

Texas A&M San Antonio

ASPIRE Messaging & Tactics

1/22/2020

Purpose & Outcomes

Purpose: define the ASPIRE program messaging & tactics needed to execute the program

Outcomes:

- Positioning statement defined
- 4 key messages defined
- Tactics at the program & local level defined

Goals, Audience & Success

- **Program goals**
 - Solve persistent problems at the ISD level such as autism support
 - Fill teacher shortages in STEM
 - Educate students on the benefits that a 4-year degree can bring to your life & trajectory
 - Educate the community on the opportunity to receive a 4-year degree on the south side of San Antonio
- **Program key audiences**
 - Students/families
 - Teachers
 - Advisors/counselors/principals
 - Media
- **Success factors**
 - Copy and assets for the program should be written simply at a low reading level
 - Copy and assets need to be developed in both English and Spanish

Affordable university degree close to home

- Graduate with little to no debt
- The only four-year degree available in SBCo.
- A 4-year degree from Texas A&M-San Antonio is a new option
- \$2.5M awarded in scholarships last year for Texas A&M-San Antonio students
- 96% of students at Texas A&M-San Antonio receive financial aid



Improved career readiness & educational opportunities for every student in SBCo.

- XX degree programs available to you
- Community aligned high school to university to career pathway
- Transferrable credits
- Knowledgeable university prep counselling on site at high schools

On a mission to elevate & strengthen the individual lives & SBCo. community

- Your peers come here
- Partnership dedicated to training our own community
- The only four-year degree available in SBCo.
- Texas A&M-San Antonio is an extension of the community
- Create a better life trajectory for yourself and your family

New & exciting educational partnership to empower SBCo. schools, districts & their families

- Knowledgeable university prep counselling on site at high schools
- The only four-year degree available in SBCo.
- Creating access to a 4-year degree for SBCo. students
- A 4-year degree from Texas A&M-San Antonio is a new option

Positioning Statement:

The ASPIRE Partnership is a new & exciting educational partnership to empower South Bexar County schools, districts & their families to create a better life for themselves while strengthening the community. Unlike the limitations on students and schools in the past, The ASPIRE Partnership provides every student an affordable university degree and career readiness close to home.

Tactics for ISDs

- Landing page with resources and a communications kit
- Communications kit to include all of the below materials in English and Spanish:
 - Messaging
 - Sample press release
 - Social media assets & guidelines (i.e. hashtags, tagging other districts, etc.)
 - Postcard or handout for families
 - Collateral for counselors:
 - Poster (consider one that is for the door which reads “Ask me about Texas A&M-San Antonio)
 - FAQs
 - Pennants to give kids or other tchotchkes (pop sockets?)
 - Packet for counselors to give parents/students
- Potential event on Texas A&M-San Antonio campus the same day as college signing day at the high schools
 - Invite the media
 - If this is not an option, have a representative from Texas A&M-San Antonio attend each of the college signing day events at the high schools
- Consider an event like Alamo Promise held for students but avoid any forced sign ups
 - Highlight that Texas A&M-San Antonio is another great option for a degree
- Annual press event with a calendar of announcements provided



Q&A