I. Now that you have considered the national data about private colleges, what facts about your institution would you like to have at your fingertips for informal conversations about the value of independent higher education? (These could be facts you already know, facts that someone at the institution probably knows, or facts that everyone at the institution should know!)

1. 
2. 
3. 
4. 

II. What stories do you want members of the public to know about your institution? (For example, what are the key things that you would like them to remember about your institution after an informal conversation? What statements—or aspirations—best capture the value and contributions of your institution?)

1. 
2. 
3. 
4. 

III. How do you plan, as a team, to share the content and lessons of this workshop with others when you return to campus? What will be the first step? (Hint: There is a list of suggestions on the other side of this sheet.)
Some Suggestions

*If you're on social media ...*

- Repost or like positive information about your institution and higher education
- Respond to challenging comments from your connections about higher education with compelling and positive facts

*If you're a member of a civic organization ...*

- Suggest someone from your institution (or a similar institution) as a speaker
- Invite the organization to hold a meeting on your campus, or attend a campus event

*If you're in a book club ...*

- Suggest a book about higher education and contribute actively to the discussion

*If you're a faculty member ...*

- Suggest adding a discussion of institutional and national data to the agenda of faculty meetings or committees

*If you're a trustee ...*

- Make board education about private college facts and figures—both the positive data about independent higher education as a sector and your institution’s specific benchmarks—a priority

*Or ...*

- Write an op ed for your local paper about the importance of private higher education in America
- Volunteer at a local school to help guidance counselors learn more about private colleges
- Offer a session on private colleges to a youth group in your community
- Use materials from this workshop at a cabinet, staff, or department meeting