

Tell a good story

Crafting mission statements and messages for your ATE Project or Center

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 @ATECentral



ATE: Advanced Technological Education

- NSF Funding – focus on technician education; professional development; community colleges
- Approximately 311 projects & centers currently funded
- Not just a funding program; a real community
- Variety of cross-cutting support for community members



<http://atecentral.net>

Primary Purpose: Amplify the Impact of ATE

- Information Hub and Portal
- Resource Collection
- Services and Tools
- Outreach and Dissemination

Farra Trompeter

**Vice President
Big Duck**

 @farra

 @BigDuck



Big Duck



bigducknyc.com

Strong Brands



Strong Campaigns



Strong Teams



POLL QUESTION #1

I would describe myself as:

- A. Affiliated with an ATE grant
- B. Affiliated with a different NSF granting program
- C. Not currently funded, but writing an ATE grant
- D. Other

What we'll cover:

- Reviewing the basics of branding and messaging
- Understanding how clear and consistent messaging can help your project or center
- Ensuring messaging takes hold in your project or center

POLL QUESTION #2

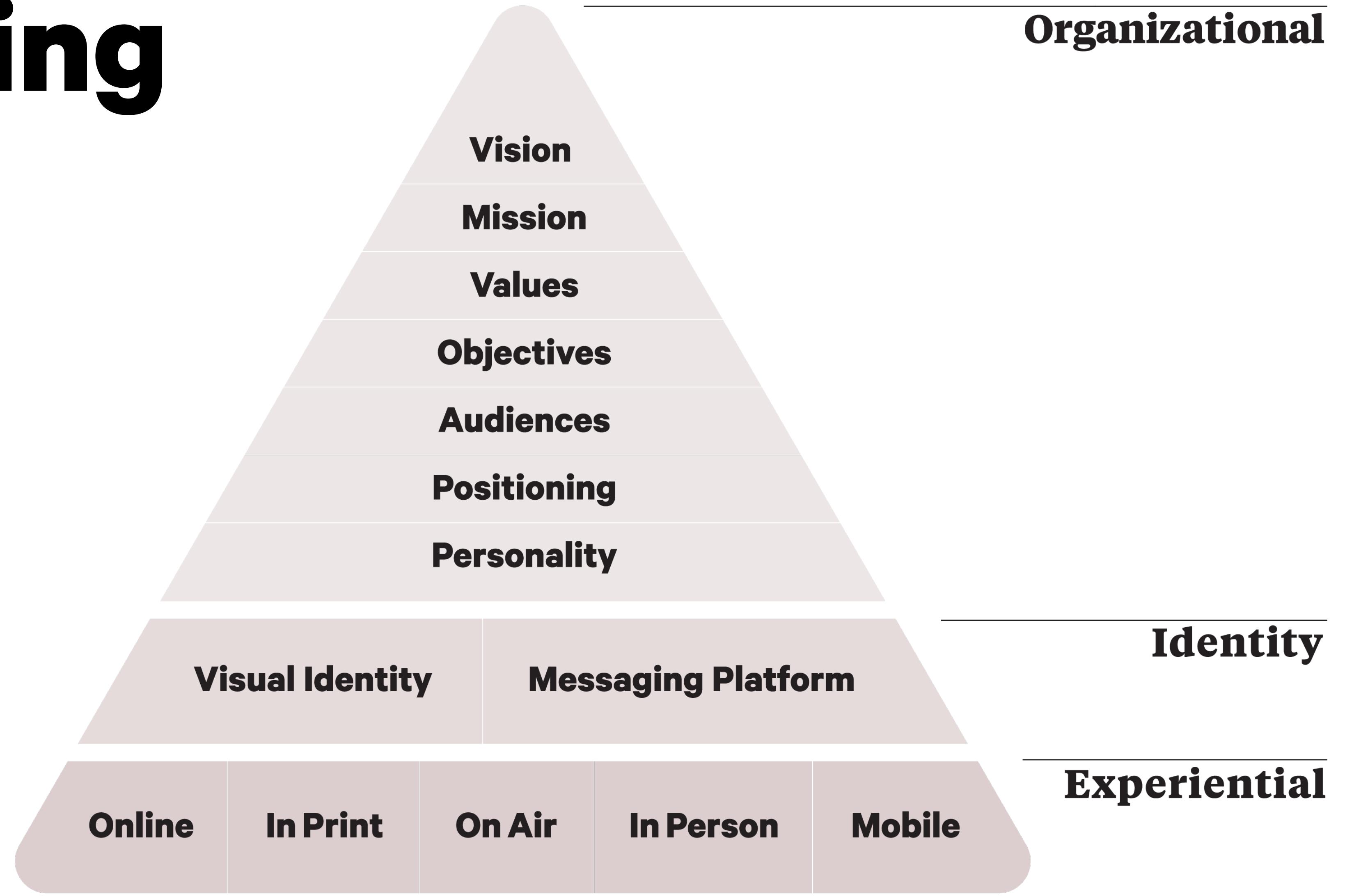
Which of the following statements best describes your project or center's approach to messaging and/or outreach?

- A. We have not worked on anything formally.
- B. We recently started working on this.
- C. We have done some work on our messaging.
- D. We are masters when it comes to messaging and outreach.
- E. Other

**Grounding you
messaging in
brand strategy**

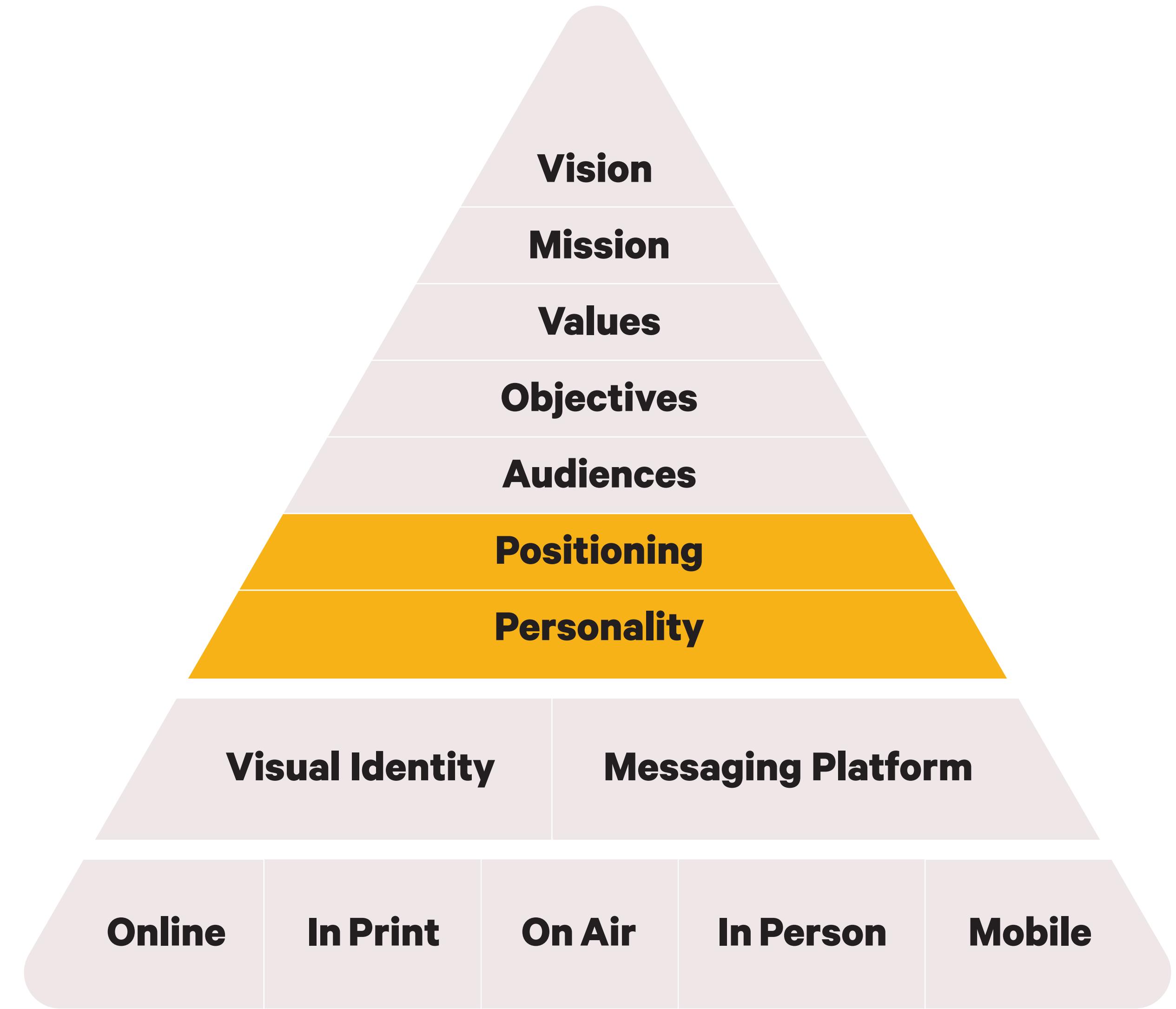
A brand is...

Brandraising



Organizational level

The core elements that direct all aspects of an organization's brand.



**Positioning is the single
idea you strive to
establish in the minds of
your target audience.**

Positioning is...

- Reductive: a simple idea that reflects what people can likely remember
- Internal only: you don't publish it
- A yardstick you actively use
- Not the same as your mission

Personality is your project's or center's tone and style. It's the overarching feeling you want people to associate with you.

Personality is:

- Distinguishing: every organization should be credible, professional
- Useful: helps you make decisions
- A starting point to build cohesion

Fighting cruelty to animals



Friendly



Edgy

Personality

**Positioning +
Personality =
Brand strategy**



**What can telling
a good story do
for you?**

POLL QUESTION #3

What is the #1 thing you hope messaging can do for your project or center?

- A. Clarify who we are for both internal and external audiences
- B. Equip our staff to serve as ambassadors
- C. Shift or change perceptions
- D. Strengthen collaboration and information sharing
- E. Other

Messaging platform

Your messaging platform is the written and spoken expression of your brand. It contains your vision and mission statements, key messages, boilerplate, and elevator pitch.

Vision statement

A statement that articulates your vision for the world.

While mission statements describe the actual purpose of your organization, vision statements paint a picture of the future, often idealistic and motivating.

Mission statement

Your mission statement describes how your organization works to achieve your vision—what you actually do.

Mission statement

Who is your organization for? (Who is your target audience?)

What contribution do you make to your audience? (Do you increase retention of Hispanic students in chemical engineering? Do you develop curriculum for high school physics teachers?)

What makes your contribution unique? (What makes your project stand out from other projects working towards similar goals? What are your strengths and values?)

Effective vision and mission statements are...

- Free of jargon
- Concise
- Differentiating
- Reflective of your positioning and personality
- Tied to your host institution

Educators Rising

Every teacher in America has the skills and experience to help all students achieve their potential.

Educators Rising

Educators Rising cultivates highly skilled educators by guiding young people on a path to becoming accomplished teachers, beginning in high school and extending through college and into the profession.

ATEEC Tribal College Programs

The mission of this project is to strengthen environmental science and technology programs at Tribal Colleges consistent with the unique needs and traditions of these communities. More specifically, this project will strengthen STEM (science, technology, engineering, and mathematics) education at Tribal Colleges while acknowledging that there is a critical cultural component to the study of environmental science by Native Americans.

About key messages

- A set of organizational messages that distill your project's or center's story to its simplest form
- Offer a jumping off point for whatever specific communications piece you're creating, from speeches to website pages to newsletter stories and more

Key messages for adults

(Administrators, teachers, funders)

Problem: Every teacher should enter the profession with the necessary skills.

Solution: Educators Rising is the best way to cultivate skilled teachers.

What it means: When it comes to attracting and cultivating great educators, we can help you reach your goals.

Key messages for young people

1. There are more opportunities for young educators than ever before.
2. Educators Rising gives you real experience and helpful resources.

Boilerplate

It's time for a new approach to teacher recruitment and development. Far too many teachers enter the classroom without adequate skills and experience, and students are facing the long-term consequences.

Educators Rising is transforming how America develops aspiring teachers. Starting with high school students, we provide passionate young people with hands-on teaching experience, sustain their interest in the profession, and help them cultivate the skills they need to be successful educators. The result is a pipeline of accomplished teachers who are positioned to make a lasting difference—not only in the lives of their students, but also in the field of teaching more broadly.

Learn more about how you can advance great teaching at EducatorsRising.org

Elevator pitch

Educators Rising is an organization that helps make sure teachers have the experience and skills they need to be ready for the classroom. We start working with young people in high school, give them hands-on teaching opportunities, and continue to support them through college and beyond, as they become great teachers.



**So... when do we
start writing?**

Getting started on messaging

1. Identify who your story is for
2. Brainstorm and write
3. Rollout new messages

Target audiences

Who are you trying to reach?

- › Consider who is already connected to your mission
- › Challenge yourself to “walk in their shoes”
- › Focus on one action for them to take

Current program staff

Female students interested in robotics

Community college educators and administrators

Who's your audience?

This worksheet will help you create a simple profile of a key stakeholder and tell an inspiring and consistent story about your ATE project or center that is tailored to the unique needs and motivations of the individual.

Persona name: _____

1. Describe this stakeholder. What are their characteristics (demographics, values, interests, profession, technical area, etc.)?
 2. What would be the best way to describe your ATE project or center to this individual?
 3. What are the main points about your project or center they *must* take away from their interaction with you?

POLL QUESTION #4

Everyone on our project or center team can clearly and uniformly describe what we do

- A. Our whole team can
- B. Some of us can, but not all
- C. Only a few people on our team can

Some questions to answer

- What is your organization? What do you do and why? (A brief variation on your mission statement)
- Who is your target audience? Who do your programs serve?
- Who funds and/or partners with your project or center?
- Who hosts your project or center? Where are you based?
- What successes have you had? What are your plans for the future?

Rollout

What will it take to write and speak consistently?

- Conduct internal training on new messages
- Transfer your messaging platform into a brand aligned format that is easily distributed and easy to reference
- Post messaging to an internal file sharing tool (e.g., Google Drive)
- Record trainings for those who missed and/or for new hires
- Develop signage: consider promoting your vision, mission, and parts of your messaging publicly



EDUCATORS RISING

There's power in teaching

PERSONALITY
ENERGIZED
EXPERT
FRESH
CHARISMATIC
POWERFUL

ELEVATOR PITCH

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- MARCH**
- 2 Register now for the Educators Rising National Conference
 - 2 Enter now to compete in national competitions at the Educators Rising National Conference (deadline April 18). educatorsrising.org/virtualcampus/getactive
- TIP:** START FINALIZING YOUR NATIONAL COMPETITION ENTRIES. THE DEADLINE TO SUBMIT IS NEXT MONTH!
- APRIL**
- 1 Deadline to apply for Prospective Educator Scholarships
 - 18 Deadline for national competitions. Students who want to compete at the national conference must (1) join
- TIP:** REMIND HONOR'S TO JOIN TO GET IT AND HOW
- MAY**
- 18 Deadline for early bird registration for the Educators Rising National Conference
 - 18 Deadline to reserve rooms for the Educators Rising National Conference (if not sold out earlier). educatorsrising.org/virtualcampus
 - 26 Vote now for your 2016-2017 National Student Officers (deadline May 4). educatorsrising.org/virtualcampus Rising men
 - 27 Deadline for Educators Rising National Conference regular registration

EDUCATORS RISING

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Resources



Join us for:

So many choices, so little time: Setting strategies to guide your tactics

Hosted by: 

[Event Info](#) | [Event Registration](#)

So many choices, so little time: Setting strategies to guide your tactics

Tuesday, February 26, 2019 1:00:00 PM EST - 2:00:00 PM EST

Fields marked with (*) are mandatory.

[Register using Email](#)



Communications Overview

Public relations (PR) is the practice of managing communications between your organization and its audience(s). PR uses topics of interest or news items to promote awareness and it builds rapport with a wide-ranging constituency from internal staff to the general public. Common PR activities include speaking at conferences, working with the media, and social media engagement.

Working with the media in particular can seem daunting at first. But a little homework, planning, and persistence can produce meaningful results. In addition to raising awareness of your organization's work, news coverage supports your credibility in the community, attracts collaborators, and demonstrates your project or center's impact. With some preparation, practice, and persistence, getting good media coverage is not very difficult, and the rewards can be excellent.

Getting Started

The first step is to choose one person to become your **media or outreach liaison**. This person will be the point of contact for media and others who are interested in your project or center. Having one person will make it easier for the media (and other audiences) to find you and it helps to keep your communications consistent.

Next, you should develop tools for a successful communications campaign. Most of these tools can be widely repurposed, so tracking them all in one **master messaging document** will save a lot of time and energy. You don't want to wait until media calls to have the latest version of these materials pulled together. Everyone should have access to the document in the event that the liaison isn't available.

The Communications Guide is organized into eight parts:

- Suggestions for how to develop your organization's [Mission Statement](#)
- Help with creating your project or center's [Key Messages](#)
- Tips on how to [Make News](#)
- A section on how to [Pitch Your Project or Center](#)
- Guidance on [Creating a Media Kit](#)
- A section to help with [Choosing Media Outlets](#)
- Descriptions of [Potential Outreach Paths](#) for all of your outreach and dissemination needs

This Guide walks you through how to create and work with each of these tools. Don't miss the helpful sources and resources at the end!



BOOK

Brandraising

**How nonprofits raise visibility and money
through smart communications**



INTRODUCING

The Smart Communications Podcast



**Big
Duck**

bigducknyc.com/podcasts

Thanks
you!