

PSEO Coalition Pre-Summit Workshop

The upcoming PSEO Coalition Pre-Summit Workshop is designed to be highly interactive and focused on real communication challenges participants are facing. To make the most of our time together, we ask that you spend 20 to 30 minutes before the workshop reflecting on the questions below. If possible, complete this exercise with your Postsecondary Values Framework Implementation Community teammates and/or other colleagues who regularly communicate about postsecondary value.

Identify Your Communication Challenge

What is the biggest communication challenge you're currently facing? Examples might include:

- Explaining the value of postsecondary education to skeptical audiences
- Communicating outcomes data in a way that's meaningful
- Building support for a new initiative related to postsecondary value
- Responding to questions about cost, return on investment, or workforce outcomes
- Aligning messaging across partners or departments

My challenge:

Choose a Use Case

During the workshop, you'll develop messaging for an actual communications need. Choose one example you would like to work on.

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|---------------------------------------|--|
| ☐ Website | ☐ Talking points |
| ☐ One-pager | ☐ Legislative meeting |
| ☐ Social media | ☐ Student recruitment |
| ☐ Email | ☐ Other: _____ |

Briefly describe your use case:

Identify Your Priority Audience(s)

Who is the most important audience for this communication?

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|---|--|
| ☐ Prospective students | ☐ Institutional leaders |
| ☐ Current students | ☐ Faculty and staff |
| ☐ Families | ☐ Community partners |
| ☐ Employers | ☐ Other: _____ |
| ☐ Policymakers | |

If you're completing this exercise with colleagues, spend 10 to 15 minutes discussing the questions and capture your notes below.

- What questions does this audience most often ask?
- What misconceptions or concerns do you encounter?
- What part of your current messaging feels strongest?
- Where do you struggle most?
- If you could improve one aspect of your communication, what would it be?

Notes:

Notes: