

KCTCS GOOD NEWS REPORT

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JANUARY 2010

Dr. McCall Kicks Off Public Advocacy Campaign At Colleges



During the month of October, President McCall kicked off a state-wide tour to all 16 KCTCS colleges to launch the *Transforming Lives. Transforming Kentucky* public advocacy campaign. Each college visit consisted of forums with students, faculty, staff, and community leaders encouraging them to join the **Kentuckians for Community and Technical Colleges** and become advocates for KCTCS. Fourteen colleges have been visited to date and more than 4,600 individuals across the state have attended the forums.

The KCTCS public advocacy campaign is a three-pronged effort consisting of a statewide media campaign, grassroots efforts, and a legislative public relations initiative designed to garner support for community and technical colleges among state policymakers. The statewide forums are a critical aspect of the grassroots component of the campaign. During each forum, attendees were encouraged to join the campaign by going to the advocacy Web site

ABOVE: President McCall talking to faculty/staff at Big Sandy Community and Technical College.

RIGHT: President McCall and Southeast Kentucky Community and Technical College President Bruce Ayers discuss the public advocacy campaign with former Governor Paul Patton and Representative Leslie Combs.



TRANSFORMING LIVES
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and signing a petition. To date, more than 5,610 individuals have signed the petition.

Each college brought a unique perspective to its forum that reflected the culture of the campus and the local community. Some colleges hosted ITV meetings to allow students, faculty, and staff from multiple locations to have the opportunity to participate and ask President McCall questions. One college included a ribbon cutting ceremony for a new Skilled Craft Center as part of the kick-off campaign. Another hosted a distinguished alumni presentation and reception.

Additionally, all colleges hosted a forum to engage community leaders in the campaign. One college sponsored a luncheon at a favorite local barbecue restaurant and another featured a dinner and reception at a local



College Advocacy Forum Metrics

COLLEGE	IN ATTENDANCE					MEDIA COVERAGE	
	Students	Faculty/Staff	Public	Legislators	Total Attendees	Media Outlets	Media Stories
Ashland	25	50	125	1	201	1	2
Big Sandy	25	100	100	2	227	2	3
Bluegrass	40	100	110	3	253	3	6
Bowling Green	200	80	40	2	322	4	4
Elizabethtown	45	40	50	3	138	1	6
Gateway	100	50	240	3	393	3	9
Hazard	150	75	150	3	378	4	9
Hopkinsville	40	62	45	1	148	4	5
Jefferson	375	80	45	1	501	3	5
Madisonville	25	65	250	3	343	3	4
Maysville	50	65	90	1	206	2	4
Somerset	50	150	90	2	292	2	4
Southeast	400	100	120	3	623	5	9
West Kentucky	50	100	250	2	402	4	11
System Office		200			200		
TOTAL	1,575	1,317	1,705	30	4,627	41	81

ABOVE: President McCall listening to a student at Big Sandy Community and Technical College tell how the college has transformed his life.

winery. But no matter the venue, each community forum featured student testimonials and college points of pride.

Another objective of each college’s public advocacy forum was to inform local media about the campaign and to get their assistance in communicating the campaign message. Each advocacy day was filled with media interviews that included live radio shows, editorial board meetings, and television interviews. Since the beginning of October, more than 100 news stories have been printed or aired statewide about the *Transforming Lives. Transforming Kentucky* campaign.

Public advocacy forums are scheduled for the two remaining colleges: Henderson Community College is January 22; and Owensboro Community and Technical College is January 25.

Kentuckians for Community and Technical Colleges Petition	5,610
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