Making the Case: Answering the Questions Why Adults and Why Now?
Session Goals

• What we know about effective communications
• Examples of messages in use
• Create draft state messages
• Practice using messages to answer tough questions
Creating and Using Messages
Overall Values

• Jobs
• Economy
• Opportunity
From Frame to Messages

- Link values to action
- Something to care about
- Ways to get involved
What Makes a Good Message?

• True
• Believable
• Supported by facts
• Spoken by the right person
• Has an action component
• Is about “you”
Using Messages

- Messages are intended to inspire, give the big picture, be emotional, and provide a call to action
- Repetition is key!
- Must be consistently repeated but never used all at once or simply strung together
- Should be peppered throughout all communications
- Must be appropriate for diverse speakers
- Support realization of organizational goals
Crafting Messages: Using Language

<table>
<thead>
<tr>
<th>Advance</th>
<th>Avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear, straightforward language</td>
<td>Jargon</td>
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<tr>
<td>Benefits</td>
<td>Life story of the initiative</td>
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<tr>
<td>Macro concepts</td>
<td>In the weeds detail</td>
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<tr>
<td>Soft sell</td>
<td>Hard sell</td>
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<tr>
<td>Results</td>
<td>Process</td>
</tr>
</tbody>
</table>
Crafting Messages: The Inverted Pyramid Concept

Level I
Your Values
Jobs, Economy, Opportunity

Level II
Your Issues
Higher Education, Training

Level III
Your Program
Example Messages
National Examples

• We work to ensure that all of America’s workers can obtain the 21st-century skills necessary to secure a good job that can support a family and bring value to one’s local economy (NSC).

• Higher education attainment is increasingly important to the economy, as the workforce demands higher levels of skills and knowledge. (Lumina)
Examples from States

• What kinds of messages are states using?
Wisconsin

- Today’s employers demand higher skills. Wisconsin Community and Technical Colleges can provide relevant training for real jobs in real time.

- Through an innovative partnership between employers and community and technical colleges, Wisconsin is laying the groundwork for prosperity and helping workers stand on their own.
Illinois

- Bridge programs are solutions for building skills, better jobs, and brighter futures.
Kentucky

- Increasing access to KCTCS expands statewide economic growth by providing low cost, quality education and job training right in the community.
Michigan

- Michigan’s economic recovery depends on education and skill training for all of its workers.
- This is about you: Everybody can learn and you have options in this economy.
Career Pathways Messages

• Changes in the economy have made it necessary for workers to have education beyond high school to get a family sustaining job.
Career Pathways Messages

- We need to create better access to and successful pathways through college for more low income adults.
Career Pathways Messages

- Our state leaders need to focus smart investments in educating our adult workers.
Exercise I – Now It’s Your Turn!

Develop your own key messages for your state and program.
Exercise II – Answering Questions

Now use your messages!