

PR Guide

EACH MONTH, TRY TO DO 1-2 OF THESE STORIES AS PART OF NORMAL COLLEGE PUBLIC RELATIONS

One in Four Michigan High School Students Drops Out...Community Colleges Respond.

Stories that describe a former dropout coming back to a two-year college and 1) being successful, and 2) becoming a role model for the community. "You've got this" speaks to their ability to succeed, and positions the college as a resource.



Good Grades, No Money

Individuals who would have been unable to pursue a four-year degree due to lack of money. They are graduates of four-year colleges because they were able to start at a Michigan Community College. "You've got this" means an affordable option for talented youth.



Economic Engine

Michigan communities are looking to replace disappearing employers with new businesses and industries that offer good-paying jobs. Larger employers seek well-trained workers with a solid work-ethic. "You've got this" positions the community college as a business resource that is instrumental in attracting new industries.

Personal Perseverance

Every community college has stories about individuals who had lost their way before finding a community college. People of value, who simply needed an opportunity and someone to believe in them. "You've got this" is the story of how community colleges can redeem lives.



Job Retraining

Individuals who are laid off and need retraining to get back into the job market. People who have built all new jobs and futures because of workforce development. "You've got this" suggests the community college as a locus of retraining.



Job Improvement

People who come back to get their Associate Degree because of what it can do for their career. This can also be viewed from the standpoint of employers wanting to hire these people. "You've got this" suggests the community college as a way to move up the ladder.



Message Breadth

The brand has multiple aspects:

First, community college students are dedicated individuals who embody the Midwestern traits of hard work and effort. By saying "You've got this," we speak directly to these students, affirming their ability to reach their potential.

"You've got this" means that every Michigan parent has a local resource for education to which they can turn, for their children and for themselves.

"You've got this" also means that each community, business and organization can look to its local community college as a resource that can be counted on to serve that region.

"You've got this" also means that Michigan can look to the individual colleges to serve the state's larger needs and actively be part of the economic solution to jobs and growth.

This is a brand that positions Michigan's Community Colleges as a resource for the people, the communities and the state itself.

Marketing

1. Place brand statement and print ads in your own publications (see website).
2. Develop news releases around the "You've got this" themes. These can be *completely* about your college: simply use language that reinforces the college as a resource to which the person, community or business has access.
3. Send copies of your news releases, articles and press coverage to Interact to add as a story on the state website.
4. Look for PSA opportunities (free!) that allow you to promote the values of your students, faculty and college.
5. Identify and implement joint promotional opportunities, wherein the business partner can perform the news release or news conference (if possible), using the "You've got this" message.
6. Send copies of each news release to local opinion leaders.

Story and Campaign Focus

1. Identify individuals who can help extend the annual campaign, particularly in the area of economic development, job creation, job training, professional development and transfer for STEM-focused careers.
2. Interview the person to determine their motivations and basic story. You are looking for reasons that show their personal character.
3. Interview your faculty about them. Ask them leading questions. Did that take courage? Was that something that was easy for them to do? Would it have been easy for them to quit? We're looking for the core values that highlight the worth of the person.
4. Use in your promotional efforts, but save all contact information so this material can be integrated into the new campaign.