

## Multiple Audiences:

<http://www.nextsteparkansas.org/splash.html>

Next Step Arkansas offers multiple portals for educators, students, business, and parents to learn more about the need for raising requirements for all students in Arkansas so that they are able to meet the demands of college and work.

<http://www.collegeaccessmarketing.com/>

Launched in 2001, the Pathways to College Network is an alliance of national organizations and funders committed to advancing college access and success for underserved students, including those who are the first generation in their families to go to college, low-income students, underrepresented minorities and students with disabilities. This introductory, step-by-step guide can help you to create a College Access Marketing (CAM) campaign, or to fine-tune one that is already under way. It addresses some of the particular challenges facing college access marketers, and it draws on both the experiences of CAM practitioners and marketing experts. Each step includes links to real-life examples and helpful tools to use along the way.

## Policymaker Audience:

<http://www.legislator.cbee.org>

The California Business for Education Excellence created a web tool that allows users to select a specific legislative district and to view customized reports on academic performance.

## Business Audiences:

<http://www.wiche.edu/statescholars/research/tools/>

The State Scholars Initiative is a national program funded by the U.S. Department of Education's Office of Vocational and Adult Education and administered by the Western Interstate Commission for Higher Education as a state-level business and education partnership that works with students in middle school and high school, encouraging them to excel academically. These fact sheets, brochures and presentations highlight the importance of students completing a rigorous course of study in high school. Students and the business community are among the target audiences.

<http://www.gpee.org/parameters/gpee/uploads/rte/Econ%20of%20Ed%20PowerPoint%20-%20Nov.%2029.ppt>

The Georgia Partnership for Excellence in Education created comprehensive presentation that examines the economic impact of non-graduates on Georgia's economy. Income averages, unemployment rates and regional economic impact are explored. The presentation concludes with action points for improving high school graduation rates in Georgia.

<http://www.bcee.org>

The Business Coalition for Educational Excellence (BCEE) at the New Jersey Chamber of Commerce is committed to ensuring that all students achieve at high levels, become productive citizens and are well prepared to succeed in the workplace.

## Student and Parent Audiences:

<http://knowhow2go.org/>

This communications campaign is the result of a collaborative effort between the Advertising Council, Lumina Foundation for Education and the American Council on Education (ACE). It is designed to encourage low-income and first-generation students to take the steps necessary to go to college. The website provides a variety of communication tools and resources.

*Created in February 2007 as part of follow up to meeting*

*A Strategy Session for Achieve American Diploma Project (ADP) Network States  
Moving From Some to All: Upgrading Graduation Requirements for All Students*

*The Adolphus Hotel, Dallas, Texas  
February 8-9, 2007*

<http://www.learnmoreindiana.org/Pages/default.aspx>

Learn More Indiana offers a wide variety of information written for student and parent audiences on each step of the education pipeline in order to ensure successful transitions from early education through higher education and into careers.

<http://www.getmaineready.com>

Multiple organizations in Maine have collaborated to launch the Kick Start campaign to prepare all of Maine's students for college, career, and citizenship. The campaign includes targeted and integrated media efforts, a directory of promising practices, and the support of community partners.

<http://www.bewhاتيwanttobe.com/>

The Maryland Business Roundtable created an interactive site for students, which makes the connection between education and career explicit. Students learn about the hard work and requirements they will need to master to be prepared for a variety of exciting careers.

<http://www.readyssetgotocollege.com/>

This site, created by a partnership of the Massachusetts Department of Education and Massachusetts State Board of Higher Education, identifies the steps students need to take to be successful in postsecondary education.

<http://www.michigan.gov/mde/>

The Michigan Department of Education has posted a wide variety of resources to help students, parents, and educators understand the new high school graduation requirements. In coordination with the Michigan Association of Secondary School Principals, they have produced a DVD featuring students talking about the new requirements.

<http://www.learnandearn.org/>

The Business Coalition for Educational Excellence (BCEE) at the New Jersey Chamber of Commerce is committed to ensuring that all students achieve at high levels, become productive citizens and are well prepared to succeed in the workplace. The BCEE serves as a voice of business in the education debate, supports programs that address the business agenda in education reform and is guided by its accountability to the business community. This Web site helps middle and high school students understand and get ready for life after high school.

<http://www.okhighered.org/gearup/>

Oklahoma's Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) initiative is a comprehensive statewide social marketing effort designed to ensure that all students are prepared to succeed in postsecondary education by building awareness about the importance of postsecondary education, early planning and the potential for financial support. The campaign is aimed at students from 5th grade through high school, parents, teachers, counselors, education policymakers, legislators and the general public.

<http://www.myroadmapforsuccess.org/>

The Texas High School Project provides support and resources for students whether they plan to enter college, the military or the workforce after college. Below are online tools available through the Texas Business Education Coalition that allow students to plan for the future. This Web site targets students and helps them to plan for high school and beyond, using an interactive interface.

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