

# THE ACADEMIES OF \_\_\_\_\_ :

## COLLEGE AND CAREER SUCCESS INITIATIVE MARKETING/MESSAGING/COMMUNICATIONS MATRIX

*(An example of a District's College and Career Academies/  
Linked Learning (LL) Pathways Marketing/Communications Plan)*

Audience	Key Messages	Challenges	Solutions	Channels/ Media
<p>STUDENTS K-12 students</p>	<ul style="list-style-type: none"> <li>*College and Career Academies help students Achieve, Succeed, and prepare for success in the 21<sup>st</sup> Century Economy.</li> <li>* Academies jump-start your college and career experience</li> <li>* Academes offer the opportunity to find your passion and to try out a college major and/or career.</li> <li>* Academies engage students in learning and graduate students who are college-ready, career-ready, and life-ready.</li> <li>* Academies provide a strong sense of community.</li> <li>* Many academies offer dual enrollment options and can save you and your family</li> </ul>	<ul style="list-style-type: none"> <li>* Many middle school students are unaware of College and Career Academies and do not yet understand what they are and what they can do to improve student success.</li> <li>* Misperception of career technical education may persist.</li> <li>* Many students follow their parents' lead in choosing a purely academic path to college.</li> <li>* Most students are not yet aware of dual enrollment options.</li> <li>* There are limited funds and personnel for marketing.</li> </ul>	<ul style="list-style-type: none"> <li>* Clearly define College &amp; Career Academies &amp; their benefits for students</li> <li>* Provide the College and Career Academies more marketing muscle by showing them in action.</li> <li>* Establish annual College and Career Academy Showcase that targets MS students and parents</li> <li>* Provide more information on Academies on the District website – perhaps a page &amp;/or link for each Academy</li> <li>* Promote information on Academy student results</li> <li>* Help students know all the options available to them earlier (both in terms of College and career paths, and specific Academies.)</li> <li>* Provide K-8 learning activities that involve Academy leads, teachers, and</li> </ul>	<ul style="list-style-type: none"> <li>* Student-to-student/peer-to-peer word of mouth</li> <li>* Redesigned marketing materials that showcase a full range of College and Career Academies</li> <li>* Embedded College and Career Academies explorations in grades 4-8 curriculum</li> <li>* Academy service learning projects in elementary and middle schools</li> <li>* Social media (face book, twitter)</li> <li>* Academy banners prominently displayed in high schools</li> <li>* Academy recruitment presentations/fairs</li> <li>* Academy Showcases/ Exhibitions of Student and Teacher work</li> </ul>

	money.		<p>students (student-to- student word of mouth)</p> <ul style="list-style-type: none"> <li>* Publicize dual enrollment options available through Academies</li> <li>* Activate powerful, but low-cost, strategic and grassroots marketing efforts in order to reach all students</li> <li>* Recruit and regularly use Academy Student Ambassadors to promote Academies in middle schools and elementary schools</li> <li>* Annually convene Academy student leaders to engage students in sharing Academy success practices, collaboratively addressing Academy challenges, developing and implementing grassroots LL marketing strategies.</li> <li>* Develop an Academy Student Blog a la Nashville's "My Future. My Way. My Academy Student Blog." <a href="http://myacademyblog.com/">http://myacademyblog.com/</a></li> </ul>	<ul style="list-style-type: none"> <li>* My Academy Blog (Student voice)</li> <li>* (possibly) LL poster series</li> <li>* LL recruitment videos (Richmond Youth Media as well as Media/Communications and IT teachers and students will create LL videos, brochures, flyers, etc.</li> </ul>
<p><b>PARENTS</b> Parents – to support student choice (gatekeepers or allies) * PTSA</p>	<ul style="list-style-type: none"> <li>*College and Career Academies help your child achieve, succeed, and prepare.</li> <li>* Academy students graduate ready for college, career, and citizenship.</li> <li>* Academies provide a strong sense of community and include home-school partnerships.</li> <li>* <i>Sub-message: Give your child a great "private-school" education within the public schools.</i></li> <li>* <i>Sub-message: Try out a college major and/or career.</i></li> <li>* Through College and Career</li> </ul>	<ul style="list-style-type: none"> <li>* Many parents are unaware of College and Career Academies, or do not understand what they are and how they make a difference for students.</li> <li>* Misperceptions of a traditional career-tech model may persist.</li> <li>* Many parents do not yet understand the full range of College and Career Academies that are available or that students can apply to an Academy outside their traditional feeder pattern.</li> <li>* Bias toward the traditional</li> </ul>	<ul style="list-style-type: none"> <li>* Clearly define College and Career Academies</li> <li>* Give the College and Career Academies marketing muscle by showing them in action</li> <li>* Host a series of informational Parents' Nights focused on the Academies (at least one parent night in each of the major District families/communities)</li> <li>* Provide resources related to parent/ family engagement to Academy leads &amp; teaching teams; assure that each Academy has a home-school partnership action plan; assure each Academy hosts at least 2 parent/ family engagement events ea. year</li> </ul>	<ul style="list-style-type: none"> <li>*Peer-to-peer word of mouth starting with PTSAs</li> <li>* Academy Parent Champions cadre as a result of the Academy Parent Universities</li> <li>* Redesigned marketing materials that showcase a system of College and Career Academies with calls-to-action</li> <li>* Academy Home-School Partnerships and Academy Parent Support Groups</li> <li>* Annual Parent LL Informational Nights in each of the major District Communities//Families of schools</li> </ul>

	<p>Academies, your child prepares for both college and for a high-demand, well-paying career.</p> <ul style="list-style-type: none"> <li>* Make it easier for your child to be accepted to college and/or gain the knowledge, skill, and experiences that make her/him very competitive in the job market.</li> <li>* Academies offer high expectations and a culture of commitment and caring. Parents and community are partners in supporting student success.</li> <li>* College and Career Academies provide a pathway to the future</li> </ul> <p><i>Sample Messages:</i>  <i>"An Academy is a school within a school. An Academy is part of a bigger campus, but has its own curriculum, faculty, and program of study. Academy teachers focus on students and student success with the same attention students would get at a specialized private school."</i></p>	<p>model of high school with college prep for some students and career-technical education for others</p> <ul style="list-style-type: none"> <li>* Most parents are unaware of dual enrollment options</li> <li>* There are limited funding and limited personnel resources for marketing.</li> </ul>	<ul style="list-style-type: none"> <li>* Utilize a Parent University strategy to inform the public about the District Academies and to develop parents as champions and advocates for District Academies/Linked Learning.</li> <li>* Establish and/or enhance a Parent/Family Resource Center at each of the high schools as a way to connect families to Linked Learning information and resources that will empower them to better support their student's learning. (Partner to open facilities on nights, weekends, etc.)</li> <li>* Help parents learn about all of the Academy options for their children earlier (4<sup>th</sup> – 8<sup>th</sup> grade) in terms of both the many pathways available, and specific College and Career Academies</li> <li>* Promote dual enrollment options</li> <li>* Activate powerful, but low-cost, strategic and grassroots marketing efforts in order to reach all parents</li> <li>* Assure key LL/Academies marketing and informational materials are available in multiple-languages.</li> <li>* Regularly engage parents in Academy Parent Universities to develop a growing cadre of parents who are knowledgeable about Academies and serve as Academy champions and advocates</li> <li>* Engage School Board LL Champions as well as members of the Core Steering Group to make presentations to middle school and elementary schools PTAs about LL and the Academies</li> <li>* Provide information on LL/</li> </ul>	<ul style="list-style-type: none"> <li>* Student voice: Presentations to Parent Groups by Academy Student Ambassadors; Utilization of Academy Student Blogs to tell the Academy student success stories</li> <li>* (possibly) LL bumper stickers</li> </ul>
--	--	---	--	---

			<p>Academies through Parent/ Family Resource Centers</p> <ul style="list-style-type: none"> <li>* Consider online link that allows prospective Academy parents/students to provide opt-in (voluntary) contact information (email, mailing address, etc.) for follow-up via LL marketing and recruitment materials</li> <li>* Engage Academy Student Ambassadors in providing presentations to parent groups.</li> <li>* Develop an Academy Student Blog a la Nashville's "My Future. My Way. My Academy Student Blog." <a href="http://myacademyblog.com/">http://myacademyblog.com/</a> and publicize this for parents.</li> </ul>	
<p>EDUCATORS</p> <ul style="list-style-type: none"> <li>* K-12</li> <li>* School District Staff</li> <li>* Academic teachers</li> <li>* CTE teachers</li> <li>* Counselors</li> <li>* Teachers' Union</li> <li>* Administration (K-12) – Principals &amp; Support</li> <li>* School Boards</li> <li>*</li> </ul>	<ul style="list-style-type: none"> <li>* College and Career Academies help students achieve, succeed, and prepare</li> <li>* College and Career Academies are for all students; provide a rigorous and relevant education: and prepare students for both college <i>AND</i> career, not one or the other.</li> <li>* College and Career Academies increase student achievement by engaging students in interdisciplinary curriculum; real-world projects that have value beyond the classroom; and public exhibitions of student work and mastery.</li> <li>* College and Career Academies put students first and help students connect with their interests and motivation to</li> </ul>	<ul style="list-style-type: none"> <li>* Teachers involved on Academy teams are knowledgeable about Academies and Linked Learning; however, non-Academy teachers (Foreign Language, Advanced Placement, some elective teachers, physical education teachers, etc. are less aware of Academies/Linked Learning.</li> <li>* There has been some LL PD for counselors and LL is a regular agenda item at the monthly counseling meeting; however, not all school administrators have been involved in LL PD and/or meetings, Institutes, coaching experiences and, in the past, LL has rarely been an agenda item at the Principal meetings.</li> </ul>	<ul style="list-style-type: none"> <li>* Provide LL presentations to District staff, site faculties &amp; staff; administrators, etc.</li> <li>* Encourage and assure inclusion of information on Academies in District and site publications, regular internal and external communications, etc.</li> <li>* Include site administrators and counselors on LL Pathway Leadership teams and in LL Pathway PD</li> <li>* Assure LL is regularly on the agenda of key District meetings – Cabinet, Administrators, Teaching and Learning, Counselors, Teaching and Learning Accountability, etc.</li> <li>* Assure LL is regularly on the agenda of key high school site meetings – administrative, faculty, Site Council, etc.</li> </ul>	<ul style="list-style-type: none"> <li>* Peer-to-peer word of mouth</li> <li>* LL Videos</li> <li>* LL Presentations to faculty and staff</li> <li>* LL featured on District web site and in District publications</li> </ul>

	<p>learn.</p> <ul style="list-style-type: none"> <li>* At their core, College and Career Academies are about Teaching and Learning.</li> <li>* College and Career Academies provide high expectations and a culture of commitment and caring (a sense of family). When well implemented, they dramatically improve student achievement and close achievement gaps.</li> </ul>			
<p><b>BUSINESS &amp; LABOR</b></p> <ul style="list-style-type: none"> <li>*Employers</li> <li>*Chambers of commerce</li> <li>* Economic development officials</li> <li>* Workforce development officials and boards</li> <li>* Professional Associations</li> <li>* Trades &amp; Trade Associations</li> <li>* Local Unions</li> </ul>	<ul style="list-style-type: none"> <li>* College and Career Academies help students achieve, succeed, and prepare</li> <li>* College and Career Academies are essential to the community's educational attainment and economic development</li> <li>* College and Career Academies will build the knowledge and skills of future employers and union members/association members</li> <li>* By working to support the District system of College and Career Academies, you can positively the education of youth in our community and help increase student achievement and success</li> <li>* College and Career Academies are a source of Science Technology, Engineering and Math (STEM) employees.</li> </ul>	<ul style="list-style-type: none"> <li>* Impatience with slow speed of educational change</li> <li>* Frustration with cultural differences between business and education</li> <li>* Perception that educators are typically not clear about what they want or need from business and/or labor partners</li> </ul>	<ul style="list-style-type: none"> <li>* Develop, implement, &amp; maintain LL Speakers' Bureau that regularly make presentations regarding the District's Academies and ways in which business/labor might partner with the District in support of Academies to Industry Association meetings, Chambers of Commerce, and other business/ industry organizations.</li> <li>* Deepen existing relationships with and support from current business partners</li> <li>* Bring more business partners on board who are specifically aligned with Academy themes</li> <li>* Continue to align the College and Career Academies with regional workforce development needs of businesses</li> <li>* Participate in Richmond Economic Summit and prominently feature LL in Education presentation.</li> <li>* Host Business- Education Forum</li> </ul>	<ul style="list-style-type: none"> <li>* Word-of-mouth and peer-to-peer marketing</li> <li>* Marketing materials that clearly explain the benefits of college and career academies (better educated, better prepared graduates in employers' language)</li> <li>* LL Presentation at Richmond Economic Summit and similar events</li> <li>* Business-Education Forum</li> <li>* Business Prospectus</li> <li>* Case studies/success stories</li> <li>* Recruit successful Academy Students//Academy student ambassadors to speak to employers, professional associations, annual economic summits, etc.</li> <li>* LL PR campaign</li> <li>* Inside the District Academies' events</li> <li>* College and Career Days</li> <li>* Use of free and low-cost College and Career Academies</li> </ul>

			<p>focused on the development and enhancement of partnerships to support the Academies</p> <ul style="list-style-type: none"> <li>* Develop Prospectus encouraging Business and Labor Partner involvement</li> <li>* Develop Business Partner Toolkit (per-to-peer tool), including business prospectus, business peer to peer letters, College &amp; Career Academy presentation for business audience; create specific “ask” that includes levels of sponsorship/participation, LL case studies/success stories)</li> <li>* Educate business and labor partners about College and Career Academies and the roles they can play in the Linked Learning initiative</li> <li>* Showcase College and Career Academies in action and student success stories</li> <li>* Increase the number of business and labor participants, including media industry partners</li> <li>* Make explicit the relationship between College and Career Academies, education reform, and economic development</li> <li>* Organize at least one targeted meeting of labor organizations, labor councils, and apprenticeship program partners to provide information about LL and to collaboratively discuss ways in which labor partners can play an important role in supporting LL . . . Specific commitments and plans for action will result.</li> </ul>	
			<ul style="list-style-type: none"> <li>* Arrange for presentations by</li> </ul>	

			Academy Student Ambassadors to a variety of industry and community groups	
<p>HIGHER EDUCATION</p> <ul style="list-style-type: none"> <li>* University faculty and admission officers</li> <li>* University administrators</li> <li>* Community college administration and faculty</li> </ul>	<ul style="list-style-type: none"> <li>* College and Career Academies help students achieve, succeed, and prepare</li> <li>* College and Career Academies are for all students; provide a rigorous and relevant education: and prepare students for both college AND career, not one or the other.</li> <li>* College and Career Academies increase student achievement by engaging students in interdisciplinary curriculum; real-world projects that have value beyond the classroom; and public exhibitions of student work and mastery.</li> </ul>	<ul style="list-style-type: none"> <li>* Old perceptions about CTE</li> </ul>	<ul style="list-style-type: none"> <li>* Organize and implement at least one targeted meeting of postsecondary partners to provide information about LL and to collaboratively discuss ways in which postsecondary partners can play an important role in supporting LL. Geer meeting toward action so that specific commitments and plans for action result.</li> <li>* Engage representatives from postsecondary partners in work to develop college going culture within K-12 classroom (Middle school project College Promise initiative)</li> <li>* Involve representatives from postsecondary partnerships on the District Community Coalition and Academy Advisory Boards</li> <li>* Collaborate with postsecondary partners on the preparation of LL teachers (LL emphasis with local state university)</li> </ul>	<ul style="list-style-type: none"> <li>* District LL/Academies Newswire</li> <li>* Marketing/informational materials that clearly explain the benefits of college and career academies (better educated, college-ready graduates in college/university-friendly language)</li> </ul>
<p>COMMUNITY BASED ORGANIZATIONS</p> <p>- including faith-based and neighborhood organizations</p>		<ul style="list-style-type: none"> <li>* Assuring equity of opportunities for students and families to participate in community programs or to obtain services</li> <li>* Matching community contributions with high school/Academy LL goals; integrating student support services with education</li> </ul>	<ul style="list-style-type: none"> <li>* Engage community-based organizations -- including local and regional CBOs, faith-based and neighborhood partners -- in building a culture of high expectations and support for student success.</li> <li>* Collaborate with community-based organizations on specific initiatives that increase attendance, improve academic performance and engagement in school, and/or increased desire for and access to</li> </ul>	

			<p>postsecondary college and career options.</p> <ul style="list-style-type: none"> <li>* Increase awareness among Academy teachers of community resources to enrich curriculum and instruction</li> <li>* Increase openness to and skill in using mentors, community volunteers and others to assist students and learning.</li> <li>* Increase knowledgeable, helpful referrals of students and families to needed services</li> <li>* Increase pride and participation in community; increased connections of Academy students with community</li> <li>* Be visible in the community; Encourage LL participation in a variety of community events</li> </ul> <p>Resource:</p> <p>U.S. Department of Education Faith-based and Neighborhood Partnerships (FBNP)  <a href="http://www2.ed.gov/about/inits/list/fbci/index.html">http://www2.ed.gov/about/inits/list/fbci/index.html</a></p>	
<p><b>POLICYMAKERS</b></p> <ul style="list-style-type: none"> <li>* Governor</li> <li>* Legislature/state-federal lawmakers</li> <li>* County/regional officials</li> <li>* local government officials, city councils</li> <li>* School Board</li> <li>* Superintendent and District Administrators</li> </ul>	<ul style="list-style-type: none"> <li>* College and Career Academies help students engage in more rigorous and relevant learning and prepare them for college, careers, and citizenship.</li> <li>* College and Career Academies build our human resources; they increase educational attainment and economic development of our communities.</li> <li>* College and Career Academies increase student</li> </ul>	<ul style="list-style-type: none"> <li>* Many policymakers hold “old, outdated” perceptions of College and Career Academies – i.e., “old” vocational education</li> <li>* Many policymakers do not yet view College and Career Academies as a central element of high school redesign and improvement.</li> <li>* High profile, politically connected people do not yet regularly advocate for College and Career Academies/ Linked</li> </ul>	<ul style="list-style-type: none"> <li>* Educate policymakers about College and Career Academies/ Linked Learning (visits to the Capitol, invitations to Academy Design Studios, Inside the Academies events, Academy Showcase, Academy Awards, etc.</li> <li>* Communicate about the potential of College and Career Academies to be effective education improvement initiatives and an answer to the need to develop a 21<sup>st</sup> century model for secondary education</li> <li>* Engage LL Champions and other</li> </ul>	<ul style="list-style-type: none"> <li>* Informational/marketing materials that showcase College and Career Academies as an effective education improvement and economic investment strategy</li> <li>* Munt letter-writing, email, and calling campaign to legislators and other policymakers supporting College and Career Academies</li> <li>* Engage LL Champions and local Employers, Higher Education partners, and other</li> </ul>



	<p>engagement and achievement by linking academics to career technical knowledge and skills</p> <ul style="list-style-type: none"> <li>* College and Career Academies are a proven and effective secondary education strategy</li> <li>* College and Career Academies deserve support and continued funding.</li> </ul>	<p>Learning.</p> <ul style="list-style-type: none"> <li>* Some high profile, politically connected people who advocate for academies sometimes do so with the wrong message that Academies are only about preventing dropouts and basic job training.</li> <li>* Education budget crisis at State and local levels</li> </ul>	<p>high-profile partners in the College and Career Academy/LL cause</p> <ul style="list-style-type: none"> <li>* Use the power of constituents to focus policymakers on College and Career Academies</li> </ul>	<p>stakeholders in endorsing College and Career Academies//Linked Learning to policymakers</p> <ul style="list-style-type: none"> <li>* Provide opportunities for Academy/LL students who have been successful to tell their stories to policymakers</li> <li>* PR campaign to build media and policy “buzz”</li> <li>* Development and distribution of case studies, success stories</li> </ul>
<p><b>MEDIA</b></p> <ul style="list-style-type: none"> <li>* Public Newspapers and newswires (print and online (Richmond Patch, El Cerrito Patch, etc.)</li> <li>* Student media (print, online, radio, television)</li> <li>* Trade and professional newsletters</li> <li>* Blogs, podcasts, digital media</li> </ul>	<ul style="list-style-type: none"> <li>* College and Career Academies engage Students in their learning and help them, achieve, succeed, and prepare for college, career, and citizenship.</li> <li>* College and Career Academies enhance our communities; they are an effective way to improve educational attainment and economic development in our communities.</li> <li>* College and Career Academies are an effective strategy for secondary education improvement and redesign</li> </ul>	<ul style="list-style-type: none"> <li>* Reporters may not be aware of College and Career Academies and may not understand how they differ from the “old,” traditional vocational education.</li> <li>* College and Career Academies may not be seen as “news”</li> </ul>	<ul style="list-style-type: none"> <li>* Identify the “news” of Linked Learning and College and Career Academies – (preparing students for both college and career)</li> <li>* Use Academy/LL students as subjects for human interest stories</li> <li>* Use emerging and non-traditional media</li> <li>* Strategize about how to create media “buzz”</li> <li>* Create and Execute a Comprehensive Media/PR Plan <ul style="list-style-type: none"> <li>• Outreach to Media (place case studies/ Success stories; Invite reporters to events</li> <li>• Develop a Media Kit (Fact sheets on each College &amp; Career Academy &amp;/or Pathway; templated news releases; internal scripted talking points; frequently asked questions document; case studies/ success stories; “faces” of the</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>* Regularly showcase/talk about College and Career Academies// Linked Learning at public meetings, events to attract media attention</li> <li>* PR LL campaign/media kit</li> <li>* Regularly identify newsworthy Academy student success stories (innovative Academy service learning project; innovative Academy senior project, student achievements, etc.)</li> <li>* Regularly pitch stories about College and Career Academies and provide news releases related to Academy events</li> <li>* Use emerging and non-traditional media to promote College and Career Academies /Linked Learning</li> <li>* Use student media</li> <li>* Host Inside the Academies events</li> </ul>

			<p>College &amp; Career Academies</p> <p>* Recruit high profile figures for awareness campaign (utilize business partners in the media; newspapers, TV, radio, online media, etc.)</p>	
ACADEMY ALUMNI	* Stay involved. Your engagement with and support for Academies can make a difference in the lives of Academy students	* Not all Academies have websites, Face Book pages, or other easily accessible ways to keep in contact with Academy Alumni	<p>* Initiate Academy Alumni Project: Create opportunities for Academy Alumni to register on the Academies pages on the District website;</p> <p>* Work with Academy leads to develop an Academy Alumni Engagement Strategy (Including invitations to attend specific Academy events, participate on Academy Advisory Boards, assist with Academy partnership and resource development, serve as Academy advocates and champions, etc.)</p> <p>* Develop and disseminate a Senior Academy Exit sheet that helps Academy leads/teaching teams “capture” contact information for graduates, including email addresses.</p> <p>* Provide opportunities for Alumnae to engage with and support Academies</p>	<p>* District LL Newswire</p> <p>* Special invitations to Academy events (via email)</p>
<i>NOTE: The format of this matrix is based on a template model from FORD Pass; however, the content is not the same.</i>				