Getting what you want: A compelling, reusable, one-page message

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Learning Expectations

- Tracking and Traction
- Communication that is:
  - Punchy
  - Clarity
  - Brevity vs. terse
  - Concise
  - Simple
  - Responsive
  - Focus toward administrator
  - Reusable
  - Meaningful
- Marketing
- Over explaining
- Looking for different ideas
- Advocating
- Respect

Issues

- Advising requirements
- Staffing
- Budget
- Inter-departmental initiatives
- Who we are (as an introduction to collaborate)
- Policy notices