



Guaranteed Admission Program (GAP) Communication Plan

This communication plan describes the approach for communication and collaboration of participating institutions in the *Guaranteed Admission Program (GAP)*.

The *Guaranteed Admission Program* is led by the collective engagement of five of Washington's public baccalaureate institutions with collaboration from the Council of Presidents (COP). Participating institutions include Central Washington University, Eastern Washington University, The Evergreen State College, Washington State University and Western Washington University.

The communication plan provides students, families and districts/schools with direct information about admissions highlighting access to higher education in Washington. The plan outlines joint messages and messages directed towards students, families, and districts/schools. It also identifies the audiences, forms of communication and contains a timeline of publications and events.

Audience

GAP engages three main groups. Messaging and tools will be tailored accordingly.

- Students
- Families
- Districts and Schools

Students

Students in the 11th grade and 12th are the key focus audience of GAP. Communication should be positive and supportive to instill confidence in students about college after high school and the role institutions will play to support students to achieve their career goals.

Students in 11th grade may fall into one of the following categories:

- Students who perceive college is not an option after high school and have decided not to continue education past high school for financial, academic or personal reasons.
- Students who have not yet decided or are just now considering.
- Students who are college bound and may already know where they want to attend.

Students in 12th grade may fall into one of the following categories:

- Students who are just now considering college as an option after high school.
- Students who perceive college as not an option after high school and have decided not to continue education past high school for financial, academic or personal reasons.

- Students who have not yet decided.
- Students who plan to take time off from school but plan to enroll in college after a gap year.
- Students who are college bound and may already know where they want to attend.
- Students who have accepted an admissions offer from an in-state or out-of-state college or university, with plans to attend in person beginning fall quarter 2023.

Families

Families of students in the 11th grade and 12th grade are another focus audience of GAP. Communications should address what admissions and college is currently like, encourage students to consider college after high school with messages around return on investment (e.g., access, affordability, economic/career benefits and student supports to achieve their career goals). Like students, families may fall into one of the following categories:

- Are just now considering college as an option after high school.
- Perceive college as not an option after high school and decided not to continue education past high school for financial, academic or personal reasons.
- Not yet decided.
- College bound and may already know where they want to attend.
- Accepted an admissions offer from an in-state or out-of-state college or university, with plans to attend in person beginning fall quarter 2023.

Districts/Schools

Districts and schools are the third primary focus of this program. A critical outcome of GAP is to develop direct, long-term relationships between Washington's public, baccalaureate institutions and districts and schools. For GAP to be successful, participating institutions will need the support and partnership of districts and schools. We know students who are eligible for guaranteed admissions may need support at the high school level to determine what next steps to take, especially students who may not have considered college or did not plan to go to college after high school. In addition, districts and schools are vital partners in communicating to students who may not be eligible for guaranteed admissions how they may apply to college. Communications to districts and schools should provide district and high school leads with information about who is leading what communications, the type of communications and frequency of which students will be engaged with participating institutions including contact information and access to resources to answer questions as they emerge.

Information to Communicate

Communications to students should focus on the accessibility and ease of admissions processes. In addition, communications should incorporate as appropriate the following key messages.

- Washington's public four-year college and universities want Washington high school students. You are college material and there is a place for you to pursue your post high school goals at one of our institutions.
- Washington's public, four-year institutions are accessible and affordable.

- Washington’s public, four-year college and universities are welcoming, supportive and career focused.
- Guaranteed admissions is one way of many to attend college. If a student wants to go to college, there is a path to accomplish that goal.
- The value and return on investment of going to college.

Method and Frequency

GAP communications will include joint sector communications and institution specific communications. Joint sector communications will be developed by the Council of Presidents and reviewed and finalized with participating institutions. This will create a uniform message to students, families and districts/schools about GAP. Institutions will also send institution specific communications to students and families as part of institutional recruitment and admissions processes.

GAP communications will include multiple methods and be provided throughout the school year. Methods will include emails, social media, media releases and institutional communications developed through CRM and admissions processes.

Communications Matrix

The communication matrix illustrates how participating institutions and as appropriate the Council of Presidents plan to communicate information to audiences. This includes frequency, lead and method of communication.

Tool	Audience	Description	Message	Timing/Duration	Responsible Party
Kick-Off	Media	Press Release, social media	Awareness and announcement of partners.	Week of October 11th	COP develops. COP and Participating Institutions (PIs) and District/School Partners (DSPs) disburse.
Letter via email	Districts/School Partners	Information a/b data upload, engagement and student communications.		Week of October 11th	COP distributes.
Social Media	DSPs, Students/families, participating institutions, education partners	GAP messages, hashtags and visuals.	Awareness of college going, admissions, accessibility, resources and information.	Week of October 11th	COP develops. COP/PIs/DSPs disburse.
Logo for Banner/Fliers	General GAP	Physical presence in partnering schools	Awareness	Week of October 11th	COP design logo. PIs and DSPs develop materials. .
Data Upload Information	Districts and Schools	Information about how and when to upload district and school data.	Clarity around process and expectations	Week of October 24 and Week of October 31	COP and PIs develop information. Send to DSPs.
Letter via email	11 th Grade - students and families	A joint unified letter via email about college as an option and how to prepare	Consider college in our sector and (3) How to get ready for college and be eligible for guaranteed admissions. Families- What to expect, resources. Checklist – guidance re: CADR and qualify for GAP eligibility.	Fall 2022 (November) Spring 2023 (April)	COP

Tool	Audience	Description	Message	Timing/Duration	Responsible Party
Letter via Email - GAP Eligible	12 th Grade – students and families.	A joint unified letter via email.	Guaranteed admission eligible and (2) What is next, include guidance around meeting CADRs. Checklist of next steps. Family letter: Message: (1) Guaranteed admission eligible, (2) What to expect and (3) Next steps.	Sent to students post data uploads and verification.	COP and PIs
Letter w/ Checklist - Not GAP eligible	12 th Grade – Students and families.	A joint unified email (student)/letter (family) about admissions.	Student email. Message: (1) General admission, (2) What is next, include guidance around meeting CADRS and identify when do students need to have a 3.0 to qualify for GAP. Checklist of next steps.	November	COP and Institutions develop. Share with districts and schools to share with 12th grade students who are not eligible for guaranteed admission.
CRM/CRM Like Tools	12 th grade students and families /11 th grade students and families	Use institutional recruitment/admission tools to follow student engagement in the admissions process and GAP.	Grade level specific information about college and admissions.	Ongoing	Institutions
Joint Meetings	Districts, Schools and Participating Institutions	Opportunity to connect, address emerging issues, and build community.	Information sharing and community building during the year	Meet in November, January, March and May	COP schedule. PIs and DSPs participate.
End of Year Recap	DSPs/PIs	Overview of outcomes and success	Interest and support	June	COP schedule. PIs and DSPs participate.

Key Dates

The following dates represent key milestones in communicating with students, families and district/schools about GAP. This key dates table is not an exhaustive list of all points of contact with each audience; colleges will need to decide additional dates and activities best suited to their own institutions.

Date	Action	Additional Details
Summer 2022		
August 1-15	DSAs and submission Guideline	DSAs and submission guide out to districts/schools - COP
August - September 30	Outreach re: DSAs/submission	Engage with districts/school to encourage participation and ask questions – COP
Fall 2022		
September 1-7	School Begins 2022-23	
September 30	Deadline	Districts/schools complete submission requirements to participate.
October 11	GAP 2022-23 Kick-off	Press Release. Social Media. Letter to Districts and Schools.
November 1-14	Data Upload	Data Upload window opens.
November 2	Joint Mtg of District, School and College Partners	
November 1-30	Communication with students	Joint and institutional communications with students in the 11 th grade and 12 th grade GAP eligible students.
Winter 2023		
January 17	Joint Mtg of District, School and College Partners	
January 23-February 15	Data upload 12th grade GAP students	
January 23- February 28	Communication with students.	Joint and institutional communications with 12 th grade GAP eligible students.
March 14	Joint Mtg of District, School and College Partners	
Spring 2023		
April 17	Communication with students	Joint and institutional communications with 11 th grade students.
May 23	Joint Mtg of District, School and College Partners	
June 1-30	Data upload	Upload data for 12 th grade GAP eligible students and incoming seniors and juniors for 2023-24
June-August	Communication with students	Joint and institutional communications with 12 th grade GAP eligible students.
June 22	Joint Mtg of District, School and College Partners	Review 2022-23 GAP program Opportunities, challenges, potential changes, improvements, next steps for growth. Invite district and school partners, university leadership, potentially policymakers.