



HIGHLIGHTS OF VOX COMMUNICATIONS PLAN

PRIMARY RECOMMENDATIONS

- Create St. Joseph County-tailored 21st Century Scholars support assets.
- Reframe 21st Century Scholars as **a pathway to increased life and career choices.**
- Empower school communications directors to share information on 21st Century Scholars at regular intervals.
- **Strengthen strategic partnerships with community groups** like La Casa de Amistad to encourage 21st Century Scholars Enrollment.
- Rely on **“near-peers”** to serve as messengers when possible.
- Develop 21st Century Scholars support mentors and internships.

UMBRELLA MESSAGING

- 21st Century Scholars empowers students to earn a **debt-free college degree**, enabling them to find their path in life with **freedom** around what comes next.
- 21st Century Scholars is the **simplest** path to a life-changing college degree for qualified students.
- In our fast-changing economy, students need to begin preparing for life and work after high school when they are in middle school.
- For first-generation students navigating the college process, 21st Century Scholars acts as a trusted guide.
- 21st Century Scholars helps Indiana communities thrive by growing the pipeline of college graduates, which leads to a stronger workforce and higher quality of life.