

The media is perhaps the business community's most powerful tool for promoting college- and career-ready (CCR) reforms. The media can amplify your voice and broaden your audience. They can help you spread your message about America's ability to educate our students for the global economy.

As a business leader, you play an important role in the media's narrative about education, the workforce, and U.S. competitiveness. After all, you are the future employers of today's students.

Friday, April 1, 2011

North Bay
Business Journal
SONOMA, MARIN AND NAPA COUNTIES

Commentary: High expectations, high achievement

By Cynthia Murray

U.S. News & World Report

Investing in Education Is Smart Business

The U.S. economy needs a STEM-educated workforce

August 29, 2011

By Deirdre Connelly

THE WEEK America's Education Challenge

The Crucial Need to Hold Students to a Higher Standard

Shaping the Message

As a leader of economic growth and job creation in your community, your voice carries weight in support of these critical education reforms. Local, state, and national media outlets are eager to hear business leaders' thoughts on economic issues as well as policy initiatives that affect business growth in your state or community.

For maximum impact, make sure your media outreach is aligned with your state's education reform strategy and implementation plans. By speaking out in favor of the CCR message, your voice can even inspire others to take action. Your example can provide others with case-making materials to show their own support of the education agenda.

Initial Steps for Engaging the Media

1. Convey why your company is speaking out on this issue.
2. Develop a few key messages that clearly and concisely make that point
3. Create a quick reference list of examples which highlight your company's (or industry's) efforts to advocate for CCR.
4. Start slow — find ways to incorporate CCR messaging into your existing media strategy.

Strategies for Engaging the Media

Where should you begin? A good place to start is by finding ways to work college- and career-ready messaging into your existing media strategy. Later, you can step up your engagement by planning targeted media events.

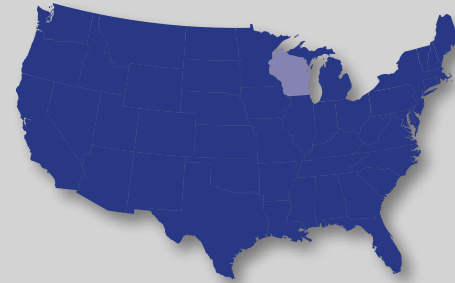
Start Small

- **Connect the dots between “education” and “business.”** Raise the importance of CCR issues whenever your company addresses an issue pertaining to a skilled workforce. When your senior executives talk about economic development or global competitiveness, make sure they include CCR messaging!

Go Bigger

- **Host media briefings.** Invite reporters to CCR roundtables with leaders from your company or business coalition.
- **Meet with journalists.** Explain why the business community has a vested interest in CCR policies.

Connection Between Education and Business



Media Strategy in Action: Express support for policy-makers leading CCR reforms

In 2012, the first round of test scores from Wisconsin’s new and more rigorous annual assessments were released. Rooted in higher expectations, the assessments yielded significantly lower scores than in previous years.

In response, two business leaders — Bill Berezowitz, VP at GE Healthcare and Tim Sheehy, president of the Metropolitan Milwaukee Association of Commerce — wrote an op-ed piece on the importance of supporting Wisconsin’s efforts to raise the bar. “This new data [show] how Wisconsin’s students perform when we use a higher common standard to compare with students in other states... We need to improve the performance of *all* our kids. There is simply no other option if we want our city to be an economic engine for generations to come.”

