

TITLE: Strategic communications on the value of postsecondary education

DESCRIPTION: The Academic and Strategic Initiatives Committee received an update on CPE's latest communications efforts to increase the value of postsecondary education and provide an update on the agency's unit.

PRESENTER: Karyn Hoover, Chair of the ASI Committee

COMMITTEE'S REVIEW

The Academic and Strategic Initiatives Committee received this information update at their September 11, 2023, meeting. It will not be covered or presented in detail at the September 19 board meeting; however, staff will be available for questions.

SUPPORTING INFORMATION

CPE's External Affairs and Economic Partnerships unit was reorganized and established in January of 2023. The unit is led by Dr. Rick Smith, and it is established with leading the agency's strategic communication's efforts, promoting the value of higher education, increasing public awareness about the role and priorities of CPE, as well as strengthening external partnerships with economic development leaders, associations, state agencies, nonprofit organizations, community organizations, and other key stakeholders.

Since that time, the unit has undergone some staffing changes and Dr. Smith provided an update on those changes as well as recent developments in strategic communications.