

ASSOCIATION OF FLORIDA COLLEGES & COUNCIL OF PRESIDENTS

Communications and Legislative Campaign

2017-2018



SCOPE OF WORK

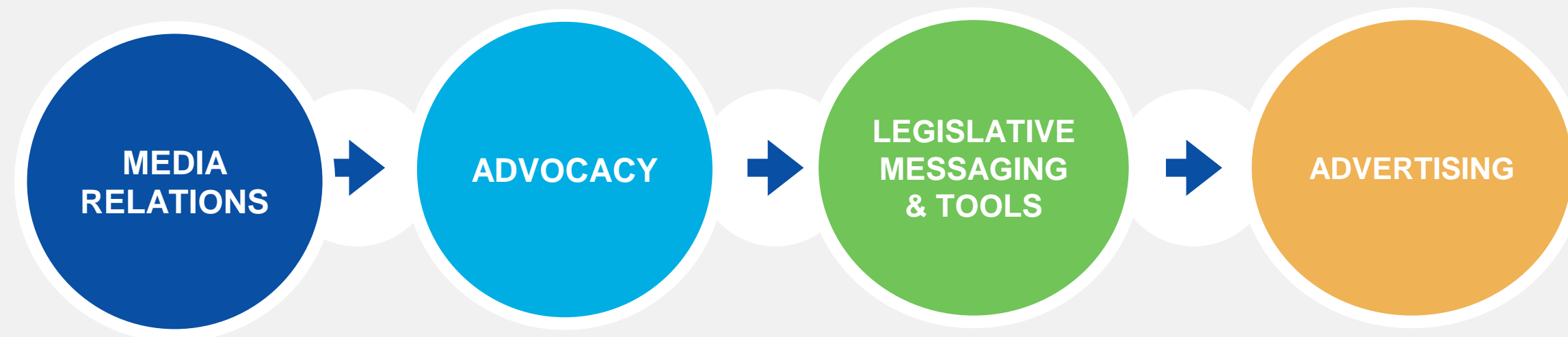
Shape opinions. Shift behaviors.
Incite action.

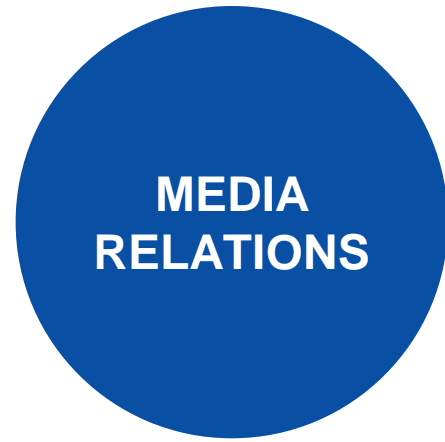


The following is the communications and legislative plan for the Association of Florida Colleges and the Council of Presidents. The communications and lobbying teams will work together to develop tools and mobilization tactics to effectively deliver the message—before, during and after the 2018 legislative session.

Scope of Work:

- + Media Relations
- + Advocacy
- + Legislative, Messaging & Tools
- + Advertising





Media Relations

Media relations garners an intrinsic third-party endorsement by reaching audiences through the credibility of the media. Earned media opportunities will be identified year round, as well as during strategic time periods, such as committee weeks and session. The following tactics will be leveraged to effectively communicate with targeted media. A comprehensive calendar with media priorities is included at the end of this plan.

- + Identify key spokesperson(s) and provide media training as needed
 - Council of Presidents (COP) Leadership
 - Influential stakeholders in key districts
- + Monitor and leverage traditional and non-traditional media landscapes to identify opportune times for coverage
 - Media Availability
 - Op-Eds
 - News Releases
 - Letters to the Governor and House/Senate leadership
- + Leverage joint opportunities with the Florida Chamber and Florida Chamber Foundation
- + Utilize testimonials and videos provided by the colleges and AFC to provide authentic voices about the Florida College System
 - Students with compelling stories
 - Alumni with success stories
- + Develop talking points



Advocacy

Successful advocacy campaigns start with a story, and the Florida College System has a powerful story to tell. By identifying key stakeholders and champions, empowering them with the tools and knowledge to act, and inciting them to take action, we can make a statement in the 2018 session. MCG will provide strategies and develop tools to successfully engage advocates throughout committee week, session, and the time that follows.

A sampling of key stakeholders to activate include:

- + Faculty, staff, students and alumni
- + Board of Trustees members
- + AFC members
- + Individual colleges and their business partners
- + Florida College System

Key stakeholder deployment tactics:

- + Support messaging and collateral for meetings with key legislators
- + Encourage advocacy actions, such as letter writing campaigns or phone calls on policy issues
- + Create content for social media engagement and campaign
- + Facilitate college social media engagement and ensure consistent usage of campaign hashtags
- + Coordinate with college PIOs to ensure consistent and effective engagement
- + Leverage events or promotional opportunities (Trustee/AFC Capitol Day, student government fly-ins, etc.)



Persons Responsible	Activity	Timeline
Chair, Council of Presidents Chair, Policy & Advocacy Committee	Meet with Legislative leadership	In district or during Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee College Lobbyists	Meet with Education Committee staff	Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee Select presidents	Intimate dinners with key legislators	Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee Select presidents, lobbyists, or others	Meet with Florida Chamber leadership team	Ongoing
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents	Legislative Reception (e.g. Trustee's Tallahassee Fly-In) Meet and Greet (No Fundraising)	Legislative Committee weeks or Session
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents Select lobbyists or others	Address legislators during committee hearings	Legislative Committee weeks or Session
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents Select lobbyists or others	Visits to legislators to advocate for system issues	In district, during Legislative Committee weeks or Session
College presidents	Engage local Chamber members, business community, interested parties to meet with legislators	In district, during Legislative Committee weeks or Session
College presidents	Host legislators on campus or meet with legislators in district offices	In district
College presidents, lobbyists	Attend annual Legislative Delegation Hearings	In district
College presidents, lobbyists, contract lobbyists	Identify rising leaders and legislators who could be advocates for Florida Colleges	Ongoing
College presidents, lobbyists, AFC staff, Division of Florida Colleges staff	Florida Colleges Day at Capitol	During Session



Legislative Messaging & Tools

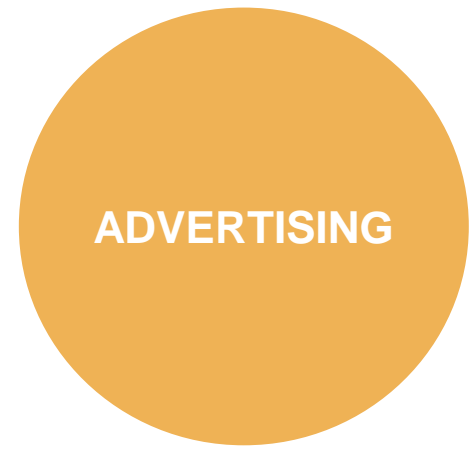
The lobbying team will develop legislative priority materials based on the graph below. MCG will brand all materials for consistency.

2018 Legislative Priorities	
Request: (<i>Recurring</i>)	Goal
\$80 million for performance-based funding <i>(includes \$40 million state investment and \$40 million institutional investment)</i>	Continue strategic improvements in areas of job placement and continuing education, retention and completion rates, and wage earnings.
\$14 million for industry certifications	Expand the number of nationally recognized high-value certificates that address areas of critical workforce need in emerging or targeted industries.
\$75 million for Workforce Preparation	Increase degree and certificate programs to fulfill identified employment gaps in high-demand areas.
\$67 million for Student Success and Completion	Establish program-specific “2+2” targeted pathways and shorten time-to-degree completion by investing in services, including mental health, to promote student success, persistence, and retention.
\$50 million for Faculty Recruitment and Retention	Recruit and retain high quality faculty and staff, with focus on competitive fields including STEM.

Tools to educate and engage include:

- + Social media messaging
- + LBR one-pager
- + LBR expanded document
- + Landing Page





Advertising

A multilayered advertising plan will enhance the media relations and advocacy work conducted by the team. We will utilize advanced targeting capabilities available through paid Facebook to engage specific stakeholders, create look-alike audiences, and geo-fence the Capitol. Florida Trend advertising will serve to target legislators and other influencers throughout 2018.

+ Paid Social - Facebook:

MCG will utilize this platform to reach the desired target audience throughout the entire state of Florida. Facebook will allow us to reach the desired target audience in a relevant environment where they are engaged and active.

+ Florida Trend:

Ads strategically placed in 2018 Florida Trend issues will allow for targeting legislators and influential groups throughout the state. Ads have been secured in the January 2018 Advocacy issue and the June 2018 Higher Education issue.



October

- MEDIA FOCUS: Healthcare & Life Sciences
 - Each college to promote their resources in this discipline via local media
 - Joint media opportunities with Florida Chamber via media interviews and social media platforms
- Legislative Committee Week: October 9-13; October 23-27
- Kick off #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college on the Monday of each committee week
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Ongoing meetings with Florida Chamber leadership team
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Identify and pursue opportunities for intimate dinners with key legislators
- Address legislators during committee hearings
- In-district visits with legislators to advocate for system issues
- Identify and pursue opportunities to host legislators on campus
- Engage local chamber members, business community, interested parties to meet with legislators
- Attend annual in-district Legislative Delegation Hearings
- Tier-1 editorial board meetings being held by the colleges served by the Miami, Fort Lauderdale, Tampa/St. Petersburg, Orlando, Jacksonville and Tallahassee newspapers
- Colleges to submit additional videos as appropriate to support the #MyFLCollegeStory campaign



November

- MEDIA FOCUS: Logistics & Distribution
 - Each college to promote their resources in this discipline via local media
 - Joint media opportunities with Florida Chamber via media interviews and social media platforms
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Association of Florida Colleges Annual Meeting and Conference: November 1-3 Innisbrook
- Council of Presidents Meeting: November 2 Innisbrook
- Legislative Committee Week: November 6-10; 13-17
- Continue #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college on the Monday of each committee week
- Ongoing meetings with Florida Chamber leadership team
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Identify and pursue opportunities for intimate dinners with key legislators
- Address legislators during committee hearings
- In-district visits with legislators to advocate for system issues
- Identify and pursue opportunities to host legislators on campus
- Engage local chamber members, business community, interested parties to meet with legislators
- Attend annual in-district Legislative Delegation Hearings
- Tier-1 editorial board meetings being held by the colleges served by the Miami, Fort Lauderdale, Tampa/St. Petersburg, Orlando, Jacksonville and Tallahassee newspapers
- All colleges to conduct editorial board meeting with their local newspapers
- Florida Chamber/Foundation interview videos shared across social media channels
- Radio interview with individual colleges and their business partners with the Florida Chamber. Coordination of interviews to be determined.
- Colleges to submit additional videos as appropriate to support the #MyFLCollegeStory campaign



December

- MEDIA FOCUS: Finance & Professional Services
 - Each college to promote their resources in this discipline via local media
 - Joint media opportunities with Florida Chamber via media interviews and social media platforms
- Legislative Committee Week: December 4-8
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Continue #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college on the Monday of each committee week
- Ongoing meetings with Florida Chamber leadership team
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Identify and pursue opportunities for intimate dinners with key legislators
- Address legislators during committee hearings
- In-district visits with legislators to advocate for system issues
- Identify and pursue opportunities to host legislators on campus
- Engage local chamber members, business community, interested parties to meet with legislators
- Attend annual in-district Legislative Delegation Hearings
- Council of Presidents Meeting: Pre-Session Teleconference or GoTo Meeting
- All colleges to conduct editorial board meetings with their local newspapers
- Florida Chamber/Foundation interview videos shared across social media channels
- Radio interview with individual colleges and their business partners with the Florida Chamber. Coordination of interviews to be determined.
- Colleges to submit additional videos as appropriate to support the #MyFLCollegeStory campaign



January

- MEDIA FOCUS: Manufacturing
 - Each college to promote their resources in this discipline via local media
 - Joint media opportunities with Florida Chamber via media interviews and social media platforms
- Legislative Session begins January 9, 2018
- Ad in Florida Trend's Advocacy issue (second ad to follow in June's High Education issue)
- Continue #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college each week of session
- Ongoing meetings with legislative leadership
- Ongoing meetings with Florida Chamber leadership team
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Address legislators during committee hearings
- Engage local chamber members, business community, interested parties to meet with legislators
- Trustees Commission Legislative Conference: January 10-11 Tallahassee
 - Trustee Reception with Legislative members
- Council of Presidents Meeting: January 11-12 Tallahassee
 - Key legislators to speak at COP Meeting
- Radio interview with individual colleges and their business partners with the Florida Chamber. Coordination of interviews to be determined.
- Colleges to submit additional videos as appropriate to support the #MyFLCollegeStory campaign



February

- MEDIA FOCUS: Aerospace & Aviation
 - Each college to promote their resources in this discipline via local media
 - Joint media opportunities with Florida Chamber via media interviews and social media platforms
- Continue #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college each week of session
- Council of Presidents Meeting: February 8-9 Tallahassee
- Florida College System Student Government Association Legislative Rally
- Association of Florida Colleges "AFC Days" at the Capitol
- Ongoing meetings with legislative leadership
- Ongoing meetings with Florida Chamber leadership team
- Address legislators during committee hearings
- Engage local chamber members, business community, interested parties to meet with legislators
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Council of Presidents Meeting: January 11-12 Tallahassee
- Radio interview with individual colleges and their business partners with the Florida Chamber. Coordination of interviews to be determined.
- Colleges to submit additional videos as appropriate to support the #MyFLCollegeStory campaign



March

- Continue #MyFLCollegeStory social media campaign on AFC's social media channels highlighting one college each week of session
- Radio interview with individual colleges and their business partners with the Florida Chamber. Coordination of interviews to be determined.
- Ongoing meetings with legislative leadership
- Ongoing meetings with Florida Chamber leadership team
- Address legislators during committee hearings
- Engage local chamber members, business community, interested parties to meet with legislators
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Council of Presidents Meeting: March 8-9 Tallahassee
- Session ends March 9, 2018

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