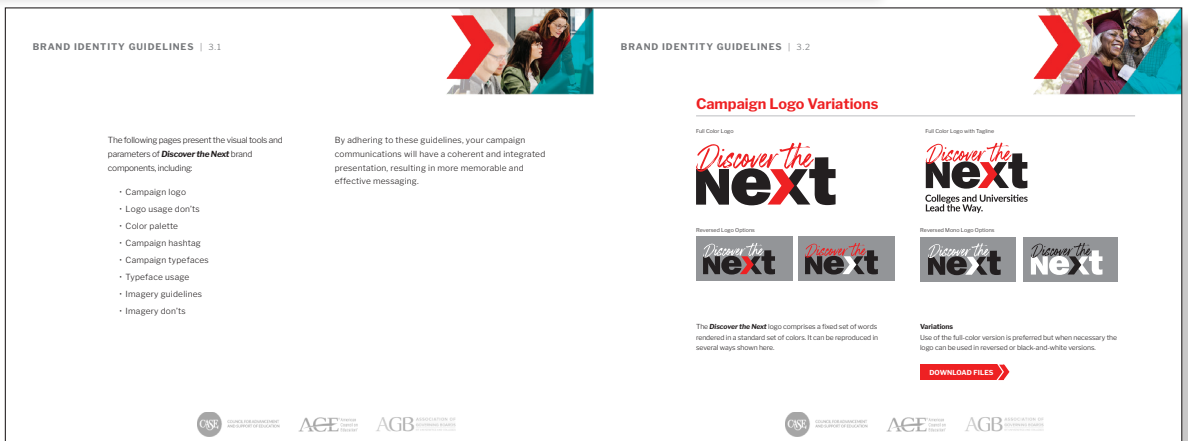


Council for Advancement and Support of Education

- Situation** The Council for Advancement and Support of Education (CASE) is an organization that advocates for the value of education in transforming lives and society. It embarked on a campaign, called “Discover the Next,” focused on helping colleges and universities highlight the many benefits that they provide to individuals, communities, and the world at large in their marketing communications, stakeholder messaging, and advancement efforts. With limited in-house resources, CASE needed a partner to provide the bandwidth and quick turnaround capability to create an innovative and important component of the campaign—a “digital toolkit” document that gave educators a comprehensive resource for “Discover the Next” messaging topics, campaign look-and-feel guidelines, and social media recommendations.
- Solution** After TDC was awarded the assignment, we collaborated with CASE staff to bring both the content and design of the 40-page toolkit to life. TDC developed the overall presentation and layout of the toolkit; integrated the color palette, typography, logo usage, and imagery elements of the campaign brand into the toolkit; and created all of the reference examples reflecting the look-and-feel of the campaign materials. In addition, we co-wrote the campaign rationale, messaging guidelines, brand identity example copy, social media guideline copy, and FAQ content.
- Result** CASE was so pleased with the results that it asked TDC to develop an accompanying collateral piece to help promote the toolkit. Since then, CASE has invited TDC to work on additional long-form assignments to support its communications and member engagement efforts.



In an era of declining trust in big societal institutions, higher education is no exception—and you, as a leader used to interacting with external audiences, are well-positioned as a countervailing force. The **Discover the Next** campaign highlights local successes and research tested approaches to reinforcing the many positive impacts of higher education.

About the campaign

Based on studies on the most tangible benefits of higher education, the campaign messaging will center on four primary areas:

- Individual Achievement
- Scientific Innovation
- Economic Advancement
- Community Connection

A call to action

Discover the Next gives those who are well positioned to showcase your institution's positive impact—communications and alumni relations staff, engaged alumni and advocacy groups, trustees and regents, business and civic leaders, and more—the assets and guidance to spotlight your accomplishments while collectively strengthening higher education.

Resources are available to help your institution connect with all stakeholders, from prospective students to alumni.

Visit **DiscoverTheNext.org** to download a toolkit, view a list of suggested activities, and to see or contribute story themes and examples.

Discover the
Next

Discover the
Next

A framework for discussing
the value of higher education,
locally and collectively



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

ACE
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Council on
Education

AGB
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