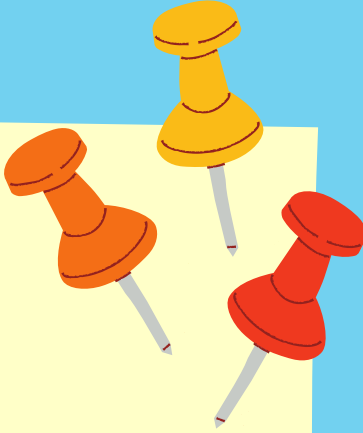



Task Force On Student Success for Underrepresented Students in Higher Education

Communications Plan





Audiences + Objectives



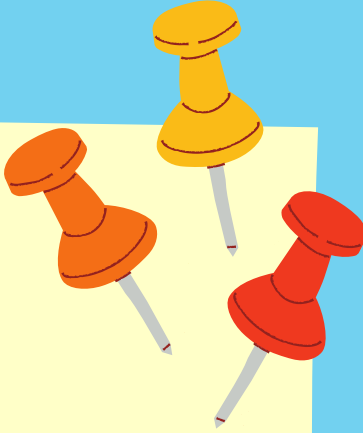
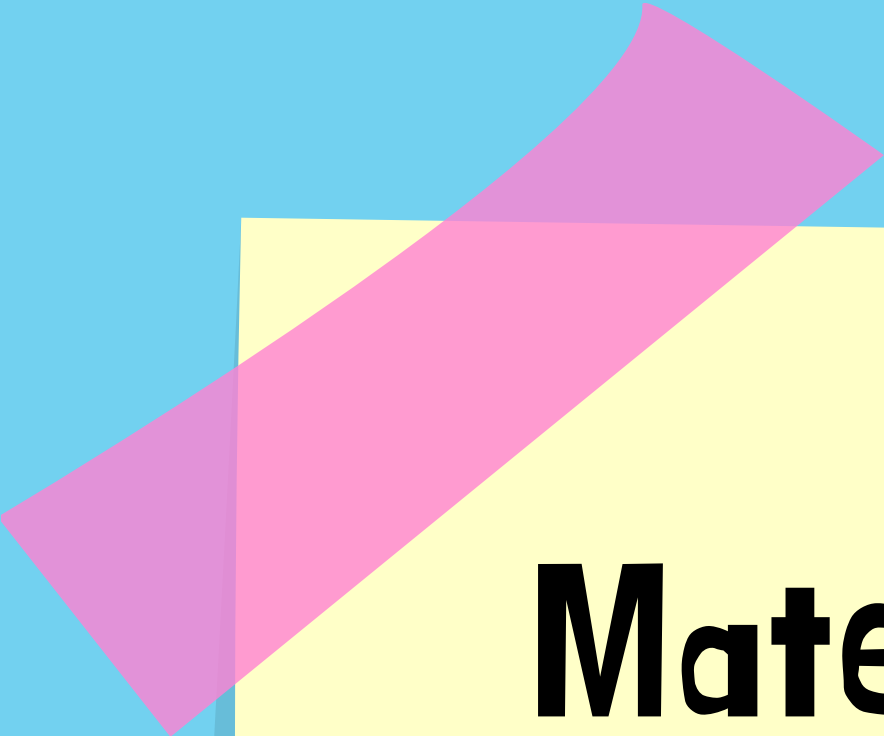
Audiences

Students who are underrepresented and diverse, are from rural communities, are from low-income families, experience disabilities, identify as lesbian, gay, bisexual, transgender, queer, two-spirit, intersex, asexual, nonbinary, or other gender identity or sexual orientation, are undocumented, and have been in foster care.



Objectives

Provide targeted audiences with information to get involved and share their lived-experiences with the task force to help inform legislation recommendations the task force will make by December 15, 2022.



Material Development



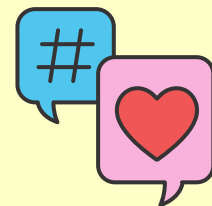
Webpage on the Legislature's Website

Webpage where students, faculty, staff, and other stakeholders can receive information on the task force and how to get involved.



Flyer

Flyer for post-secondary institutions, community-based organizations, and other stakeholders with information on how to get involved.

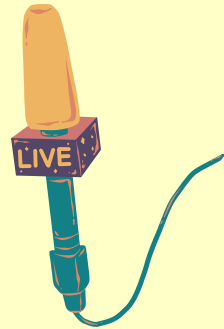


Content and Visuals

Create content like graphics and visuals for social media and other platforms to help spread the word. For example, we'll want to share content on announcements and student stories.



Outreach Strategy



Media Outreach

Provide updates and information to a diverse group of state, local, and culturally-specific media, including newspapers, broadcast, podcasts, and digital platforms, as well as general news and education reporters covering higher ed. This also will include student newspapers.



Community Outreach

All updates and materials should be sent to higher ed institutions, community-based organizations, including student groups and associations.

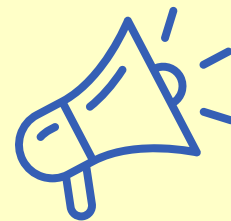


Social Media

Create Task Force social media page for Facebook, Twitter, Instagram, and TikTok, where many college students are. If permitted, we should consider a paid social media campaign that reaches student groups across the state.



Task Force Involvement



Spokespeople + Task Force Ambassadors

We'll need everyone on the task force who feels comfortable to help with interviews, community outreach, and content development (For example, if we do a video update for social channels).



Approval Protocols

The task force should help to provide approval for content shared in the previously mentioned materials (webpage, social content, flyer, etc.)

**Thank you
for listening!**

