



COMMUNICATIONS KIT





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INTRODUCTION

Be College Ready is designed to help communities, schools and families better prepare for higher education expenses by taking advantage of the Oregon College Savings Plan. After successfully raising awareness in five school districts last year, **Be College Ready** is expanding into several more communities in 2016 with a new college savings account funding program. Parents with children attending kindergarten in selected school districts will be eligible to receive a \$25 Oregon College Savings Plan contribution from the Oregon 529 Savings Network. At the same time, schools in each of the selected school districts may order school supplies such as folders, pencils, bookmarks and posters as a continuous reminder for families in the community to be college ready.

The Oregon College Savings Plan is committed to helping families prepare for higher education expenses. For details about the new **Be College Ready** programs available, please visit BeCollegeReady.net or contact us at 503-373-1903





HOW YOU CAN SUPPORT *BE COLLEGE READY*

1. Like us on Facebook: <https://Facebook.com/OregonCollegeSavings>.
2. Follow us on Twitter at: <https://Twitter.com/OregonCSP>.
3. Post information about the Oregon College Savings Plan and ***Be College Ready*** on your website with hotlinks back to ours: OregonCollegeSavings.com; BeCollegeReady.net.
4. Place any of our static banners on your website; hotlink the logos to the Oregon College Savings Plan and ***Be College Ready*** website main pages. Artwork is available for download at BeCollegeReady.net/.
5. Blog about ***Be College Ready*** on your company website (see page 7 for ideas).
6. Include information about ***Be College Ready*** in your communications newsletters (see page 7 for ideas).
7. Include the Oregon College Savings Plan and ***Be College Ready*** logos in publications, emails or newsletters, available at: BeCollegeReady.net/
8. Request the attendance of John Valley, Oregon 529 Savings Network Outreach Director at a community event where he can either present information about the Oregon College Savings Plan via a PowerPoint presentation and/or have a table to provide information to the public.
9. Introduce the Oregon College Savings Plan to other key stakeholders in your community.





ARTWORK

The Oregon College Savings Plan has developed colorful, whimsical artwork as part of the **Be College Ready** program. You can download this internet banners in both .jpg and .PDF formats for blog posts, newsletters, social media, etc. Visit BeCollegeReady.net/ to access the following:

- **Be College Ready** Web Banners
- **Be College Ready** Logo
- Oregon College Savings Plan Logo





TALKING POINTS

- In order to be college ready today, schools and families need to be prepared for the financial realities of achieving a higher education.
- **Be College Ready** is a program designed to help parents and families better understand the long-term benefits of higher education and how to reach their college savings goals.
- **Be College Ready** helps bring the Oregon College Savings Plan directly into elementary schools by 1. Educating parents about how to plan for future college expenses; 2. Motivating kids with fun classroom materials; and 3. Partnering with local business and civic organizations to provide college savings resources that meet the needs of each local community.
- The **Be College Ready** program was designed so that school districts, individual elementary schools and parent/teacher groups can take full advantage of the Oregon College Savings Plan with minimal time and effort.
- Participating schools will receive homework folders, pencils, pens, bookmarks and motivational posters to share with all of its students.
- The State of Oregon's 40-40-20 education plan sets a goal that by 2025, 40 percent of adult Oregonians will have a bachelor's degree or higher, another 40 percent will have associate degrees or other certificates and the remaining 20 percent will have high school diplomas. The Oregon College Savings Plan can play an instrumental role in achieving this goal.



SOCIAL MEDIA

The Oregon College Savings Plan uses social media to raise awareness about **Be College Ready**. We want to ensure that the public is aware of upcoming events and inform them that we are available to do presentations if there is an interest in learning more about the Oregon College Savings Plan. Following are some social media templates you can use as a guide to promoting college savings and awareness.

Like us on Facebook at [Facebook.com/OregonCollegeSavings](https://www.facebook.com/OregonCollegeSavings); and follow us on Twitter at [Twitter.com/OregonCSP](https://twitter.com/OregonCSP).

TWITTER

With Twitter, you only have 140 characters to say what you want to say in a tweet. You need to get to the point quickly, paring the facts down to their core essence. Here are some templates:

. @GPSD7 students will #BeCollegeReady! We're supporting @OregonCSP to help families reach college planning goals BeCollegeReady.net

Do you know about @OregonSoS #40-20-20 education plan? Find out how to reach your college goals with @OregonCSP at BeCollegeReady.net

FACEBOOK

Facebook allows you to provide more details than Twitter; however, remember people still have very short attention spans and you don't want to suffer from TL;DR (too long, didn't read).

When possible, post photos or flyers or videos; visuals that will catch the reader's attention.





SAMPLE COPY FOR NEWSLETTERS, BLOGS, & SOCIAL MEDIA

The State of Oregon's 40-40-20 education plan sets a goal that by 2025, 40 percent of adult Oregonians will have a bachelor's degree or higher, another 40 percent will have associate degrees or other certificates and the remaining 20 percent will have high school diplomas. The Oregon College Savings Plan can play an instrumental role in achieving this goal.

Elementary schools supporting **Be College Ready** can help parents and families to better understand the long-term benefits of higher education and how to reach their college savings goals.

"Be College Ready was specifically designed so that school districts, individual elementary schools and parent/teacher groups can take full advantage of the Oregon College Savings Plan with minimal time and effort," explained Michael Parker, executive director of the Oregon College Savings Plan. "In order to be college ready today, schools and families need to be prepared for the financial realities of achieving a higher education; we want folks to know that we are here as a resource."

The Oregon College Saving Plan is committed to helping families be knowledgeable about college saving. Parents need to be prepared for the financial realities of achieving a higher education. The Oregon College Saving Plan is a 529 plan, which is an investment vehicle specifically designed for college savings. It is quick and easy to open an account, just visit OregonCollegeSavings.com or call 866-772-8464 to learn more.





WORKING WITH THE LOCAL MEDIA

The Oregon College Savings Plan has a communications team that will work with media in your community; however, you may already have an established relationship with key reporters/ editors/publishers in your region. We encourage you to share information on **Be College Ready** with any members of the media with whom you are connected. If you believe you have a story with a local angle, pitch it to the reporter (please alert us!).

If you don't feel comfortable pitching the story, please contact John Valley, Oregon 529 Savings Network Outreach Director, 503.431.7928, john.valley@ost.state.or.us, and he can do it on your behalf. The underlying goal is to work together to educate families in your community on how to **Be College Ready**.



Consider the investment objectives, risks, charges, and expenses before investing in the Oregon College Savings Plan. Please visit OregonCollegeSavings.com for a Plan Disclosure Booklet containing this and other information. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. TIAA-CREF Tuition Financing, Inc., program manager. TIAA-CREF Individual & Institutional Services, LLC, member FINRA, distributor and underwriter for the Oregon College Savings Plan.

