



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES

APSCU Gainful Employment Grassroots Toolkit

<u>Overview</u>	page 2
<u>PART 1 – Letter campaign</u>	page 3
<u>PART 2 – Website resource and promotion</u>	page 4
Getting the word out	page 4
<u>PART 3 – Additional ideas for getting the word out</u>	page 5
<u>PART 4 – Congressional Meetings</u>	page 6
Meeting with a member of Congress	page 6
Host a campus tour	page 7-8
<u>PART 5 – Success Stories</u>	page 8
<u>APPENDIX 1 – Draft transmittal email/note to institution stakeholders</u>	page 9
<u>APPENDIX 2 – Letter templates</u>	pages 10-18
<u>APPENDIX 3 – Campus tour checklist and sample invitation letter</u>	pages 19-21

Overview

In an effort to assist you in mobilizing your institution's key stakeholders on the U.S. Department of Education's Notice of Proposed Rulemaking on Gainful Employment (Docket ID ED-2014-OPE-00390) sixty day comment period, APSCU has prepared a grassroots toolkit for your use and distribution.

The grassroots materials are intended to help raise awareness around the regulation's impact, as well as what your constituencies can do about the proposed regulation.

The Department's public comment period is open and we encourage you to activate your grassroots network to comment on the harm the gainful employment regulatory will have on students, employers and institutions. Comments collected in opposition of the regulation will be accepted from March 25 to May 27, 2014 and should be addressed to the Department of Education and include the docket number.

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Please let APSCU staff know if we can clarify anything in this toolkit or assist with any of your activities.

Tami Plofchan, Government Relations Director (202) 336 – 6811 tami.plofchan@apscu.org

We look forward to working with you to make sure the voices of students, alumni, institutions, faculty, staff and employers are heard during this important time.

There are five parts to this toolkit:

1. Letter campaign to the U.S. Department of Education
2. Website resource
3. Additional ideas for taking action
4. Congressional meetings
5. Success Stories

Followed by an appendix with:

1. Draft transmittal Email/Note to all institution stakeholders
2. Letter templates
3. Campus tour checklist and sample invitation letter

PART 1 - Letter campaign

We need your help to encourage your institution's various stakeholders to write letters to the U.S. Department of Education. It is important that our institutions communicate in force to the Department by generating thousands of letters of concern. Additionally, in an effort to impart the negative impact of gainful employment to other influencers, we recommend that any letter sent to the Department be copied to the White House and your members of Congress.

The best way to send a letter is via the APSCU website at apscu.org/takeaction where individuals can find copies of the template letters and easily submit letters online to the U.S. Department of Education as well as submit copies of their letters to the White House and their representatives in Congress.

By visiting apscu.org/takeaction, your stakeholders can send a letter by adding their contact information and personalizing it.

Included in the appendix of this document are the letter templates that can be shared with your institution's key stakeholders.

1. Employers
2. Faculty & Staff
3. Alumni
4. Students
5. Other Partners

If people prefer to send the letters by regular mail, please ask them to share a copy with school administration.

Included in this toolkit is a draft email for you to use when forwarding the letters and website information throughout your institution.

In addition, we encourage you to contact state and local educational officials, professional organizations, community partners, and others with a stake in your institution and your graduates.

Definitely encourage your students to write personal letters of support. Contact us directly if we can be helpful with ideas or content for these letters.

PART 2- Website resource and promotion

The APSCU Take Action Center allows individuals to quickly send online letters to the U.S. Department of Education with copies to the White House and Congress. The website also includes helpful information on APSCU, the gainful employment regulation, and general background on private sector colleges and universities.

If you or your stakeholders need assistance operating the website, promoting the website via your existing platforms, contact Tami Plofchan at 202.336.6811 or tami.plofchan@apscu.org.

GETTING THE WORD OUT

The website serves as an advocacy platform through from which visitors can send electronic letters to the U.S. Department of Education, White House and Congress. Making as many constituencies and communities aware of the website is key to the success of the outreach. There are some immediate and easy steps that you can take to help spread the word and increase the numbers of comments we file to the Department:

1. Promote APSCU Take Action via your own website, Facebook page and Twitter feed.
 - a. Post apscu.org/takeaction on your site.
 - b. Distribute the Take Action Mobile-friendly link to students and graduates (apscu.org/takeaction-mobile)
 - c. Host a Take Action Now! banner on your site. Visit apscu.org/GEbanners.
 - d. Use Facebook updates to mention the campaign and website.
 - e. Tweet updates about the proposed regulation and website tools.
2. Conduct direct outreach to employer allies
 - a. Existing relationships
 - b. Identify top placements
3. Notify your faculty and staff through existing channels
 - a. E-mail
 - b. Institution controlled forums and blogs
 - c. Newsletters
4. Notify alumni through existing channels
 - a. Alumni webpage: link/badge
 - b. Institution controlled forums and blogs
 - c. Career services webpage, forums
 - d. Alumni e-communication
5. Notify students through existing channels
 - a. E-mail
 - b. Institution controlled forums, blogs, e-newsletters
 - c. Text message
 - d. Podcasts

PART 3 - Additional ideas for getting the word out

You have 60 days to share your opinion with the U.S. Department of Education. We urge you to think beyond the online tools and be as creative as possible in your efforts to reach out to supporters. Some ideas include:

- Launch a student-led postcard campaign. Print postcards featuring the template student letter and have students sign the postcards and mail those postcards to APSCU for delivery to the U.S. Department of Education.
- Flyers for on-campus promotion driving students to the APSCU Take Action Center.
- “Comment” Pizza party – have letters/postcards ready for signatures across campus.
- Share the apscu.org/takeaction URL on your website, in your e-newsletters and encourage students, faculty and staff to participate.
- Post a ready-made Take Action Now! banner on your website (see screenshot below). Visit apscu.org/GEbanners for information.
- Share the Take Action Mobile-friendly link (apscu.org/takeaction-mobile) in your e-newsletters and encourage students, faculty and staff to participate.

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PART 4 - Congressional Meetings

We would also encourage you to arrange meetings with members of Congress that represent states and districts where you have campus locations. Please contact us and we can put you in touch with our government relations/lobbying team who can help to facilitate and support meetings with members of Congress.

Tami Plofchan, Government Relations Director (202) 336 – 6811 tami.plofchan@apscu.org
Kristine Gager, Government Relations Program Specialist (202) 336 – 6714 kristine.gager@apscu.org

MEETING WITH A MEMBER OF CONGRESS

Be Seen As a Resource for Elected Officials and their Staff

Preparation

- Do some homework on the member of Congress. If you don't know them personally, read about the member's background and previous occupation. If possible, find out where the member stands on the issues you will be discussing. For example, have they cosponsored legislation of interest? Knowing the member's current level of involvement on an issue will help you tailor the discussion and enable you – and the member – to get the most out of the conversation.
- If your member of Congress has to cancel your appointment at the last moment, ask to meet with a staff member. In Washington, you'll want to ask for the Legislative Assistant (LA) who handles education issues. The member's LA will often do most of the research and voting recommendations on education issues. In the district office, the staff may not be specifically assigned to education issues; however, staffers are responsible for setting the member's schedule and serve as the eyes and ears for the member in the district. Developing a good rapport with both the Washington and District staff is an important step in building a relationship with the member.

Presentation

- During your meeting, you may be given as little as 15 minutes with the member of Congress and/or staff, so be sure your presentation is concise and well-organized. Discuss with your colleagues how the presentation will be conducted ahead of time.
- If you are meeting about a specific issue, ask the member of Congress direct questions, and leave them with a clear impression of the action you want taken.
- Most importantly, be sure to use local, personalized examples of how the issue impacts your institution, students and local employers. After all, what the member really wants to know is how the issue will impact their constituents.
- Leave fact sheets or issue papers with the member or staff, and offer to follow-up the meeting with supplementary information and further assistance.
- When you meet with an elected official to discuss an issue or host them on campus, please make sure that you let APSCU's Grassroots team know what transpired. Simply email the details to the Government Relations Program Specialist Kristine Gager at kristine.gager@apscu.org.

Follow-up

- Following a visit by an elected official, it is good protocol to send a thank you note. If a staffer joined the tour, be sure to also write them a note as well. In closing the letter, consider

mentioning an open invitation to tour the campus again, stopping by a job fair, etc. Most importantly, you want to be seen as a resource for elected officials and their staff in the district and/or state.

HOST A CAMPUS TOUR

There is no better way to showcase your institution's importance to the community to a member of Congress than hosting a campus tour. Members of Congress are always eager to touch base with the people in their districts, and welcome the opportunity to spend time with the constituents whose interests they represent in Washington, D.C. Even better, collaborate with employer and association advocates in the community to set up a "Campus Open House" for members of Congress and their staff. Not only is this type of orientation beneficial for your institution and the visiting member of Congress, but the member can make valuable district contacts, receive local publicity and lay the foundation for a quality relationship between both parties.

Work with APSCU

The APSCU Grassroots team can assist with the campus tour process and provide you with materials from invitation letter templates and background documents to tour set-up and follow-up guidance.

Scheduling the Tour

Some members have their district staff handle invitations for local events; others rely on their scheduler in Washington, DC. You have to be flexible when it comes to scheduling an event with your members of Congress. Provide several possible dates, and if a staffer offers to attend in the member's place, take them up on the offer.

When picking dates for a tour, we recommend that you consult the member's calendar to suggest a date when the member is in their home state or district. The U.S. House of Representatives' calendar can be found [here](#) and the U.S. Senate's calendar [here](#).

Preparation for the Tour

Leading up to the visit, map out what the member will see and be sure to provide a way for the member to meet your current students, graduates, faculty, staff, and community advocates while on campus. Not only will your campus community appreciate the chance to meet a member of Congress, but your elected official will certainly appreciate the opportunity to meet voters. Before or after the tour, consider arranging an informal gathering so that all have a chance to ask the member questions, and to tell him or her about your institution. Keep the entire visit under two hours.

Once the tour is confirmed, create a packet of information for the elected official on what your institution does for students, graduates and community businesses. Include important information on your students and graduates – both statistics and personal stories. Additionally, APSCU's State fact sheets can provide your elected official with a picture of the sector as a whole and can be found on the [APSCU website](#).

Public Relations & Social Media

Most likely, a member's press secretary will handle media outreach to promote a visit and garner interest from the press in attending an event, but you can take the lead to publicize your member's visit by distributing a press release and writing an article for your institution or state association newsletter.

If your institution does not have an internal public relations department, the APSCU Communications team is here to assist you with the process. If you require assistance, contact APSCU Vice President of Communications Noah Black at (202) 336-6817 or via email at noah.black@apscu.org.

Provide Feedback

If you and the member discussed specific sector issues, please share that information with APSCU and your state association. This type of information is often very helpful in our government relations outreach. Finally, be sure to follow-up with the member and his or her staff after the visit and thank them for taking the time to visit your institution.

If you have any questions on Grassroots Advocacy, please contact APSCU Director of Grassroots Tami Plofchan at 202.336.6811 or via [email](#).

For a “Campus Tour Guide” complete with template documents, please contact APSCU Government Relations Program Specialist Kristine Gager at 202.336.6714 or via [email](#).

PART 5 - Success Stories

In addition to the letter, one of the best ways to raise awareness of our institutions’ success is through a graduate’s success story. We are actively seeking career college graduates who have found success in their chosen field and are willing to speak on behalf of our institutions. If you have a story to share, you can contact Caitlin Reagan at 202.336.6717 or via [email](#). We are happy to help craft your story for use on the website and share with you other potential outlets for your story such as advertisements, media interviews and more.

APPENDIX 1 – Draft Transmittal Email/Note To Institution Stakeholders

Re: Call to Action: **Preserving Educational Opportunity and Access!**

Dear Friend of [INSTITUTION NAME]:

We need your help. The U.S. Department of Education has proposed new regulations that will have a serious impact on our institution. We are actively challenging the gainful employment regulation because it will reduce access and choice for millions of students in thousands of programs. We urge you to understand the very real consequences of the regulation and send a letter to the U.S. Department of Education today.

We have made sending a letter as straight forward as possible. Visit apscu.org/takeaction and click on the button that you identify with the most (Student, Alumni, Employer, Faculty & Staff, Other Partners). The website will guide you quickly through the five-minute process. We encourage you to personalize the letter by adding some thoughts about your experience with our institution.

The website also has background on the proposed gainful employment regulation and what it will mean for students, faculty, employers, and alumni of our institutions. It is an important issue that could impact everyone involved with career postsecondary education.

Thanks for taking the time to add your voice to the debate.

APPENDIX 2 – Letter templates

Graduate Letter

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Dear Ms. Higgins:

I am a graduate of a private sector institution and am currently employed in the workforce. I am writing because I oppose the U.S. Department of Education's proposed gainful employment regulation given its immediate and devastating impact on a limited number of institutions that have a long history of providing higher education access to underserved populations.

My institution gave me the skills and training needed to pursue the career of my choosing. The Department's proposed regulation would reduce opportunity and access for future students as they seek job training and higher education programs that can help them prepare for a job and build the career of their choice.

The proposed regulation, as published in the Federal Register, is highly flawed in that it:

- Ties an institution's program quality to complex student debt calculations;
- Fails to consider the singular impact on millions of students and thousands of programs leaving students who are most underserved without other educational options;
- Punishes private sector institutions for perceived student debt that is not unique to them but to all of higher education - the regulation does not apply equally to all programs in all sectors of higher education;
- Discriminates financially against the very students who stand to benefit most from postsecondary education access by not taking into account a student's preparation or characteristics – race, age, gender and financial resources of incoming students;
- Uses data that cannot be validated for accuracy while protecting student privacy.

Private sector colleges and universities alone serve nearly four million students. They provide flexible and innovative programs for students who are juggling work, family and school. The proposed gainful employment regulation only creates more barriers to student access and choice without addressing issues of quality.

Considering the state of our nation's economy and the unemployment rate, I think the Department should be looking at ways to expand student access rather than reducing it.

The Department has provided neither rationale nor data to support the proposed gainful employment regulation. The arbitrary nature of the regulation is suspect and would harm students who stand to gain

the most from education. Graduates of private sector institutions, like me, are grateful for the choice, convenience, and access that our schools provided. I strongly urge you to reconsider the proposed regulation.

Please keep my education, career and thoughts in mind. I, alongside millions of graduates, wish to see the choice, convenience and access that private sector institutions provide upheld and strengthened. I appreciate your consideration.

Sincerely,

[Full Name of Letter Writer]

cc: The Honorable Barack Obama, President of the United States, The White House
The Honorable [Senator], U.S. Senate
The Honorable [Senator], U.S. Senate
The Honorable [Member of Congress], U.S. House of Representatives

Student Letter

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Dear Ms. Higgins:

I am a student currently enrolled at a private sector institution. I am writing because I am concerned with the immediate and devastating impact the U.S. Department of Education's proposed gainful employment regulation would have on institutions that are teaching students the skills they need for their career.

My institution is providing me with the skills and training needed for a career of my choosing. The Department's proposed regulation would reduce access to higher education for students, like me, who need flexible schedules and focused programs.

Private sector colleges and universities alone serve nearly four million students. They provide flexible and innovative programs for students who are juggling work, family and school. The proposed gainful employment regulation would put that all at risk by creating barriers to student access and choice without addressing issues of quality.

Considering the state of our nation's economy and the unemployment rate, I think that the Department should be looking at ways to expand student access rather than reducing it.

The Department has provided neither rationale nor data to support the proposed gainful employment regulation. The arbitrary nature of the regulation is suspect and would harm students who stand to gain the most from education. Students of private sector institutions like me are grateful for the choice, convenience, and access that our schools provide. I strongly urge you to reconsider the proposed regulation.

Please keep my education, career and thoughts in mind. I, alongside millions of students, wish to see the choice, convenience and access that private sector institutions provide upheld and strengthened. I appreciate your consideration.

Sincerely,
[Full Name of Letter Writer]

cc: The Honorable Barack Obama, President of the United States, The White House
The Honorable [Senator], U.S. Senate
The Honorable [Senator], U.S. Senate
The Honorable [Member of Congress], U.S. House of Representative

Faculty & Staff

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Dear Ms. Higgins:

I am writing because I oppose the U.S. Department of Education's proposed gainful employment regulation given its immediate and devastating impact on a limited number of institutions that have a long history of providing higher education access to underserved populations, including minorities and veterans.

Private sector colleges and universities alone serve nearly four million students. They provide flexible and innovative programs for students who are juggling work, family and school. This proposed gainful employment regulation creates more barriers to student access and choice without addressing issues of quality.

Considering the state of our nation's economy and the unemployment rate, I think that the Department should be looking at ways to expand student access rather than reducing it.

The Department has provided neither rationale nor data to support this proposed gainful employment regulation. The arbitrary nature of the regulation is suspect in that it only applies to a limited number of institutions that predominantly serve students who are not well-served by traditional higher education and would harm those students who are most in need of higher education opportunities.

The proposed regulation, as published in the Federal Register, is highly flawed in that it:

- Ties an institution's program quality to complicated student debt calculations;
- Fails to consider the singular impact on millions of students and thousands of programs leaving students who are most underserved without other educational options;
- Punishes private sector institutions for perceived student debt that is not unique to them but to the whole sector of higher education - the regulation does not apply equally to all sectors of higher education sector;
- Discriminates financially against the very students who stand to benefit most from postsecondary education by not taking into account the student's preparation or characteristics – race, age, gender and financial resources of incoming students;
- Uses data that cannot be validated for accuracy while protecting student privacy.

I thank you for your time and consideration. Private sector colleges and universities, such as my own, broadly support accountability that applies to everyone, while recognizing the diversity of students and institutions. On behalf of the proud educators of millions of successful students and graduates, please withdraw the proposed gainful employment regulation until Congress can decide appropriate accountability measures that benefit all students at all institutions of higher education.

Sincerely,
[Full Name of Letter Writer]

cc: The Honorable Barack Obama, President of the United States, The White House
The Honorable [Senator], U.S. Senate
The Honorable [Senator], U.S. Senate
The Honorable [Member of Congress], U.S. House of Representatives

Employer

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Dear Ms. Higgins:

I am an employer of graduates from private sector institutions. I am writing because I am concerned about the impact of the U.S. Department of Education's proposed gainful employment regulation on students and on our ability to fill critical jobs in our workplace. If this regulation were promulgated in a form similar to the proposed regulation, it would limit educational and economic opportunities for millions of Americans and negatively impact the business community and the U.S. economy.

As an employer and taxpayer, I believe an effective and innovative higher education system in this country is essential to providing a strong foundation for both individual success and U.S. competitiveness. I have many concerns about our nation's higher education system which I hope Congress will address in the future. However, this regulation does not address any of those concerns and instead will make it harder for me as an employer to find qualified and skilled workers.

Private sector colleges and universities alone serve nearly four million students. This proposed gainful employment regulation would fail to address the issues of quality, and instead would result in reduced access, fewer choices, and less convenience for students. The failure to address those issues within this proposed regulation would have the unintended consequences of stifling innovation in the private sector and further widening the skills gap by preventing access to higher education for many low-income and first-generation students.

The U.S. Department of Labor predicts that the skills gap will only continue to increase, and over the next 30 years there will be a shortage of more than 35 million skilled workers. That prediction does not take into account the impact of this gainful employment regulation. This proposed regulation seems like a misguided one-size-fits-all approach that will limit choice and diversity of education programs available to students. Considering the state of our nation's economy and the unemployment rate, I think that the Department should be looking at ways to expand student access rather than reducing it.

As a citizen and taxpayer, I am extremely concerned that this regulation will only lead to a weaker national economy which will in turn place extreme pressure on my local economy. As an employer, I am concerned that this regulation will have a devastating impact to my company and companies throughout this country that rely on hiring graduates from private sector institutions.

The Department has provided neither rationale nor data to support this proposed gainful employment regulation. The arbitrary nature of the regulation is suspect in that it only applies to a limited number of institutions that predominantly serve students who are not well-served by traditional higher education and would harm those students who are most in need of higher education opportunities. The graduates

of private sector institutions that I employ are grateful for the choice, convenience, and access that their private sector institution provided them. I strongly urge you to withdraw this misguided regulation and work with Congress to address the significant issues facing higher education in this country. Thank you for considering my opinion on this important issue.

Sincerely,
[Full Name of Letter Writer]

cc: The Honorable Barack Obama, President of the United States, The White House
The Honorable [Senator], U.S. Senate
The Honorable [Senator], U.S. Senate
The Honorable [Member of Congress], U.S. House of Representatives

Other Partners (Allied members)

Ms. Ashley Higgins
U.S. Department of Education
1990 K Street, NW, Room 8037
Washington, DC 20006-8502

Re: Comments: Notice of Proposed Rulemaking on Gainful Employment
[Docket ID ED-2014-OPE-0039]

Dear Ms. Higgins:

I am writing as a partner of private sector institutions who opposes the U.S. Department of Education's proposed gainful employment regulation given its immediate and devastating impact on a limited number of institutions that have a long history of providing higher education access to underserved populations, including minorities and veterans.

As a taxpayer, I believe an effective and innovative higher education system in this country is essential to providing a strong foundation for both individual success and U.S. competitiveness. I have many concerns about our nation's higher education system; however, the proposed regulation completely fails to address issues you intend it to solve. Furthermore, this regulation will make it harder for employers to find qualified and skilled workers.

Private sector colleges and universities alone serve nearly four million students. This proposed gainful employment regulation would fail to address the issues of quality, and instead would result in reduced access, fewer choices, and less convenience for students. The failure to address those issues within this proposed regulation would have the unintended consequences of stifling innovation in the private sector and further widening the skills gap by preventing access to higher education for many low-income and first-generation students.

The U.S. Department of Labor predicts that the skills gap will only continue to increase, and over the next 30 years there will be a shortage of more than 35 million skilled workers. That prediction does not take into account the impact of this gainful employment regulation. Considering the state of our nation's economy and the unemployment rate, I think that the Department should be looking at ways to expand student access rather than reducing it.

I thank you for your time and consideration. Private sector colleges and universities broadly support accountability that applies to everyone, while recognizing the diversity of students and institutions. The Department has provided neither rationale nor data to support this proposed gainful employment regulation. The arbitrary nature of the regulation is suspect and would harm those students who stand in need of the most protection. As a concerned citizen and taxpayer, I urge you to strongly reconsider the regulation you have proposed.

I thank you for your time and consideration.

Sincerely,

[Full Name of Letter Writer]

cc: The Honorable Barack Obama, President of the United States, The White House

The Honorable [Senator], U.S. Senate

The Honorable [Senator], U.S. Senate

The Honorable [Member of Congress], U.S. House of Representatives

APPENDIX 3 – Campus tour checklist and sample invitation letter

Campus Tour Checklist

Below are some general guidelines for hosting an elected official on your campus.

- Research and identify your elected official(s)
 - Congressman/Congresswoman/Senator
 - State Representative/State Senator
 - Mayor/local officials (i.e. City Councilman/Councilwoman)
- Draft and finalize invitation
- Send out invitation to the elected official of your choosing
- Email PDF version of the invitation to APSCU
- Finalize tour with the elected officials staff
- Begin enlisting students and employers to participate in the tour

Week Prior to the Event

- Create a contact sheet and distribute to entire team associated with the tour:
 - Institution personnel
 - APSCUs Grassroots team
 - Elected officials' staff
- Develop media list that includes those reporters that cover education, business and politics
 - Pick the best contact for each beat; don't spam the newsroom
- Send out Media Advisory

Note: Most elected officials' offices will handle media relations – press release distribution and media follow-up. Check with the Press Secretary if your institution can issue a release as well—recommended as a post-tour release.
- Place on AP & Reuters Daybooks

Note: Check with the officials' office to see if they are handling.
- Compile list of media RSVPs
- Develop staffing plan

Day before the Event

- Conduct a walk-through of the campus that the official will see
 - Create a run-of-show complete with timing, names of participants, etc.
 - Keep time of the dry-run of the tour; stay on track
- Call reporters that haven't RSVP'd
- Make name tags for attendees and reporters
- Set-up and check AV equipment should there be a room set-up for the elected official to give a speech and take questions from an audience

Day of the Event

- Conduct campus tour
 - Map out the route, so that the tour runs smoothly and on time
- Issue post-tour press release to local media outlets; preferably the education or business reporter
 - Include the press release in the body of the email; not as an attachment
 - Mention you have pictures in your email to the reporter; if they request photos, reply with the attachments
 - Be sure to give credit to the photographer
 - List those in the photo (include titles) from Left-to-Right
- “Tweet” and post a comment with pictures of the visit on Twitter and Facebook respectively

Note: Check with the officials’ office to see if they are amenable to your institution mentioning the visit on social media outlets.

 - Include elected officials Twitter handle in tweet and appropriate hashtags

Post-Tour Follow-up

- Send a thank you note to the elected official and/or staff that visited the campus
- Provide feedback to APSCUs Grassroots team. Details to include:
 - Names of attendees – elected official and/or their staff, third-parties, institution personnel
 - Pictures (include names from left-to-right)
 - Brief write-up on the tour

Sample Invitation Letter
Use Company Letterhead

Date

The Honorable (insert name of Representative or Senator or other elected official)

Address

Dear Representative/Senator, Mayor, Delegate, Assemblyman/Assemblywoman (pick title; name of elected official),

I would like to extend an invitation to visit [Insert institution name] one of the premier career colleges in your district/state (choose one – district for Rep.; state for Sen). I believe that visiting our campus will reinforce how vital postsecondary institutions are to training and developing a strong local workforce that will ultimately grow our economy.

With nearly four million students nationwide, [Insert institution name], and the other private sector colleges and universities throughout the country are educating a more highly skilled workforce. Private sector institutions are training students to compete in high-demand occupations such as healthcare and information technology. I hope you can make time to visit [Insert institution name], so you can witness how our institution is helping to build a strong workforce and economy and discuss education and jobs with our students and employers.

I would like to schedule a campus tour of [Institution name/Branch] for a time that is convenient with your schedule. Alternatively, if you are unable to make it, we would gladly host one of your staff members to come and meet with our faculty and students. Please contact [Insert name of contact with email address and phone number] to work out all of the pertinent details and find a date that is compatible with your schedule.

Sincerely,

XXXXXXXX