

KnowHow2Go in New England:
A Workshop to Promote Innovative & Integrated
College Access Marketing Campaigns in the Six States

January 31, 2007
Hilton Garden Inn, Waltham, MA

Agenda

- 8:30am – 9:00am** **Registration & Continental Breakfast**
- 9:00am – 9:30am** **Welcome,**
Evan Dobbelle, President & CEO, New England Board of Higher Education
- Overview & Introductions**
Michael Thomas, Sr. Vice President, New England Board of Higher Education
- 9:30am – 11:15am** **Session #1: What You Need to Know About “KnowHow2Go”**
- Melanie Corrigan, American Council on Education
David Cournoyer, Lumina Foundation for Education
Penny Schildkraut, The Ad Council
- Questions & Answers**
- 11:15am – 11:30am** Break & Get Lunch
- 11:30am – 1:00pm** *Working Lunch*
- Session #2: “How2” – The KnowHow2Go Playbook**
- Part A: Launching KnowHow2Go**
- Hitting the Airwaves: Media placement
 - Getting “Official Support”
 - Media Bullhorn: Reaching Out to Media
 - Strong First Impression: Successful launches
- Part B: Successful Ground Campaigns**
- Building Your Network
 - Leveraging Assets: Engaging Business
 - Talking to Young People
 - Online Possibilities
- Penny Schildkraut, The Ad Council
Stephanie Bluma, Powell Tate-Webber Shandwick Public Affairs Group
- Questions & Answers**
- 1:00pm – 2:00pm** **Session #3: Work In Progress: Status of State Campaigns**
- Brief Updates & Campaign Overviews by:
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|---------------|---------------|
| Connecticut | Maine |
| Massachusetts | New Hampshire |
| Rhode Island | Vermont |

2:00pm – 2:15pm

Break & Regroup into State Teams at Assigned Locations

2:15pm – 3:45pm

Session #4: Growing Grassroots for “KnowHow2Go” – Facilitated State Team Working Sessions

State teams meet and discuss adoption, customization and execution of KnowHow2Go; its relation to planned or existing media campaigns; “back-end” integration of key stakeholders (K-12 leadership, school guidance, higher ed, TRIO/GEAR-UP, state education finance agencies, access/counseling agencies, etc.); next steps, meeting plans, other stakeholders and follow-up in home state.

3:45pm – 4:00pm

Closing Remarks: Moving Forward

Michael Thomas, NEBHE