

Meeting Highlights:

- We spent some time briefly reviewing the target messages created during our last meeting, and clarifying the big picture message of our campaign. The result of this activity was the following Campaign Message: *Global Learning unlocks a world of possibilities and opportunities. Creating global minds through equitable exposure and education is an imperative for solving 21st century problems and providing transformative experiences for all!*
 - Details of this group’s [campaign components so far are included below](#).
- A majority of our time was spent discussing the structure of this year's Hub + Spoke event, coming up on November 17th, and identifying ways that the event can support the work of this coalition's campaign. [You can review the Hub+Spoke event overview document here](#).

Top 4 Ideas Generated by Coalition Members For Hub+Spoke 2018 Coalition Activity:	
<u>Idea</u>	<u>Group Rating (out of 30)</u>
You Say Potato Event: have a station with multiple potato dishes from around the world. Guests learn how to pronounce the name of the dish in home language, and get brief stories of cultural, economic, and political story of dish.	32
“Speed Dating” with others such as immigrants, study abroad alumni, people working in global companies and context to share experiences and how they were transformed by them.	31.5
Ambassador/cultural presentation (dance, art, food, clothing, silent auction, etc)	24
Create an interactive role play experience where attendees get a card with a sort of role as they walk in. They need to move through the event interacting as that person from that place.	24



Inequity in Global Education Campaign Components:

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

Global Learning unlocks a world of possibilities and opportunities. Creating global minds through equitable exposure and education is an imperative for solving 21st century problems and providing transformative experiences for all!

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-