



DIVERSITY SUMMIT- NEXT STEPS

MESSAGING BRAINSTORM

Web meeting

March 21, 2017

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Sample campaign – Tap into current events

- March is **National Women's History Month**

MIT @MIT · Mar 17
DYK? MIT VP for Research @Maria_Zuber was the first woman to lead a NASA planetary mission. #WomensHistoryMonth ♀

Born and raised in eastern Pennsylvania, Maria Zuber was the first person in her family to go college.



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MIT @MIT · Mar 15
Kristala Prather is an @MITChemE professor who engineers bacteria to make them useful. #WomensHistoryMonth ♀



A favorite teacher connected her interests in math and chemistry and encouraged her to explore chemical engineering.

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Sample campaign – Feature your students

Springfield Technical Community College

EXPLORE Programs & Classes | APPLY To STCC | PAY FOR College | STUDENT Resources | CAMPUS Life | ABOUT STCC

Home / About STCC / Student Success Stories

About STCC

- Accreditation
- Alumni Association
- Accounts Payable
- + Board of Trustees

Success Stories

Our graduates have risen to prominence in their professions and consider STCC to be the most vital link in their successes.

“I would point any working adult looking to change careers to STCC, they know where the jobs are!”

Kristin Audette, AS in Health Information Technology

“I want to thank Professor Brian Candido for not only sharing his industry knowledge but for his empathy and focus on every student succeeding.”

Carlos Garcia, Associate in Science in Computer Information Techn

[Carlos's Story >](#)

<https://www.stcc.edu/about-stcc/student-success-stories>

Sample key messages

- Seeking a new challenge? Come to our info session and check out certification programs to launch a brand new career in information technology or advance in your current role
- Transitioning back to work or looking for a career change? Learn about high-growth, high-paying jobs in networking and technology and certification programs that will get you hired
- A four-year college isn't only path to a high paying career. Learn about certification programs in information technology that will get you hired fast



DISCUSSION