

OUTREACH PLAN OVERVIEW

PURPOSE

The purpose of the outreach activities is to help inform the principals and priorities of the project, and help inform the discussions of the Executive Advisory Group (EAG) related to the weighting of the factors and metrics of the funding model.

These outreach activities serve as an opportunity to build champions and supporters of the process and outcomes with legislators and others. Outreach activities are two fold and include Key Informant Interviews and Regional Public Education and Outreach Meetings.

KEY INFORMANT INTERVIEWS

Approximately 30 Key Informant Interviews will be conducted with policy makers, members of the business community, local government, higher education leadership and others. These interviews are aimed at providing additional insight into the issues surrounding higher education within the state and to identify areas of concern and prioritization in order to help inform the planning of the community meetings. These interviews will be conducted primarily by phone and last approximately 30 minutes.

REGIONAL PUBLIC EDUCATION & OUTREACH MEETINGS

The purpose of these public education and outreach meetings is to:

- Inform attendees about this project and the importance of higher education to our state and our economy, that higher education is a public good and should be a priority for everyone; and
- Learn from attendees about their priorities and how these and the state Master Plan priorities should impact considerations of the weights within the funding model metrics and factors within the formula.

These meetings are aimed at helping the CCHE and EAG understand the views and priorities of participants in the metrics and factors outlined in the bill. This information will help shape the weights that the Funding Allocation Model Team will be working to balance.

Meetings are proposed for the following locations across the state between September 22nd and October 9th:

- Alamosa
- Boulder
- Colorado Springs
- Denver
- Durango
- Ft. Collins
- Ft. Morgan
- Glenwood Springs
- Grand Junction
- Greeley
- Gunnison
- Lamar
- La Junta
- Pueblo
- Rangely
- Sterling
- Trinidad

The target audiences for these meetings include, but are not limited to:

- Business community
- Parents
- Students
- Members of governing boards of institutions
- Higher education advocates
- Nonprofit education organizations
- Institution administrators and faculty
- Policy makers
- Community leaders
- Ethnic communities (African American, Hispanic, Native American, etc.)

The communications and outreach plan to ensure participation in these meetings includes recruitment of individuals through email invitations utilizing new and existing listservs, newsletter postings, networking through professional membership organizations and outreach through committee members.