

Illinois Higher Ed Matters Campaign Guide

May 11-15, 2020

**PARTNERSHIP FOR
COLLEGE COMPLETION**
Accelerating action to close the graduation gap



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Amid its devastating and disproportionate impact across socioeconomic and racial lines, COVID-19 has highlighted broader systemic inequalities in our society and made more tenuous the financial situation in which many of our students live. Colleges and universities such as yours have responded with strategic, flexible, and equity-minded action as you mobilize to serve current and incoming students in the wake of this crisis – and in this historic moment, your institutions, your faculty, your staff have also moved with compassion, demonstrating the very human work that *is* education.

These stories of heroism in Illinois' higher education system must be told, especially amid this crisis—to lawmakers, news media, and the philanthropic community: **Higher Ed work is hero work, ensuring students from every background have equitable access to earning a college degree and achieving their career aspirations because of it.**

What is Illinois Higher Ed Matters Week?

A multi-channel campaign running **May 11 - May 15** to share stories of the kind and compassionate work your institution is doing on campus and in the broader community.

Whether it is ...

- ... delivering groceries to students with limited access to stores
- ... the production of personal protective equipment (PPE) for medical professionals here or abroad
- ... the bringing of wifi connectivity to campus parking lots
- ... or, faculty taking creative approaches to teaching and engagement in a virtual environment...

We want you to tell your story.

How You Can Participate

1. Social Media:

- a. Tell a story in a flash - highlighting a heroic act at your institution in light of Covid-19 and posting it to your social media channels with the hashtag **#ILHigherEdMatters**
- b. Show your story w/ an image, include the **#ILHigherEdMatters** badge, and post to your social media channels using the hashtag **#ILHigherEdMatters**
[Download Badge Here](#)
- c. Tell your community that **#ILHigherEdMatters** w/ one of our ready-to-go social posts:
[Download Ready-to-go Post #1 Here](#)
[Download Post Template Here](#)

2. Blog:

Share your **#ILHigherEdMatters** story on your institution's website, and tweet it out using the abovementioned hashtag.

Tell Your Partners about the Campaign!

Let your networks know you're participating by highlighting the campaign on your various communications channels:

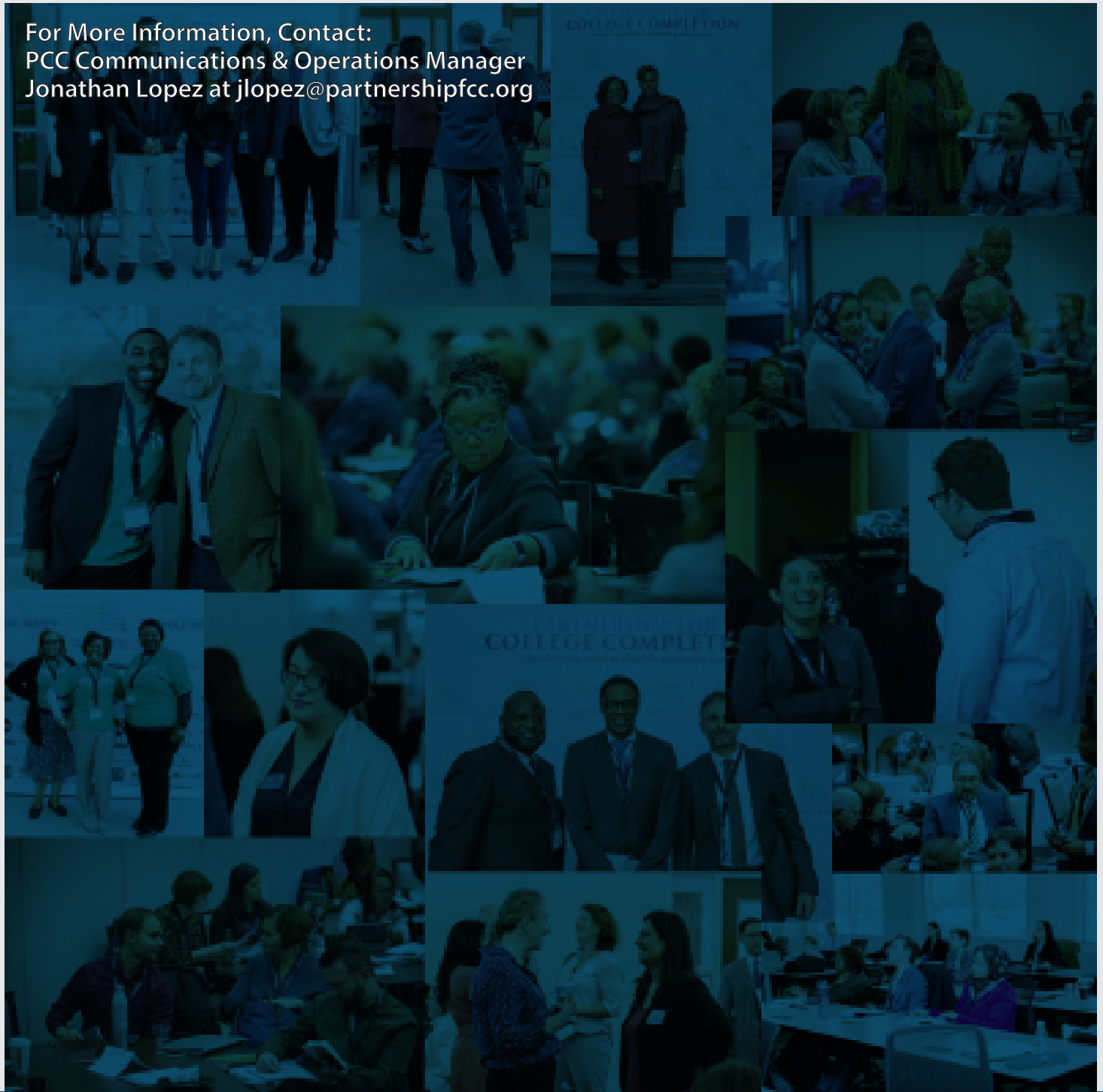
Sample social post:

The work of (Institution name) goes beyond the books! Helping ensure students persist & complete their degree by responding to their academic needs and basic needs, too. Learn more about **#ILHigherEdMatters** at <https://partnershipfcc.org/images/HEHeroes2020.pdf>

Sample newsletter blurb:

As (name of institution) continues in its efforts adjusting to the impact of COVID-19 on campus operations and student learning, it is also participating in Illinois Higher Ed Matters Week, a week-long campaign highlighting acts across our system meant to support our students and broader communities amid this public health crisis. Learn more about **#ILHigherEdMatters** at <https://partnershipfcc.org/images/HEHeroes2020.pdf>

For More Information, Contact:
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Illinois Higher Education Matters.

Higher Ed work is critically important to Illinois, and the stories you share with your communities and with the **Partnership for College Completion** will help us make the case to lawmakers and elected officials, philanthropists and community organizations, to prospective students and parents, that Illinois' higher education system is vital to the well-being of the state and is worthy of greater investment and support.