Commitment by: National Association of Independent Colleges and Universities

COMMITMENT SUMMARY:

Disseminate and Promote Promising Practices Among the Nation’s Non-Profit Colleges: The President’s Summit will generate innovative programs and commitments from invited colleges and universities. To ensure this meeting is the beginning, and not the end, of a sustained effort to increase access and success at our nation’s institutions, NAICU pledges to disseminate promising ideas and strategies among our more than 1,000 member institutions, associations, and other networks.

COMMITMENT DETAILS:

Disseminate and Promote Promising Practices Among the Nation’s Non-Profit Colleges: Using the promising solutions identified by the White House, NAICU will compile those programs, efforts, and initiatives taking place on the campuses of the private, nonprofit colleges and universities invited to participate in the Summit. Once that is complete, we will implement several national and local strategies to disseminate and promote the initiatives, including:

- Disseminate the promising practices among our network of over 1,000 member institutions and associations.
- Use existing NAICU social media platforms (e.g., website, Facebook, Twitter, blogs, etc.) to advance and promote initiatives.
- Use existing NAICU communications platforms (e.g., Washington Update) to advance and promote initiatives.
- Work to identify possible national media angles (outside the scope of what the White House may be pursuing) and pitch to our existing contacts.
- Work with the communications staffs with those institutions participating in the Summit to identify and pursue local/regional media opportunities based on their campus experiences.

Seek opportunities to insert talking points and examples of efforts to achieve student success among low-income students into talking points, speeches, presentations, etc.

ONGOING EFFORTS TO SUPPORT LOW-INCOME STUDENTS SUCCEED:

In 2009, when the President articulated his 2020 Goal, NAICU challenged its membership to undertake new initiatives and share successful campus programs that promote college enrollment and completion, particularly with at-risk populations. The response was Building Blocks 2020, which includes a catalogue of nearly 700 programs at more than 300 NAICU institutions.