



## LCAN Strategic Communications for Impact

### Self-Assessment

**LCAN Name:** \_\_\_\_\_

This self-assessment will help you identify where you are in your strategic communications capacity. Check any of the items below that your LCAN has done. Place a star next to the items where you would like to build capacity next.

Convening capacity	
	Our LCAN has not yet held a community convening.
	Our LCAN has held community convenings to report our progress.
	Our LCAN has held convenings to raise community awareness around a topic related to our work (e.g. shortage of talent, adult learners).
	Our LCAN has held community convenings that have included elected officials.
	At our LCAN community convening, we recognized elected officials in attendance and gave them an opportunity to say a few words.
	At our LCAN community convening, we have students there who can personalize the challenges and barriers we seek to address.
	At our LCAN convening, we engage community members in a way that informs our work moving forward.
	Other:
Use of story telling	
	We do not currently leverage story-telling in painting the challenges students face in reaching their postsecondary and career goals.
	We have used student stories in our LCAN meetings to personalize the barriers we are trying to remove.
	We have used student stories on our website, in printed material or in presentations to illustrate the challenges students face.
	Other:
Digital communications (website, social media)	
	Our LCAN does not yet have any public facing digital communications (e.g. website, social media).
	Our LCAN has a website but it is not updated regularly.
	Our LCAN has a website that is updated regularly with related content and resources.
	Our LCAN has an online scorecard that shares our progress meeting the goals we selected.
	Our LCAN has an online dashboard that community leaders and state legislators can reference.
	Our LCAN has social media accounts (e.g. Twitter, Facebook, LinkedIn) but we rarely use them.
	Our LCAN has social media accounts, but mainly to post happenings and reports.
	Our LCAN uses social media to create interaction with followers, thought-leaders and influencers.
	Other:

*(over)*

<b>Communications materials</b>	
	Our LCAN has not yet produced any communications materials to help local and state level leaders understand the challenges students face.
	Our LCAN has produced an annual/progress report.
	Our LCAN has produced a one-pager to help legislators and influencers understand particular issues that impact student success.
	Our LCAN has produced special reports (e.g. talent pipeline study, healthcare workforce shortage) to bring attention to a critical issue facing our community.
	Other:
<b>Media engagement</b>	
	Our LCAN does not currently engage with the media.
	We know the education reporters in our community and recognize them for pieces that support student success and/or bring attention to barriers they face.
	We engage with our education reporters on social media and publicly recognize and share their work.
	We pitch story ideas to our education reporters that fit with the types of stories they like to cover.
	We introduce education reporters to students who can put a face on a challenge students face.
	We have a media outlet represented in our work group.
	Local education reporters have come to see us as a source of accurate information on college access and student success.
	We have a local marketing/PR firm who is a partner at the table and guides our communications work.
	We have leader partners who have written an op-ed in support of the LCAN work, raised awareness around barriers to student success or seeks support for larger policy solutions.
	We share our latest report with the editorial board of our newspaper.
	Other:
<b>Engaging with elected officials</b>	
	Our LCAN does not currently engage with elected officials in any capacity.
	Our LCAN invites elected officials to our events (e.g. FAFSA completion nights, roundtables, community-wide convenings).
	Our LCAN leaders participated in a letter-writing campaign in support of student success.
	Our LCAN has local elected officials on our leadership team and/or our working groups. (e.g. school board members, city/county commissioners, mayor/mayor's office)
	Leaders in our LCAN have met with elected officials in Tallahassee to advocate for student success.
	Our LCAN has built relationships with elected officials and/or their staff, who look to us as experts in the college access and success space in their community.
	Other:

Our LCAN has strength(s) in the following strategic communications areas:

We would next like to build capacity in the following area(s):