

OPPORTUNITIES FOR ALL

Quick Start Guide

How to kick-start your involvement with the campaign

JOINING THE CAMPAIGN



In 2013, AASCU conducted a survey on public perceptions of State Colleges and Universities (SCUs). We found the public had low awareness of the cost/value of SCUs compared to other types of colleges and were split as to whether college is worth the investment.

By using consistent messaging and developing a unified voice, SCUs can amplify the message of their value and impact on students, society and the economy. The participating members in the Opportunities for All (O4A) campaign will act as force multipliers—reaching more students, opinion leaders, voters, state lawmakers and other key audiences than one institution could alone.

But once you sign the pledge at opps4all.org, what are the next steps? This starter guide will help you understand the process for implementing the campaign, leading to wider public awareness of SCUs and increased regional and national support for your institution.

One Step at a Time

1 CREATE INTERNAL BUY-IN:

Review the campaign's key messaging and goals with internal staff throughout your SCU. Creating buy-in beyond just the communications team—especially at the leadership level—will ensure everyone understands the purpose of the campaign and will be motivated to contribute to its success.

2 IDENTIFY OPPORTUNITIES FOR INTEGRATED MESSAGING:

Examine what messaging makes sense for each department. Identify how SCU branding can enhance current efforts and what new efforts would have the most impact for your institution.

3 DEVELOP AN IMPLEMENTATION PLAN:

Develop a plan to detail exactly how and when campaign messaging will be integrated.

4 MEASURE RESULTS:

Define metrics for measuring the success of the campaign and the timing for measuring these.

5 SHARE SUCCESSES AND CHALLENGES:

Let us know about your successes and challenges by contacting Oppls4All@aascu.org so we can communicate them with other members and help you work through any issues.

6 REFINE PLAN AS NECESSARY:

Based on what you learn, such as by evaluating metrics, refine the plan as necessary.

Easy Wins

SPRUCE UP YOUR WEBSITE

Add SCU brand messaging in your "About Us" section.

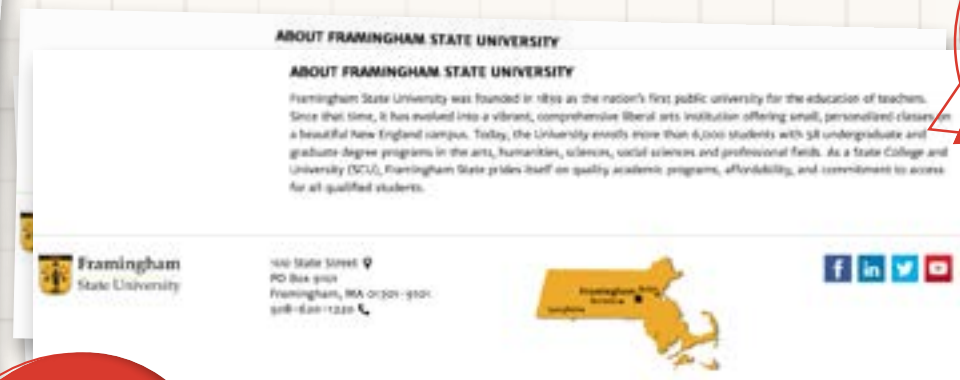
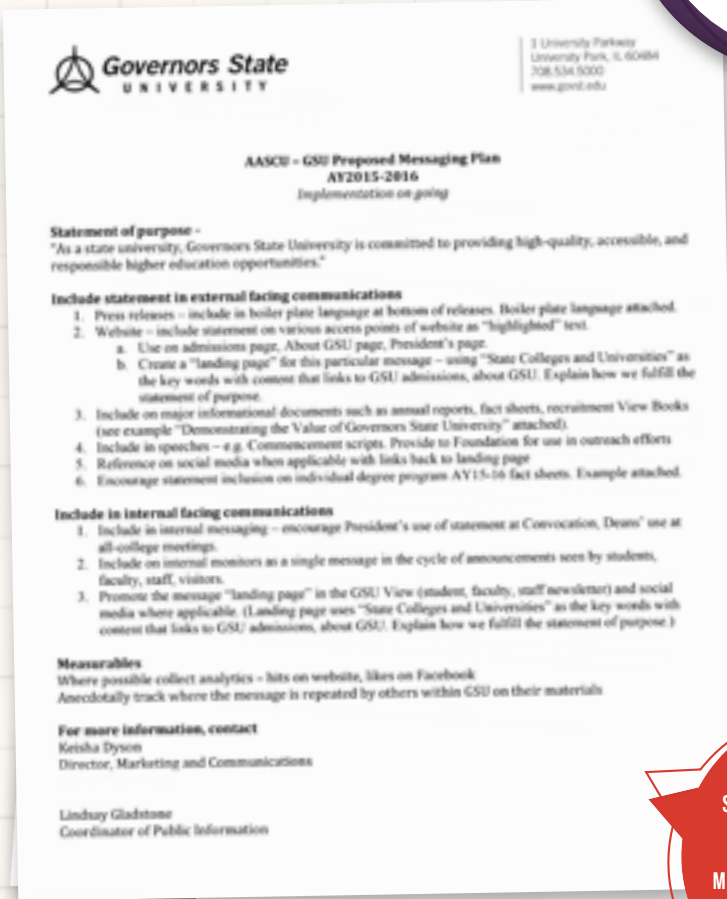
Create a page on your website with O4A messaging, and add a link to that section on your homepage.

Link to AASCU's O4A pages from your homepage.

Create a press release announcing your involvement with the campaign.

Incorporate SCU brand messaging into your boilerplate language.

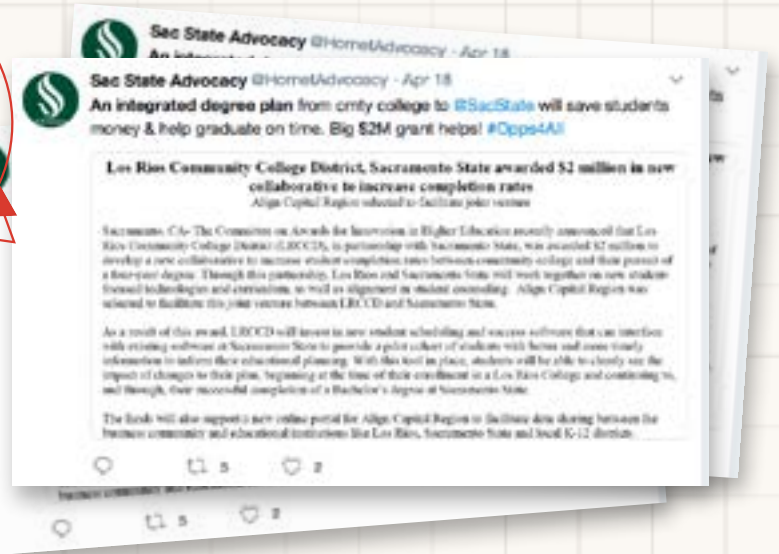
GET THE WORD OUT



GOVERNORS STATE UNIVERSITY (ILL.) CREATED A PROPOSED MESSAGING PLAN TO ASSIST WITH O4A IMPLEMENTATION.

OPTIMIZE SOCIAL MEDIA

SACRAMENTO STATE (CALIF.) USED THE #OPPS4ALL HASHTAG TO LINK HOW IT'S PROMOTING STUDENT SUCCESS TO THE CAMPAIGN.



Reference the campaign on social media (we even have messages you can use in our Campaign Toolkit on aascu.org/Opps4All/Members/).

CAMERON UNIVERSITY (OKLA.) CREATED A SEPARATE SECTION OF ITS WEBSITE FOR 04A.

TALK THE TALK

Reinforce SCU brand messaging in your president's or chancellor's speeches and media interviews.

INFORM THE COMMUNITY AND GOVERNMENT

Incorporate SCU brand messages in legislative briefing books and newsletters.



FRAMINGHAM STATE UNIVERSITY (MASS.) ADDED SCU MESSAGING TO ITS NEWS RELEASE BOILERPLATE.

WESTERN WASHINGTON UNIVERSITY HAD A SECTION ON SCUS IN ITS 2017 FEDERAL BRIEFING BOOK.

We hope this guide helps you hit the ground running to become a part of the campaign. Collectively we can strengthen public awareness of the many benefits of SCUs. **P**