for all students regardless of income. We celebrate ATI’s progress toward this important goal. #ActivateTalent [link to report] [attach graphic]
  + [Insert Institution] is working alongside colleges and universities across the nation to improve opportunities for lower-income students as a member of the American Talent Initiative. The early results are promising. #ActivateTalent [link to press release] [attach graphic]
* *Twitter - College or University:*
  + We are a proud member of @BloombergDotOrg’s American Talent Initiative, helping students enroll and succeed in college regardless of income. New report shows the national effort is paying off. #ActivateTalent [link to report] [attach graphic]
  + In just two years, members of the American Talent Initiative have helped 7,291 more low- and moderate-income students enroll in our country’s top colleges. We’re proud to be part of the progress. #ActivateTalent [link to report] [attach graphic]
  + [Institution Name], a member of the American Talent Initiative, is committed to enrolling XX more low- and moderate-income students and helping them thrive. Early results are promising. #ActivateTalent [link to report] [attach graphic]
  + [Institution Name] has long been dedicated to providing opportunity for talented students, regardless of family income. Now, as a member of the American Talent Initiative, we’re part of a nationwide movement that’s showing results. #ActivateTalent [link to report] [attach graphic]
* *Facebook/Instagram/LinkedIn:*
  + New report: The American Talent Initiative, a nationwide alliance of leading colleges and universities, is on track to reach its goal to enroll 50,000 additional low- and moderate-income students by 2025. [link to report] [attach graphic] #ActivateTalent
  + “More than one hundred colleges and universities are proving that, by competing together, we can make a tangible, positive difference in thousands of lives.” See how [Institution Name] is contributing to the American Talent Initiative, a national effort to enroll 50,000 additional low-and moderate-income students by 2025. [link to press release] [attach graphic] #ActivateTalent
  + Members of the American Talent Initiative, including [Institution Name], have increased enrollment of students who receive federal Pell grants by 7,291 since the 2015-16 school year! Read this new report which shows how growth in opportunity has accelerated at dozens of colleges and universities: [link to report] [attach graphic] #ActivateTalent

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**About Bloomberg Philanthropies:**

Bloomberg Philanthropies works in 480 cities in more than 120 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the arts, education, the environment, government innovation, and public health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s charitable activities, including his foundation and his personal giving. In 2017, Bloomberg Philanthropies distributed $702 million. For more information, please visit [www.bloomberg.org](https://www.bloomberg.org/) or follow us on [Facebook](https://www.facebook.com/bloombergdotorg), [Instagram](https://www.instagram.com/bloombergdotorg/), [Snapchat](https://www.snapchat.com/add/bloombergdotorg), and [Twitter](https://twitter.com/bloombergdotorg).

**About The Aspen Institute’s College Excellence Program:**

The Aspen Institute’s [College Excellence Program](https://highered.aspeninstitute.org/) aims to advance higher education practices, policies, and leadership that significantly improve student outcomes. The program is part of [The Aspen Institute](https://www.aspeninstitute.org/), which has a mission of fostering leadership based on enduring values and providing a nonpartisan venue for dealing with critical issues.

**About Ithaka S+R:**

[Ithaka S+R](https://sr.ithaka.org/) is a not-for-profit service that provides research and strategic guidance to help the academic and cultural communities serve the public good and navigate economic, technological, and demographic change. Ithaka S+R is part of [ITHAKA](https://www.ithaka.org/).