CIC Securing America’s Future, Liberal Arts Campaign UPDATE

CIC’s Securing America’s Future Workshops and campaign for the liberal arts have made significant progress in recent months. Here is an update and action steps.

Securing America’s Future Workshops
Five of the eight scheduled workshops have taken place and are seeing great results. Most participants have rated the workshops as valuable or extremely valuable to their institutions, while indicating that all six major goals of the workshops were met effectively or very effectively. During each workshop, institutional teams discuss specific challenges and opportunities facing their institution and begin to develop a plan to extend the workshop conversation on their home campus and take concrete steps toward mission-driven change. At the conclusion of the workshops, CIC will issue a best-practices summary document to inform CIC members of the results and impact of the workshop series. To register for one of the remaining workshops, visit www.cic.edu/SecuringWorkshops.

Media Coverage of Workshops and Campaign Issues
Preceding the Morehouse College workshop on January 26 WABE (the Atlanta NPR station) reporters Rose Scott and Jim Burrell interviewed Georgia Nugent and Richard Ekman during their daily radio show, “Closer Look.” The full interview can be found here beginning at the 30-minute mark.

In addition, stories about the campaign and workshops have aired on WVIK Radio (the NPR affiliate station on the Augustana College campus) and KCLU (the NPR-affiliate on the California Lutheran University campus), and stories have been published in the Ventura County Star and LA Daily News.

Infographics
CIC recently released a new set of infographics to help member campuses tell a compelling story about the effectiveness of smaller private colleges. These infographics are available in high-resolution format on the CIC website for you to download and use in your promotional material, print and digital publications, on social media, and on your website.
Social Media Update
As a reminder, CIC’s social media and website platforms continue to reach target audiences of prospective students, parents, and college counselors:

- The “Power of Liberal Arts” Facebook page ([www.facebook.com/SmartColleges](http://www.facebook.com/SmartColleges))
- The Twitter feed ([@SmartColleges](https://twitter.com/SmartColleges), #LiberalArts)
- A focused and interactive website designed for students ([www.LiberalArtsLife.org](http://www.LiberalArtsLife.org))
- A robust website designed for students, parents, and the public ([www.LiberalArtsPower.org](http://www.LiberalArtsPower.org))
- A website for CIC members that features presidential writings, testimonials, and other resources ([www.cic.edu/programs/liberal-arts-campaign](http://www.cic.edu/programs/liberal-arts-campaign))
- The new Instagram feed featuring member campus photos, infographics, and other images ([www.instagram.com/smartcolleges/](http://www.instagram.com/smartcolleges/))
- The YouTube channel ([www.youtube.com/LiberalArtsPower](http://www.youtube.com/LiberalArtsPower))

Here are ways to use these materials:

1. **Inform those who are running your institution’s social and digital media platforms about the campaign materials.** That might include not only your social media and communications team, but also your admissions team, other campus officers, and even students.

2. **Retweet and share content** posted on the campaign’s social media channels. If each institution retweeted just one tweet from the [@SmartColleges](https://twitter.com/SmartColleges) feed each week, we’d amplify the reach of our message by at least ten-fold.

3. **Put your institution’s mark on the materials** and make them your own. We just ask that you “mention” or tag us when you do so. This will tell us what’s useful, help us develop better materials, and enable us to show our funders the impact of the campaign.

4. **Link to our public website and use material from our website for members**, which has a comprehensive listing of relevant articles from news outlets, op-eds by presidents, research reports, testimonials, and data.

Many thanks to those institutions already making use of the campaign materials. The more widely we spread these messages, the more effectively we will counter inaccurate, negative press about the value of a liberal arts education and the effectiveness of private colleges. It has been paying off, and we know that we can accomplish even more together.

For more information, please contact CIC Vice President for Communications Lynn Donham at (202) 466-7230 or [ldonham@ cic.nche.edu](mailto:ldonham@ cic.nche.edu).