

### **Foundational Items**

- In-person events
- Landing page copy/event outline
- Organic social plan
- Email marketing plan

### **Barriers To Help Eliminate**

- Transportation
- Additional funding
- Child care
- Free tutoring
- Counselors — Academic advisers
- Navigator

### **Thought Starters**

- Map of campus
- Event locations
- Directional signage
- Parking instructions
- Schedule for week
- Campus features
- Success coach
- Meet professors
- Schedule meetings for students' success plan
- Clubs/organizations
- Giveaways
  - ◊ Bookstore
  - ◊ Campus coffee shop
  - ◊ Parking pass
- Invite community partners
- Reconnect + community college photo ops
- Kickoff celebration
- Talk to a current Reconnector
- Meet your Reconnect Navigator

- FAFSA completion seminars
- Explore programs
- Q&A session
- Book 1-1 coaching sessions
- Campus tours

### **In Case You Missed It**

- Recorded or virtual webinar
  - What is Michigan Reconnect?
  - How to apply and fill out FAFSA
  - Enrollment packet to start the process
  - Guest speaker: Local business partner
- Link to register for webinar throughout all materials*

### **Communication Resources Delivered Week of June 14**

#### **Paid Support**

- In market July 10-27
- Print, display, radio, mobile billboard, social

#### **Communication Resources**

- Landing page copy/event outline
- Organic social
- Next Week, This Week, ICYMI
- Recommended hashtags
- Newsletter templates
- How-to guide: Low-budget
- quality video
- Reconnector testimonials

- Signage for campus
  - ◊ Poster
- Radio script template
- Press release template
  - ◊ FAQ one-pager guide for outreach
  - ◊ Guidance on pitching local media

### **Statewide Earned Media**

- *“Reconnect on Campus”* virtual news conference July 17
  - ◊ Media advisory, press release and talking points
- Statewide outreach to media after news conference

### **Have Additional Questions?**

*Open office hours for additional support*

- *June 15, 2-3 P.M.*
- *June 20, 10-11 A.M.*
- *June 28, 1-2 P.M.*

### **Additional Support Webinars**

*Save the dates*

- *June 7* — Earned media support
- *June 8* — How to create low-budget quality video

### **Need More Information?**

*Email: Sara Williams*

*Williams@gudmarketing.com*