



Campus Compact

Publicity Toolkit Civic Action Planning

A publicity starter pack for getting the word out about
your Campus Civic Action Plan

In this packet you'll find:

- Press Release Template
- Email Announcement Template
- Newsletter Blurb template
- Sample Social Media Announcements

Press Release Template

CITY, STATE--In 2016 Campus Compact, a coalition of 1100 colleges and universities dedicated to advancing the public purposes of higher education, released their 30th Anniversary Action Statement of Presidents and Chancellors as a call to marshal engagement resources to address challenges arising from exploding inequality and political polarization. **INSTITUTION** is one of over 450 institutions that have signed the Action Statement and committed to create a campus Civic Action Plan within one year of signing. **INSTITUTION**'s Civic Action Plan lays out actionable steps they will take to move forward with a renewed sense of urgency, as well as impact they expect to have on their campus and community.

Campus Compact's action statement includes five commitments that drive **INSTITUTION**'s Civic Action Planning efforts:

1. We empower our students, faculty, staff, and community partners to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus—nearby and around the world.
2. We prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good.
3. We embrace our responsibilities as place based institutions, contributing to the health and strength of our communities—economically, socially, environmentally, educationally, and politically.
4. We harness the capacity of our institutions—through research, teaching, partnerships, and institutional practice—to challenge the prevailing social and economic inequalities that threaten our democratic future.
5. We foster an environment that consistently affirms the centrality of the public purposes of higher education by setting high expectations for members of the campus community to contribute to their achievement.

INSTITUTION's planning process took place from **START DATE to END DATE**, and produced a plan that focuses on addressing the following issues: executive summary bullets from submission.

The plan that **INSTITUTION** developed will be put into action (timeline for first actionable steps laid out in your plan) and will begin with (first actionable steps from plan).

Read more about **INSTITUTION**'s Civic Action Plan here, and learn more about Campus Compact's 30th Anniversary Action Statement [here](#).

Email Announcement Template:

It's a wrap — **INSTITUTION** is proud to announce that we've officially completed our Civic Action Plan!

Back in **DATE OF SIGNING**, **INSTITUTION'S PRESIDENT OR CHANCELLOR** signed Campus Compact's 30th Anniversary Action Statement of Presidents and Chancellors, which committed us to develop a Campus Civic Action Plan within one year, as a call to marshal engagement resources to address challenges arising from exploding inequality and political polarization. The year is up, and our Civic Action Plan is ready!

INSTITUTION's plan focuses on the following issues: **ADD EXECUTIVE SUMMARY BULLETS FROM SUBMISSION**. Here's to putting our Civic Action Plan to work, and to advancing the public purposes of higher education.

Read more about our Civic Action Plan here [**LINK PREVIOUS WORD OUT TO ACTION PLAN**], and learn more about Campus Compact's 30th Anniversary Action Statement [here](#).

Newsletter Blurb Template:

In **DATE OF SIGNING**, **INSTITUTION'S PRESIDENT OR CHANCELLOR** signed Campus Compact's 30th Anniversary Action Statement of Presidents and Chancellors, which committed **INSTITUTION** to develop a Campus Civic Action Plan within one year, as a call to marshal engagement resources to address challenges arising from exploding inequality and political polarization. The year is up, and our Civic Action Plan is ready!

Read more about the issues that **INSTITUTION**'s Civic Action Plan seeks to tackle and the bold commitments we make to our campus and community here [**LINK TO ACTION PLAN**]. Learn more about Campus Compact's 30th Anniversary Action Statement [here](#).

Social Media Announcements

Twitter:

- **INSTITUTION** is excited to announce the completion of our Civic Action Plan after signing @Campus_Compact's Action Statement: **LINK TO ACTION PLAN**
- **INSTITUTION** has completed its Civic Action Plan, after signing @Campus_Compact's 30th Anniversary Action Statement: <http://bit.ly/2lqWmxJ>

Facebook:

- **INSTITUTION** is proud to announce the completion of our Civic Action Plan, written after signing @CampusCompact's 30th Anniversary Action Statement. The Civic Action Plan lays out actionable steps we will take to move forward, as well as the impact we expect it to have on our campus and community. Read our Civic Action Plan: **LINK TO ACTION PLAN**
- After signing @CampusCompact's 30th Anniversary Action Statement, **INSTITUTION** put together a Civic Action Plan, which focuses on advancing the public purposes of higher education. Read our Civic Action Plan in detail here: **LINK TO ACTION PLAN**
- **INSTITUTION** is an official signatory of @CampusCompact's 30th Anniversary Action Statement, and has produced a plan focused on advancing the public purposes of higher education. Learn more about Campus Compact's 30th Anniversary Action Statement here: <http://bit.ly/2lqWmxJ>