

AAC Session – **Getting what you want:** *A compelling, reusable, one-page message*

February 15, 2018 / Participant Comments

Learning Expectations

- Tracking and Traction
- Communication that is:
  - Punchy
  - Clarity
  - Brevity vs. terse
  - Concise
  - Simple
  - Responsive
  - Focus toward administrator
  - Reusable
  - Meaningful
- Marketing
- Over explaining
- Looking for different ideas
- Advocating
- Respect

Issues

- Advising requirements
- Staffing
- Budget
- Inter-departmental initiatives
- Who we are (as an introduction to collaborate)
- Policy notices