

Meeting Highlights:

- We reviewed the document of current approaches that organizations active in the Global Education Network Coalitions are taking to address inequity in access to global education opportunities. [View the document here.](#)
- We broke out the components of a campaign that can address our principle concern of inequity in access to global education opportunities. The components of the campaign and the areas that we begun brainstorming together are below.

Campaign:

Message- The overall, big picture message that unites this group

Target Audience- Who needs to hear the message? What messages would they need to hear? Be specific

Early Learners

Mayor's Office

- Global Lens is unique positioning for Pittsburgh story
- Job Market Competitiveness
- Economic Development
 - Data on why it brings money to Pittsburgh
- Top 10 lists
- Foreign direct investment
- This makes Pittsburgh looks good/cool/interesting/hip
- Increase in international business/tourism, innovation/collaboration
- Compassionate/welcoming Pittsburgh!
- The most livable city for ALL requires access to new ideas and people. Fresh + concerned innovation.
- Innovation/Eds/Meds

Tourism Industry:

- People are coming to understand and participate, not just consume
- Top 10 lists
- More diversity of opportunities (restaraunts, shows, etc.)
- Show how it brings media exposure
- Global Lens is unique positioning for Pittsburgh story
- This makes Pittsburgh looks good/cool/interesting/hip
- Increase in international business/tourism, innovation/collaboration
- Innovation/Eds/Meds

Private Sector

- The jobs of the future cannot be built from my classroom desk
- Economic Development
 - Data on why it brings money to Pittsburgh
- Workforce development
- Foreign direct investment
- Increase in international business/tourism, innovation/collaboration

Intermediate Units

- How it makes better-prepared students

Parents

- How it makes better-prepared students
- Job Market Competitiveness
- Compassionate/welcoming Pittsburgh!
- How can/does access to global education make your child more successful?
- Quality education for their children

Communities (rural, lower-income, long-term residents)

- Residents: how can global education impact your money?
- Actual economic opportunity
- Job Market Competitiveness
- Stories about how communities benefit (data + emotion)
- Compassionate/welcoming Pittsburgh!

Funders

- How does this promote their metrics?

Cultural Producers/Artists

- Show how it brings media exposure
- Global Lens is unique positioning for Pittsburgh story
- Diversity→ innovation

Adults with no direct line to “choir”

All

- Moral Imperative
- Not creating equity/access is limiting to city/students

Approaches- The “how.” What are effective communication channels, techniques, or tools to deliver our messages to our audiences?

Focus on Pittsburgh Story

- Events - “Spokes” that lead up to Hub+Spoke

Demonstrate instead of telling

- Experiences outside of Pittsburgh
- Early Learners
- Showcasing

Focus on Storytelling

Find Relevant/Compelling Economic Data

Have a Unified Communication Plan

- Alignment with larger initiatives or influencers (i.e. look at where city setting its strategies and create alignment)
- Consistency
- Unified in how we talk
- Social media

Network We Need to Succeed- Culminating Action-