American GRADUATE 2015 year in review

MOTIVATION
WHAT DID YOUR ORG. DO TO COMMUNICATE the BENEFITS OF EDUCATION ALIGNED with DIFF. AUDIENCES?

LEADERSHIP BUY-IN
DID YOUR ORG. IDENTIFY LEADERS and WORK WITH THEM to ADDRESS DROP-OUT ISSUES? WHAT DOES LEADERSHIP NEED to GET on BOARD?

K12 and POST SEC ALIGNMENT
DID YOUR ORG DO ANYTHING TO STRENGTHEN ALIGNMENT BETWEEN K12 and POST SECONDARY

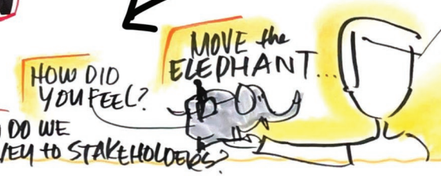
INTERVENTIONS
IS YOUR ORG INVOLVED in ANY INTERVENTIONS (ie. PARTNERING with INDUSTRY FOR FUNDING, CAMPUS/INDUSTRY TOURS, INTERNSHIPS)

KNOWING the PEOPLE WE serve
WHOM DOES YOUR ORG. SERVE? WHAT HAS YOUR ORG. DONE to BETTER UNDERSTAND their NEEDS?

USING EXISTING DATA
HOW HAS YOUR ORG. USED DATA to... ?

AWARENESS/ MESSAGING MARKETING
WHAT COMMUNICATION CHANNELS HAVE YOU FOUND PARTICULARLY IMPACTFUL in COMMUNICATING DROP-OUT ISSUES? (ie. flyers, videos, social media, in-person events)

COLLABORATION and SUSTAINABILITY
WHAT PARTNERSHIPS HAVE you ENGAGED in to ADDRESS DROP-OUT ISSUES? HOW HAVE THESE EFFORTS MET the NEEDS of UNDERSERVED LEARNERS?



REFLECTIONS

NOT EASILY MEASURED

BY-PRODUCT

BETTER AWARENESS in MESSAGING

RESOURCE RICH on K-12 and POST SEC
— EASY to SHARE

K-12/POST SEC is a LAUNCHPAD NOT FINISH LINE!

WE'RE FOCUSED ON SERVING...

NEED MORE FUNDING
— where are the decisions to be made?

graphic footprints