
MEDIA OUTREACH

Communication is key to successful outreach! Using the following templates, include information specific to your event and send to local media outlets (i.e., newspapers, TV stations, community newsletters, etc.). You can also use your school/school district's website and social media to disseminate this information. Please also send your release to Florida CAN! We can help spread the news of your good work and even help you make connections with the media.

Sample Press Release

[Place on SCHOOL LETTERHEAD]

Media Contact: [NAME]

Phone: [NUMBER]

[TITLE: May 1 is College Decision Day: Where will [High School Name] Students Go to College?]

[Date] [City] – May 1 is a big day across Florida and the nation in the college admissions process. It's the day by which seniors nationwide declare what they want to do with their futures and decide where they will go after high school.

[Name of your high school] will participate in Florida's inaugural College Decision Day on [date]. [Name of your high school] is hosting its College Decision Day to celebrate the Senior Class of 2015 in making this important decision to achieve greatness by either attending college, trade school or enlisting into the armed services.

[Name of site coordinator or school principal], College Decision Day event site coordinator/Principal for [name of your high school], expects more than [insert number] seniors to participate. [Insert quote similar to: "This celebration will continue to create a college-going culture within our school as well as within the community. We are extremely proud of our senior class for taking this next big step for their future."]

The [School Name] Decision Day 2015 will take place on [date] from [time] in [location]. Students, parents, school administrators, teachers, staff and community members are invited to join in the celebration. [Include information about the event – will there be anyone speaking? Games? Prizes? Food?].

For more information about [name of your high school], please contact [name of site coordinator] at [contact information].

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Sample Media Advisory

[Place on SCHOOL LETTERHEAD]

Media Contact: [NAME]

Phone: [NUMBER]

TITLE EXAMPLE: May 1 is College Decision Day at [High School Name]

[Date] [City] – May 1 is a big day across Florida and the nation in the college admissions process. It's the day by which seniors nationwide declare what they want to do with their futures and decide where they will go after high school.

What: [Name of your high school] is hosting its [inaugural or annual] College Decision Day on May 1, 2015 to celebrate the Senior Class of 2015 making this important decision to achieve greatness by either attending college, trade school or enlisting into the armed services.

When: [insert date] from [time]

Where: [location]

RSVP: [name, title, contact information]

Press: This event is open to the media. We ask that you RSVP in advance. If you are unable to RSVP, please check in at the High School main office.

Event Highlights:

[Insert speaker names and info]

[Insert plans for games, prizes]

Announcing senior's college selection

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Sample Social Media Tools

Use social media tools and networks to engage students about where they want to go to school, what they are doing to get there and questions or concerns they have. Ask for suggestions or input from the community.



Facebook: Post at least 3 times a week leading up to important dates and deadlines. It is important to post items that will engage the audience and encourage them to participate in the conversation. Open-ended questions and asking for opinions are good ways to initiate dialogue. We also recommend the use of pre-selected hashtags.

Facebook examples:

- Seniors! May 1 is College #DecisionDay. Tell us where you are attending.
- May 1 is College #DecisionDay! Join us in congratulating our seniors for this big decision.
- Today is the day our seniors tell us where they are going to college. Don't forget to wear your college gear to celebrate!
- Tomorrow is College #DecisionDay. Show your spirit as we celebrate your future! We are proud of our seniors.
- You've taken the ACT and you've filled out the FAFSA, now your hard work is about to pay off! College Decision Day is [date]. We can't wait to hear where you are going this fall.
- College #DecisionDay is around the corner. What factors will weigh into what college you choose?
- While you're thinking about who you're taking to the prom, don't forget to keep thinking about where you're going to college this fall. Whether it's a university, community college, certificate program or the military, you've made a big decision to keep learning. The [LCAN/school/community] is here to support you every step of the way.



Twitter: Twitter has a limit of 140 characters per post. To leave space for users to retweet your post and add a comment, try to keep posts to 120 characters or less. We recommend the use of pre-selected hashtags. Simply note on posters or fliers a chosen hashtag or note it in Facebook posts.

Twitter examples:

- May 1 is #College #DecisionDay. Where are you going?
- Congratulations seniors on your #college selections #DecisionDay
- It's Florida College #DecisionDay. Show us how you're celebrating.
- College #DecisionDay is next week. Remember to wear your #college colors to school.

Newsletter Article

300 Word Count Example

As graduation nears for high school seniors, big decisions are being made about their futures. While decisions like who to take to prom and what to do over summer break weigh heavily on the minds of many, the big question still remains: “Where are you going to college?”

While this decision is easy for some, many seniors are still unsure where they will go. Luckily, with guidance from school counselors, online resources like Florida Virtual Campus (www.flvc.org), and community events like College Decision Day, making a decision is easier.

Florida College Decision Day is being held statewide on or around May 1, 2015. [Your school/Community] Decision Day will be [date selected] and will celebrate the future goals of the senior class. All seniors are encouraged to select their postsecondary path by this date.

Students are asked to show support for their future by wearing a shirt representing the college or military branch they have chosen. Teachers and staff are also asked to join in by doing the same.

[School/s] should consider tracking which students are going to the same school and encourage dialogue among those students to share resources, concerns, advice and questions.

[Enter possible activities or additional thoughts specific to school or community]

We believe by promoting a college-going mentality, students will help build a better future full of exciting possibilities.

Letter to the Editor

A letter to the editor is a letter sent to a publication about issues of concern from its readers. Usually, letters are intended for publication. To best utilize letters to the editor, keep your eye out for news stories on topics related to college application and attending college.

Letter to the Editor example:

Dear Editor,

With acceptance letters in hand, it is now time for high school seniors to decide which college they will attend.

[LCAN/High school] is promoting College Decision Day on [chosen date]. We encourage all seniors to make a decision by this date. Area schools should use College Decision Day to celebrate the futures of students by hosting a “wear your school or military branch apparel” day and providing an area in the school for students to publicly announce where they are attending.

Schools can also compile the names of students attending specific schools and provide a resource for those students to discuss plans for the fall.

[LCAN] is proud of [community] seniors and wishes everyone the best of luck in their college adventures.

Sincerely,
[LCAN contact]

--- Or ---

Dear Editor,

As graduation nears for high school seniors, big decisions are being made about their futures. While decisions like who to take to prom and what to do over summer break weigh heavily on the minds of many, the big question still remains: “Where are you going to college?”

Florida College Decision Day, a new statewide initiative, is being held on or around May 1, 2015. [Community] Decision Day will be [date] and will celebrate the future goals of the senior class. All seniors are encouraged to select their postsecondary path by this date.

It is important that all students know college is possible for everyone. We thank the members of the community for the continued support of [community/school] students as they plan their educational futures.

Sincerely,
[LCAN contact/site coordinator]

This guide was created based on a toolkit originally produced by the Michigan College Access Network (MCAN). A special thanks to MCAN for permission to adapt this guide to Florida.

The Florida College Access Network (FCAN) serves as the statewide coordinator for Florida College Decision Day, providing how-to materials and support.

FCAN's mission is to create and strengthen a statewide network that catalyzes and supports communities to improve college & career preparation, access, and completion for all students. Our Big Goal is to increase the proportion of working-age adults in Florida who hold a high-quality postsecondary degree or credential to 60% by the year 2025.

