



UNLOCKING POTENTIAL: UTILIZING STATE-LEVEL COMMUNICATIONS FOR EFFECTIVE HIGHER EDUCATION STRATEGIES

Wednesday, August 7, 2024
2:00 PM - 3:00 PM
South American AB



AGENDA

Introduction

Arizona - College Ready AZ

Illinois - Early Childhood Education Workforce

Ohio - FAFSA Campaign

Tennessee - TN FAFSA Frenzy

Panel Discussion

Audience Q & A



ARIZONA BOARD OF REGENTS

Educational Attainment

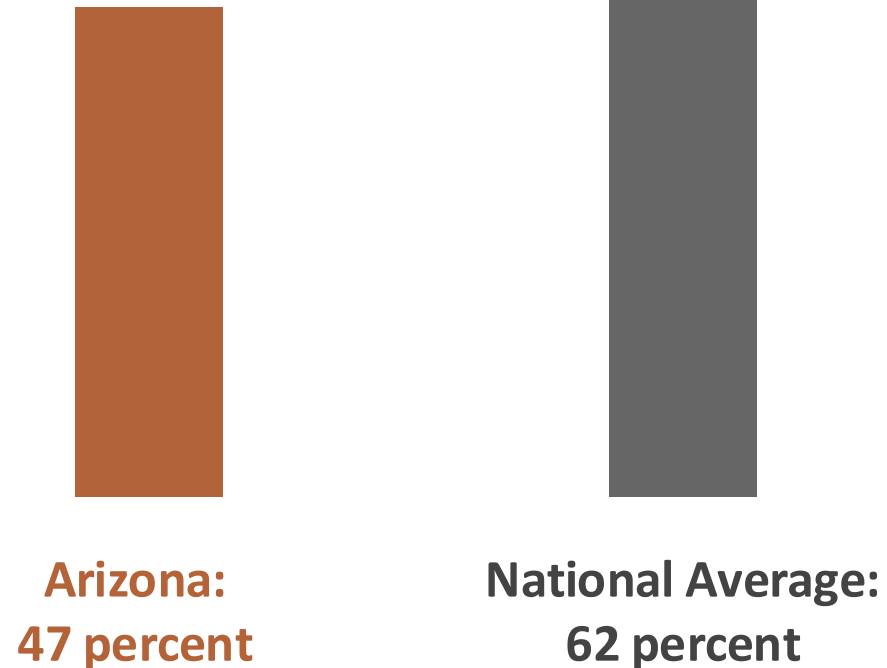
Creating a front-porch for college planning in AZ and communication strategies to impact attainment

Sarah Harper
Vice President, Strategic Engagement
Arizona Board of Regents

August 7, 2024

Educational Attainment in Arizona

- Less than half of Arizona high school graduates enroll in some form of postsecondary education.
- Arizona consistently trails the national college going rate by **15 percentage points**.
- Only **30.3%** of AZ high school graduates successfully complete any postsecondary education.



Attainment Solutions

1. AZ Promise Program
2. Dual Enrollment
3. AZ Transfer
4. Message Collaboration
5. FAFSA Completions
6. ECAP Curriculum

7. College Ready AZ



College Ready AZ Goal + Guiding Philosophy

- Increase knowledge of college readiness and planning among students and families to drive educational attainment in AZ.
 - Create a one-stop shop website (English/Spanish) that provides content to help Arizonans gain the knowledge needed for college readiness at AZ public universities (ASU, U of A, NAU).
 - Use research to understand barriers to and motivations for going to college and to inform: site content, usability, user experience, communications, marketing and outreach.
 - Develop the website as a hub and resource for statewide attainment initiatives.

Guiding philosophy – meet users where they are in their journey; help educators and counselors with information they need to support students and families.

Research

- Use research to inform site development, refinement
- Conducted a series of surveys:
 - Mixed-mode survey of teens and parents
 - Parent focus group – parents of teens ages 13-15 and 16-17
 - Teen triad focus groups from Phoenix metro, northern and southern Arizona regions – 13-15 and 16-17 age groups.



Research – Barriers

- “Getting a college degree is a large time commitment.”
- “College is expensive and I’m not sure how to pay for it.”
- Male teens and first-generation students are more likely to say they need to make money rather than go to school; question their social/emotional preparedness for college.
- Parents worry about available resources and safety to support their child in college.
- Parents are concerned their child won’t “use” their degree. There is a missing connection between the value of a degree beyond the major field of study – the understanding that the degree has unlimited value for life.

*Source: Public Opinion Strategies.
(2024, April). ABOR College Motivation Survey.*



Research- Motivation

- “Happiness” is a critical goal for teens. College-likely teens are more likely to believe they can achieve happiness through work.
- Happiness (76% teen / 86% parent) and getting a good education (69% teen/ 68% parent) scored higher than having lots of money (44% teen / 19% parent).
- These parents want a different life for their child, one with less struggle and more passion for what they do.
- A large percentage of teens (72%) and parents (79%) say they would view the College Ready AZ website.

Source: Public Opinion Strategies. (2024, April). ABOR College Motivation Survey.

Research – Getting to College

- Family and friends are most important resources for teens to communicate with about college.
- First-generation students feel more encouragement from counselors/teachers.
- Parents attach less importance to college right after high school than counselors.
- Parents value earlier communication to avoid “panic.”
- The majority of teens and parents believe a college degree means “I can get into a career I enjoy” (71% teens; 64% parents).
- Parents who have not attended college feel slightly less confident in their approach to college for their student but are still proactive in the process.
- 51% of teens believe they need to work to support their families; only 17% of parents believe this.

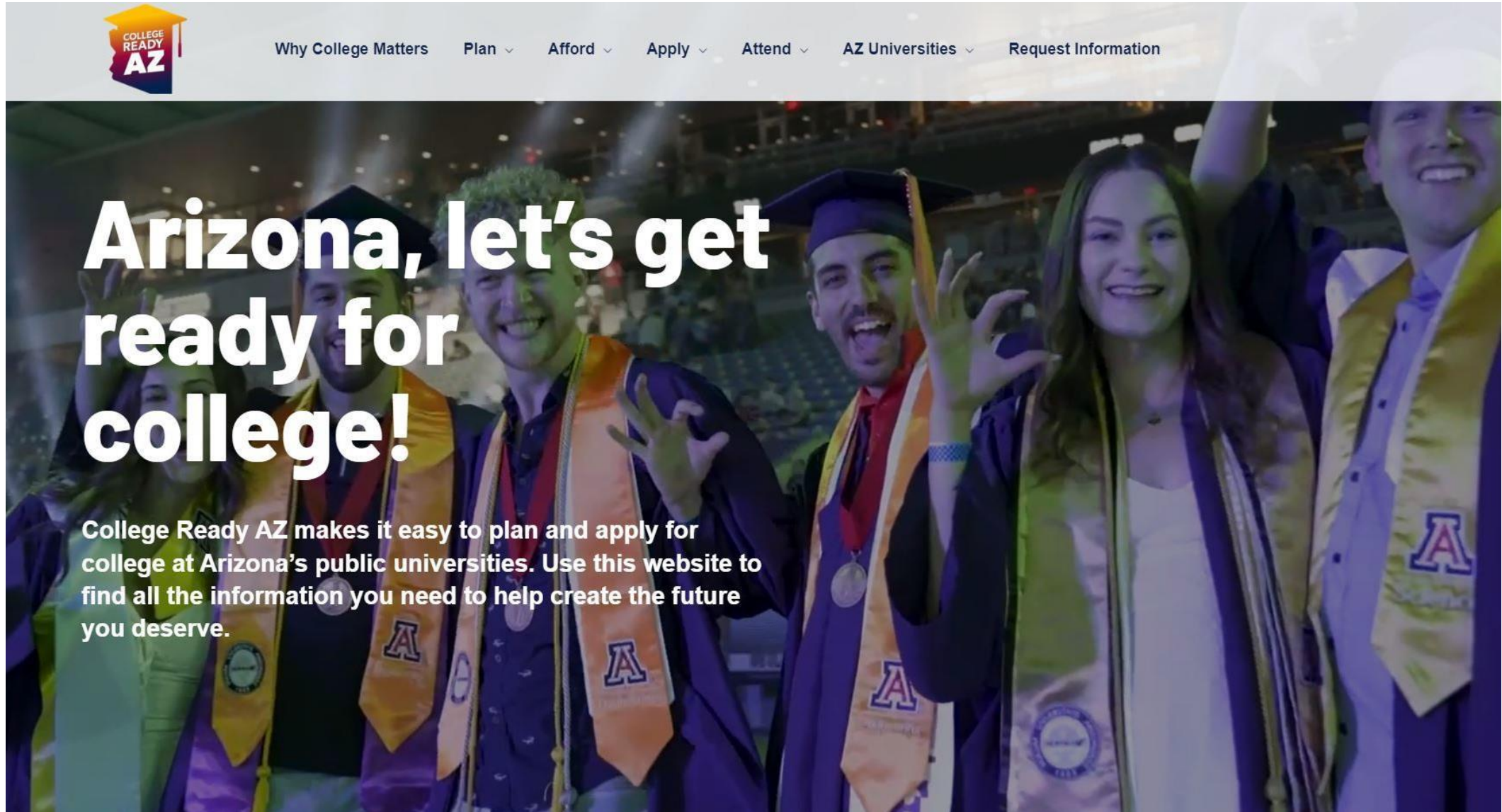
Source: Public Opinion Strategies. (2024, April). ABOR College Motivation Survey.

College Ready AZ Tone/Personality/Visual Identity

- Adopt a welcoming tone and convey positive, motivational and inspirational messaging.
- Simplify messaging and eliminate “overwhelming” feeling when approaching the website.
- Tailor content for audiences – from students and families just starting their planning journey, to educators and counselors - The Basics, Get Ready, Next Steps



College Ready AZ

The image shows the top portion of the College Ready AZ website. At the top left is the logo, which consists of a graduation cap with 'COLLEGE READY' written above it and 'AZ' in a large, bold font below it. To the right of the logo is a navigation menu with the following items: 'Why College Matters', 'Plan', 'Afford', 'Apply', 'Attend', 'AZ Universities', and 'Request Information'. Below the navigation is a large hero image of five graduates in purple and gold gowns and caps, smiling and waving. Overlaid on the left side of the hero image is the text 'Arizona, let's get ready for college!' in a large, white, sans-serif font. Below this text is a smaller paragraph of white text: 'College Ready AZ makes it easy to plan and apply for college at Arizona's public universities. Use this website to find all the information you need to help create the future you deserve.'

Arizona, let's get ready for college!

College Ready AZ makes it easy to plan and apply for college at Arizona's public universities. Use this website to find all the information you need to help create the future you deserve.

Sharing the message

- Social media
- College Ready AZ ambassadors
- Outreach
- Marketing
- Counselor curriculum
- Mental health awareness
- Third-party partnerships
 - Cactus League Partnership
 - Department of Economic Security
 - AHCCCS

Source: Public Opinion Strategies. (2024, April).
ABOR College Motivation Survey.



Reach and Engagement: College Ready AZ

- 494,000 site views since launch.
- 6,000 requests for information.
- 200,000+ views of social reels, appx. 2,000 followers
- Supports Arizona Promise Program marketing – 99M impressions; 400K CTR – Jan-May.
- FAFSA completion efforts – 16M impressions; 55K CTR – May-June.

Next Steps

- Continue development of College Ready AZ Ambassadors.
- ECAP curriculum
- Implement College Ready AZ web-bot.
- Expand website content – community colleges
- Expand communication engagement with visitors.
- Expand partnerships.
- Create pages specifically for counselors/educators.
- Launch marketing campaign.





ILLINOIS BOARD OF HIGHER EDUCATION

Upskilling IL's Early Childhood Education Workforce

José García | Wednesday, August 7, 2024



ECACE
EARLY CHILDHOOD ACCESS
CONSORTIUM FOR EQUITY

- Legislative charge - July 2021
- Convened by the Illinois Board of Higher Education and Illinois Community College Board
- Collective of higher education institutions working together to increase access, persistence, and completion of credentials and degrees for the early childhood workforce in Illinois
- 62 Institutions
 - 11 Public Universities
 - 41 Community Colleges
 - 10 Private Non-Profit Institutions

Access, Persistence, & Completion

- Direct Student Supports (100 Mentors and 30 Navigators)
- Scholarships
- Debt Relief
- Redesigned Programs

The ECACE Effect - Marketing Campaign

- Objectives
 - Inform early childhood education workforce of the benefits of continuing their education and how ECACE can help.
 - Educate stakeholders about the positive impact ECACE has had on current ECACE students, and how their support will continue to benefit early childhood education.
- Target Audiences
 - Primary
 - Current early childhood workforce
 - Early childhood education students
 - Secondary
 - Early childhood education employers
 - Higher education institutions
 - Partners







DO YOU KNOW



**ABOUT THE
ECACE EFFECT?**

**“ECACE IS MAKING
MY DREAM BECOME
A REALITY”**

-Tiffany W.

Supported by the State of Illinois



¿CONOCE



**EL EFECTO
ECACE?**

**“ECACE ME AYUDÓ A
LOGRAR MISUEÑO DE
PODER SER MAESTRA”**

-Claudia M.

Respaldado por el estado de Illinois



“In the child care setting, we’re seeing a lot of shortages. It’s hard to get qualified help, so we often use the scholarship as a way to recruit staff.”

Jessica Sparrow



“The ECACE scholarship has not only been beneficial to the student in their knowledge and learning and techniques, but it also helps the business by having those qualified staff.”

Marilyn Murray



“ECACE allowed me to remain in my current position, operating my licensed daycare home, and do my classes totally online.”

Gina Medley

Planning Parameters

Target Audience	Buying Demo	Channel Selection	Ad Types
<p>PRIMARY AUDIENCES (70% of investment):</p> <ul style="list-style-type: none">Adults Working with Early Childhood (children from birth to 6) <p>SECONDARY AUDIENCES (30% of investment):</p> <ul style="list-style-type: none">ECACE Partner Institutions of Higher EducationEarly Childhood EmployersEarly Childhood Advocates	<ul style="list-style-type: none">Adults 25-54	<ul style="list-style-type: none">Streaming VideoStreaming AudioPaid social mediaTargeted digital displaySearchEmail marketing	<ul style="list-style-type: none">:06, :15, or :30 Video:15, or :30 AudioIAB standard digital bannersSocial media assetsSEM CopyEmail template

Digital Delivery Dashboard

Tactics	Est. Delivery	IMPs	Delivery Index	Clicks	CTR%	Benchmark
Facebook/Instagram	3,500,000	5,194,058	148	4,745	0.09%	0.22%
LinkedIn	2,500 Link Clicks	944,305	425	10,623	1.12%	0.42%
Snapchat	2,083,333	3,146,611	151	2,455	0.08%	0.35%
TikTok	1,562,500	1,725,013	110	5,858	0.34%	0.58%
Targeted Display	9,000,000	9,009,842	100	13,752	0.15%	0.08%
Native	9,000,000	9,006,057	100	9,280	0.10%	0.10%
Search (SEM)	N/A	74,650	N/A	5,712	7.65%	5.0%

Social Media Industry benchmarks for Education industry – sprout social

Digital Delivery Dashboard

Tactics	Est. Delivery	IMPs	Delivery Index	Completions	Completion Rates	Goal
Cross-Device Video	3,750,000	3,760,011	100	3,120,809	83%	70%+
YouTube (Skippable)	3,269,321	3,393,523	103	2,103,990	62%	55%-75%
Streaming Audio	2,954,546	2,965,226	100	1,779,137	60%	70%+

 **Illinois Board of Higher Education**
Sponsored ·

Breaking Barriers with ECACE 🎓 Monica's milestone as her family's first college graduate showcases ECACE's impact. Join ... See more

DO YOU KNOW  **ECACE**

ABOUT THE ECACE EFFECT?

"ECACE HAS ALLOWED ME TO BE THE FIRST PERSON IN MY FAMILY TO GRADUATE FROM COLLEGE"

-Mónica M.

Supported by the State of Illinois



Impressions	Clicks	CTR%
961,815	864	009%



 **ECACE**

DREAMS TO DEGREES IN EARLY CHILDHOOD EDUCATION

START HERE ▶

Supported by the State of Illinois

Impressions	Clicks	CTR%
730,131	709	0.10%

OVERALL

- Smaller banners received the most impressions and clicks (320x50 and 728x90)
- Email drops - using testimonials - surpassed industry benchmarks
 - 23% Open Rate (Goal: 19.4%)
 - 11 % Click through Rate (Goal: 2.8%)
- Testimonials performed better than stock creative
- Videos performed better than static creative
- LinkedIn - Best performing social media platform



OHIO DEPARTMENT OF HIGHER EDUCATION



Department of
Higher Education



FAFSA Messaging



Department of
Higher Education


HigherEd.Ohio.gov

ItsForYou.org

An initiative of the ODHE and ODEW

FAFSA
IS FOR
YOU

[HOME](#) [What is FAFSA?](#) [How to Complete the FAFSA](#) [Checklist](#) [Resources](#) [More](#) [APPLY FOR FAFSA](#)



**\$100+ MILLION
GOES TO WASTE
IF YOU DON'T
CLAIM IT.**

FAFSA
IS FOR
YOU


New Messaging

An initiative of the [ODHE](#) and [ODEW](#)

FAFSA IS FOR YOU HOME What is FAFSA? How to Complete the FAFSA Checklist Resources More **APPLY FOR FAFSA**

LOOKING FOR FAFSA HELP?

1. Start with your high school to see if it offers FAFSA assistance.
2. Is your high school connected to an [Ohio college access organization](#) such as College Now, I Know I Can, or the Muskingum County Community Foundation?
3. Contact the [financial aid office](#) of the college or university you want to attend.
4. Contact your FAFSA 25 regional coordinator (*coming soon*).



The image shows three overlapping posters. Each poster features a young person (a woman on the left, a woman in the middle, and a man on the right) looking thoughtful or frustrated. The text on each poster reads "Frustrated with the FAFSA? We hear you." followed by the "FAFSA IS FOR YOU" logo and a QR code. The posters are slightly offset, creating a sense of depth.

Posters for Campuses



Op-Ed with Dayton Daily News

Dayton Daily News

VOICES: Your future is too important to skip the FAFSA

By Mike Duffey and Stephen D. Dackin
June 20, 2024

Congratulations to the Class of 2024! This is a proud and momentous time for Ohio's graduating seniors as they participate in commencement ceremonies and prepare for their next chapter.

We know this is already a stressful time for families, and this year's problems with the Free Application for Federal Student Aid (FAFSA) are a tempting reason to avoid completing it. We are here to say: Your future is too important to skip the FAFSA!

Completing the FAFSA takes less than one hour, but it can unlock significant financial opportunities. And Ohio students can still complete the FAFSA this spring or even this summer, often in the time it takes to watch an episode of your favorite show.

The FAFSA can be the key to a debt-free college education for many families who might otherwise miss out on this opportunity. The FAFSA enables up to \$7,395 per

News Release



Departments of Higher Education, Education and Workforce Urge Students to Complete FAFSA

July 16, 2024

COLUMBUS, OH – Ohio Department of Higher Education (ODHE) Chancellor Mike Duffey and Ohio Department of Education and Workforce (DEW) Director Stephen D. Dackin are continuing to urge students across Ohio to complete the Free Application for Federal Student Aid (FAFSA). Upon completion, many students are able to receive debt-free financial aid for college or postsecondary training.

Ohio is ahead of the national average in FAFSA completion rates this year but remains six percent behind last year's rate. While this is a relatively positive position given well-publicized federal delays in the form's release at the end of 2023, ODHE and DEW want to ensure as many families as possible are taking advantage of this opportunity for...

[READ MORE](#)

NCAN Campaign

The screenshot shows the NCAN website with a navigation bar at the top containing links for ABOUT, MEMBERSHIP, RESOURCES, FAFSA, POLICY & ADVOCACY, EVENTS & TRAINING, and NEWS. The main banner features the hashtag #DO THE FAFSA in large, bold, white letters on an orange background, accompanied by a blue graduation cap icon. Below the banner is a photograph of a laptop keyboard, a stack of US dollar bills, and a notebook with 'FAFSA' written on it in black marker. To the right of the image is a text block with the heading 'The FAFSA unlocks students' futures. Let's make sure they do it.' followed by two paragraphs of text. Below this is a section titled 'Why Now?' with a paragraph explaining the urgency of FAFSA completion. At the bottom is a 'Join Us' section with a paragraph encouraging participation in the campaign.

NATIONAL COLLEGE ATTAINMENT NETWORK

SIGN IN JOIN NCAN DONATE SUBSCRIBE TO NEWS

ABOUT MEMBERSHIP RESOURCES FAFSA POLICY & ADVOCACY EVENTS & TRAINING NEWS

#DO THE FAFSA

The FAFSA unlocks students' futures. Let's make sure they do it.

Right now, young adults nationwide are making important, life-defining decisions about what they are going to do after high school and if they can afford to pursue a postsecondary education in the fall. One big factor is how much financial aid they will receive. Doing the Free Application for Federal Student Aid, or FAFSA, is the next big step for students to determine their futures, and completing the form can qualify students for the financial aid they need and deserve.

Now, with expanded eligibility, up to **610,000 more students** can qualify for federal support to pay for college. That is 610,000 more students who can realize their big dreams to continue their education journey.

The **Do The FAFSA** campaign, led by the National College Attainment Network (NCAN), will reach students where they are and help them realize their dreams of filling out the FAFSA.

Why Now?

Because it's urgent. Due to glitches and delays, FAFSA completions among high school seniors are **down nearly 25%** compared to last year. Only about **36%** of the class of 2024 has completed a FAFSA compared to 48% of the class of 2023 through the same date last year. If we don't reach and encourage students to do the form, we'll see a larger drop in FAFSA completions than the 6.8% decrease in 2020 due to the COVID-19 pandemic. There's a strong correlation between FAFSA completion and postsecondary enrollment, and students who want to go to college deserve a chance to achieve that dream.

Join Us

You can join the Do The FAFSA campaign by sharing materials and messages with young people who would benefit from completing the form. Use the social media assets linked below and the #DoTheFAFSA hashtag to help spread the word and make sure students get the money they need and deserve.

FAFSA TV Campaign

July & August 2024





FAFSA

IS FOR

YOU



Department of
Higher Education

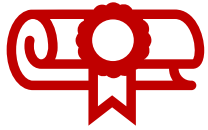
HigherEd.Ohio.gov



TENNESSEE HIGHER EDUCATION COMMISSION

THEC  TSAC

TENNESSEE CONTEXT



The FAFSA is required for Tennessee state aid, including TN Promise, the Hope Scholarship, and TSAA.



Last year, Tennessee awarded \$485.8 million in state financial aid – most of this aid requires the completion of the FAFSA.



In Tennessee, FAFSA submission “season” is tied to the TN Promise deadline:

Application Due – **November 1**

FAFSA Filing Deadline – **March 1**



TN
FAFSA
FRENZY



TN FAFSA

FRENZY

FUND YOUR FUTURE

OPINION

SBC saga could be path to civility



David Fleming
SBC Press
1000 West End Ave., Suite 1000
Nashville, TN 37203

Some lawmakers were effectively shut temporarily, canceled when he wrote something positive about the school.

The president of the southern Baptist Convention and a former Tennessee legislator were once again in the news. Lawmakers have an opportunity to vote on his own ethics and a pending legislative bill regarding a school nearby.

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Final FAFSA Countdown Is On Before August 1

Tuesday, July 23, 2024 | 04:00pm

Nashville - The final FAFSA countdown is on! There are only 10 days left for students in the Class of 2024 to finish their FAFSA before the August 1 deadline to qualify for Tennessee Promise.

Read full story

THEC Launches FAFSA FRENZY Across Tennessee During July

Tuesday, July 09, 2024 | 04:00pm

Nashville - The Tennessee Higher Education Commission (THEC) is partnering with dozens of education and community partners across the state to launch a special FAFSA Frenzy campaign during July to strongly encourage and support students and families in completing the Free Application for Federal Student Aid (FAFSA) - the first step to thousands of dollars in college grants and scholarships - including the Tennessee Promise before August 1.

Read full story

FAFSA Now Available for Tennessee Students, Tennessee Promise FAFSA Deadline Moved to May 15

Monday, January 08, 2024 | 03:26pm

Nashville - The Free Application for Federal Student Aid (FAFSA) is now available for Tennessee students, including recent changes to make it easier than ever to apply for financial aid to support a college education.

Read full story

Tennessee Students Encouraged to Complete the FAFSA During "Finish the FAFSA Week," April 1-5, 2024

Wednesday, April 03, 2024 | 07:06am

NASHVILLE - The Tennessee Higher Education Commission (THEC) has designated April 1-5, 2024, as "Finish the FAFSA Week." This initiative urges all high school seniors and their families to complete the Free Application for Federal Student Aid (FAFSA) before May 15 to maintain eligibility for up to two years of tuition-free college through the Tennessee Promise program.

Read full story

Tennessee Promise Application Deadline Extended to May 31 Due to Extraordinary FAFSA Issues

Wednesday, May 15, 2024 | 01:45pm

Read full story

Tennessee Promise FAFSA Deadline Extended to August 1 Allowing More Students to Apply for Crucial Financial Aid

Friday, May 31, 2024 | 08:24am

NASHVILLE - The Tennessee Higher Education Commission (THEC) and the Tennessee Student Assistance Corporation (TSAC) announced today one final extension of the Free Application for Federal Student Aid (FAFSA) deadline for the Tennessee Promise scholarship program.

Read full story

Tennessee Higher Education Commission Announces Delay in Release of FAFSA Records by U.S. Department of Education

Monday, February 12, 2024 | 09:10am

Nashville - The Tennessee Higher Education Commission (THEC) reports that students considering college can expect a delay in FAFSA processing. The U.S. Department of Education has informed stakeholders that records for the 2024-25 Free Application for Federal Student Aid (FAFSA) will not be released to institutions until mid-March.

Read full story

FAFSA creates access, but Tenn. students must apply



Tom Tamm
New York
1000 West End Ave., Suite 1000
Nashville, TN 37203

The Tennessee Higher Education Commission (THEC) recently announced a new initiative to help students complete the FAFSA by providing a simplified application process.

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Opinion Engagement Email: David Fleming
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TN FAFSA FRENZY
FUND YOUR FUTURE

1

DAY LEFT TO FINISH THE FAFSA



TN FAFSA FRENZY
FUND YOUR FUTURE

STUCK ON FAFSA?

THE #TNFAFSAFRENZY TEAM IS HERE TO HELP!

Get the support you need: CollegeForTN.org/FAFSA



TN FAFSA FRENZY
FUND YOUR FUTURE

FIND THE FAFSA HELP YOU NEED

[COLLEGEFORTN.ORG/FAFSA](https://CollegeForTN.org/FAFSA)



TN FAFSA FRENZY
FUND YOUR FUTURE

LAST DAY!

TO FINISH THE FAFSA



TN FAFSA FRENZY
FUND YOUR FUTURE

DON'T LEAVE \$\$\$ ON THE TABLE

FINISH YOUR FAFSA



TN FAFSA FRENZY
FUND YOUR FUTURE

STUDENT WEBINARS: FAFSA LIVE

THURSDAY, AUGUST 1

6:30-7:30 PM



THERE IS STILL TIME

TO GET MONEY FOR COLLEGE

Completing your FAFSA is the first step to unlocking federal and state aid for college.

And filing your FAFSA could be easier than you think! Get started at studentaid.gov/ today.

For more info on FAFSA Frenzy, as well as financial aid tips, FAFSA clinics happening in your county, live webinars, and resources for college & career planning, check out

[COLLEGEFORTN.ORG/FAFSA](https://collegefortn.org/FAFSA)

SCAN THE QR CODE



GET STARTED NOW!

YOUR PATH TO COLLEGE & CAREER

STARTS HERE!



FIND A COLLEGE

PAY FOR COLLEGE

FIND THE RIGHT CAREER

We're here to help! For more information, financial aid tips, live webinars, and resources for college & career planning, check out

[COLLEGEFORTN.ORG](https://collegefortn.org)

SCAN THE QR CODE



GET STARTED NOW!





COLLEGE
FOR TN



MONEY FOR COLLEGE

HOW TO COMPLETE THE FAFSA

Most federal and state financial aid programs require you to complete the Free Application for Federal Student Aid (FAFSA). Filing the FAFSA is free! We've made it easy for you to gather the information you will need to complete the FAFSA. *The 2024-25 FAFSA is open and the deadline for Tennessee Promise applicants to submit a FAFSA has been extended to August 1.*



Need help with the FAFSA?

Check out our resources on this page.

Read our [Three-Step Guide](#) to learn how to create a Federal Student Aid (FSA) ID and complete the 2024-25 FAFSA.

Watch the [Video Walk-throughs](#) below to view each step of completing a FAFSA.

Contact Us if you need additional help completing the FAFSA. Reach out to us via email or by contacting your [THEC Outreach Specialist](#).

[📞 Schedule a Call with a FAFSA Expert](#)

[💻 Register for Live FAFSA Webinars](#)

LIVE HELP

I'm Online

[Start Chat](#) »

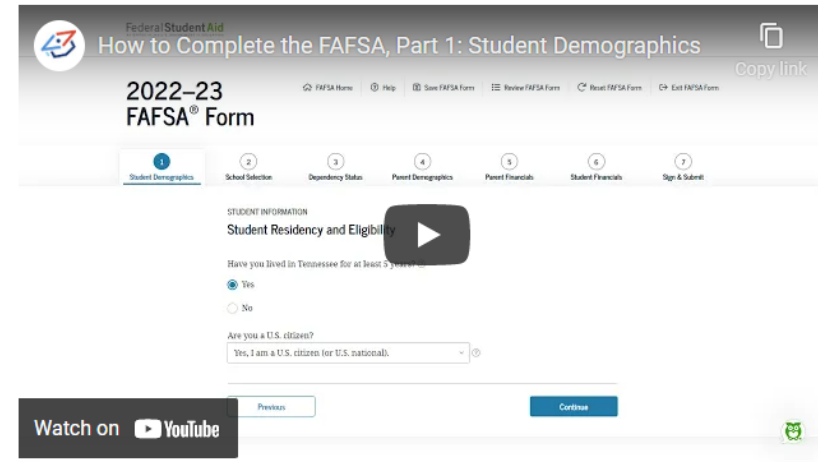


VIDEO WALK-THROUGHS

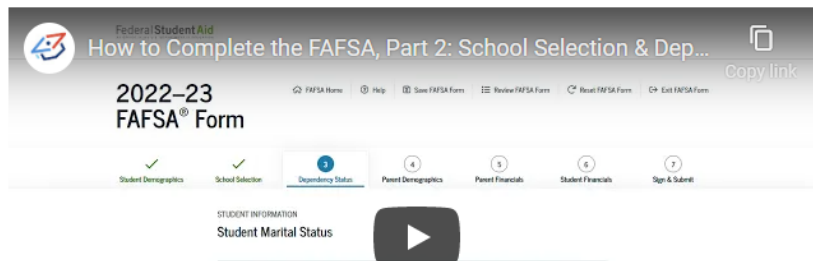
How to Create an FSA ID



How to Complete the FAFSA, Part 1



How to Complete the FAFSA, Part 2



How to Complete the FAFSA, Part 3





SCHOOL RESOURCES

Resources and guides focused on helping high schools strengthen their TN FAFSA Frenzy efforts.

SCHOOL RESOURCES



STUDENT RESOURCES

Step-by-step FAFSA-filing instructions and videos to help students complete the FAFSA.

STUDENT RESOURCES



TN FAFSA CHALLENGE

A statewide challenge for Tennessee public high schools with the goal of increasing FAFSA completion.

TN FAFSA CHALLENGE



EVENT RESOURCES

High School

- [2021-2022 TN FAFSA Frenzy Toolkit](#)
- [2022-2023 FAFSA Worksheet](#)
- [FSA ID Worksheet](#)
- [TN FAFSA Frenzy Event Poster](#)
- [TN Promise Flyer](#)
- [4 Sources of Fin Aid – Federal Government](#)
- [4 Sources of Fin Aid – TN Financial Aid](#)
- [4 Sources of Fin Aid – Private Scholarships](#)
- [4 Sources of Fin Aid – Your College](#)
- [Do the FAFSA](#)

Middle School

- [TN FAFSA Frenzy Toolkit 2021-22](#)
- [College Comic Strip](#)
- [College Road Map](#)
- [TN Promise Flier](#)
- [TN Reconnect Flier](#)
- [TN Reconnect Flier – Spanish](#)
- [Financial Literacy One-Pager](#)
- [TN Stars 529](#)
- [TNStars 529 Updates](#)
- [Vault-Financial Literacy Game from EverFI](#)

Elementary School

- [College Scholarship Web](#)
- [Path to College Salary Activity](#)
- [TN Reconnect Flier](#)
- [TN Reconnect Flier – Spanish](#)
- [Federal Student Aid – Elementary School College Prep Checklists](#)
- [Vault Financial Literacy Curriculum from Everfi](#)





PANEL DISCUSSION



HOW DID YOU IDENTIFY
THE STAKEHOLDERS
NECESSARY TO SUPPORT
YOUR WORK AND BUILD A
NETWORK OF
CHAMPIONS?



DOES YOUR AGENCY
CONDUCT RESEARCH
REGARDING STATEWIDE
CAMPAIGNS AND/OR
COMMUNICATIONS? WHAT
MECHANISMS ARE IN
PLACE TO SHOW THE
EFFECTIVENESS OF YOUR
CAMPAIGNS?



HOW CAN NON-
COMMUNICATIONS STAFF
AT YOUR AGENCY HELP
WITH BRAND
MANAGEMENT?



WHAT UNIQUE WAYS HAVE YOU FOUND TO HELP PROMOTE YOUR AGENCY'S MISSION AND INITIATIVES?



WHAT ARE THE LARGEST
CHALLENGES YOU FACE IN
YOUR WORK?



AUDIENCE Q & A



THANK YOU!

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