ILLINOIS HIGHER ED MATTERS

CAMPAIGN GUIDE

MAY 10-14, 2021

PARTNERSHIP FOR COLLEGE COMPLETION

Accelerating action to close the graduation gap

Illinois Higher Ed Matters
May 10-14, 2021

Since the start of COVID-19, Illinois colleges and universities have had to rapidly adapt in order to serving students. In doing so, you explored, developed and implemented new solutions – programs, services, and methods for effectively reaching and supporting students currently enrolled and those with future college plans.

Stories abound of these programs and practices proving valuable for serving students even in the pandemic's aftermath, and we'd love to hear and share your institution's story.

This year, PCC invites colleges and universities across the state of Illinois to highlight those programs launched in response to COVID-19 that will continue to be deployed amid our state's recovery from the pandemic's disruptions. Read on to learn more about **#ILHigherEdMatters** Week, this year themed **"Transformation Through Crisis."**

What is Illinois Higher Ed Matters Week?

Illinois Higher Ed Matters Week is an annual multi-channel campaign to raise awareness about the work and contributions of Illinois institutions of higher education to their campus, local, and state communities. By sharing their stories, our colleges and universities remind everyone of the incredible value and necessity of our higher education system to our state's future prosperity and well-being.

This year, whether highlighting...

....the elimination of standardized tests as a requirement for college admission,

...implemention of new programs for accessing effective technology for remote learning,

...new strategies for student recruitment,

...or, debt forgiveness programs & emergency grants,

We want you to tell your story.

How You Can Participate

1. Social Media
Hightlight a program(s) launched in response to COVID-19 that will be continued amid the state's recovery from the pandemic by posting it to your social media channels with the hashtag **#ILHigherEdMatters**.

The post about your program may include images, the **#ILHigherEdMatters** hashtag, and the campaign badge. Use the link below to download the vector file:

Download Badge >

Tell your community that #ILHigherEdMatters with one of our ready-to-go social posts:

Download Ready-to-go Post >   **Download Post Template >**

2. Blog
Share a **#ILHigherEdMatters** story about the program 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:
(*Institution name*)'s efforts to help ensure students persist & complete their degree include (*fill in the blank*). Learn more about **#ILHigherEdMatters** at https://partnershipfcc.org/images/HEHeroes2021.pdf

Sample Newsletter Blurb
As (*name of institution*) continues in its efforts to recover from the impact of COVID-19 on campus operations and student learning, it is also participating in Illinois Higher Ed Matters Week. This week-long campaign highlights new programs or services to reach and support students in new ways that will have a lasting impact. Learn more about **#ILHigherEdMatters** at https://partnershipfcc.org/images/HEHeroes2021.pdf

ILLINOIS HIGHER EDUCATION MATTERS

The work of higher education 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.

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