

TO: Colleagues on the Governor's Task Force on alignment of public higher education

FROM: Cathy Provencher, USNH Chief Administrative Officer

DATE: February 24, 2024

SUBJECT: USNH Statewide Impact Campaign

As discussed at our meeting yesterday, USNH is building a multi-year grassroots campaign to educate the NH citizenry about the value of public higher education. We understand that New Hampshire residents know and respect our individual institutions (UNH, KSC and PSU) and their regional impact. What is often not fully appreciated or valued is the local, statewide and collective impact of all of our resources.

This campaign proposes a grassroots, on the ground and social media campaign to inform, educate and build champions, outside of USNH, by showcasing how the university system makes a difference in our personal, regional and statewide economies. **The 19-minute video linked here is the culmination of this work** <https://youtu.be/-T4LK-3xNu8?feature=shared>.

The video provides glimpses of the impact of public higher ed. An initial list of 40 leaders, organizations, partners and influencers has been compiled and they are being engaged, in person, after viewing the video or individual short segments. A legislative event is being planned for late spring. The video has been cut down into sixteen, 2-minute segments that will be customized for the audience as we travel throughout the state having discussions.

Those **short vignettes can be found here on the USNH YouTube channel:**

<https://www.youtube.com/channel/UCIpHV263Poots9buVJtgKZw>

What the campaign is:

A statewide tour educating communities and key stakeholders with these core messages:

- USNH attracts, nurtures, and retains the workforce and future state leaders.
- USNH is an economic engine for New Hampshire.
- USNH impacts the mental, physical, and environmental health of our communities.
- USNH enables an affordable pathway to higher ed that elevates future generations.
- What equity and inclusion means related to the accessibility of higher education and preparation for the future workforce.

An opportunity to strengthen partnerships across our regions by demonstrating how and why USNH is a valuable resource and asking how our assets can assist their organizations.

An opportunity to enlist support in nurturing and retaining future educated NH leaders.

We ask that you view the video and consider these questions:

Did you learn new facts? What does it make you feel about the university system/public higher education and the impact of our mission?

Throughout this campaign, how can USNH be an even more relevant partner to New Hampshire, intermingled with strategic initiatives across state departments and communities?