



## Services for the Student Success Center Network

# COMMUNICATIONS SERVICES

Last revised April 2019 | Valid through December 2019

JFF is continuing our partnership with Next Chapter Communications to help Student Success Centers and the SSC Network explain their value, promote their impact, and communicate effectively with all of their audiences. Next Chapter is providing a range of resources and services:

- ▣ **Level 1:** Messaging and materials. These include ready-to-use and customizable materials related to the Centers' work and guided pathways overall. Examples are available at [www.jff.org/resources/student-success-center-toolkit/how-do-i-operate-center/](http://www.jff.org/resources/student-success-center-toolkit/how-do-i-operate-center/)
- ▣ **Level 2:** In-person/virtual network workshops on SSC communications strategy.
- ▣ **Level 3:** In calendar year 2019, each SSC may request up to 8 hours of direct consultation and communications support from Next Chapter. Service examples are offered below.

### Next Chapter Lead:

This work is led by Andrea Sussman, one of the owners of Next Chapter Communications.

### JFF Lead:

To request any of these services, contact David Altstadt at [daltstadt@jff.org](mailto:daltstadt@jff.org) or 617.728.4446, ext. 159.

### Key to Levels of Service

**Level 1: Online Tools and Resources** such as research publications, policy briefs, recorded webinars, and virtual tools and templates

**Level 2: Training, Convening, and Peer Learning** such as Network-wide workshops and webinars, group consultation with national providers, and leadership development opportunities

**Level 3: Customized Services** such as state-specific coaching and consultation, institutes, and trainings customized for Centers based on readiness and need for deeper, individualized support

### DETAILS ABOUT CUSTOMIZED SUPPORT (LEVEL 3):

Each SSC is invited to request up to 8 hours of support that may include consultation time as well as the development of customized materials. Centers may be able to access additional hours of support depending on availability of network resources. Service examples include:

- ▣ Consultation calls to advise on communication strategy
- ▣ Development of a communications strategic plan
- ▣ Messaging support and writing/editing of communications collateral
- ▣ Graphic design (customized SSC logo, infographics, templates)