

Without effective communications, great work gets lost in the shuffle.



Next Chapter Communications helps our clients speak to their audiences — and inspire them to listen, engage, and act. Our services include strategic communications planning, messaging, branding, writing, and design.

We have helped a variety of organizations and institutions communicate about guided pathways. We tailor our work to meet each organization's needs, and we specialize in giving clients guidance and tools that help them improve their communications over the long term.

EXAMPLES OF OUR SERVICES

MATERIALS

Custom materials written and designed for your college. Examples include:

- ▶ One- or two-pagers that explain guided pathways at your college
- ▶ PowerPoint presentations
- ▶ Blog posts

\$1,500–\$5,000

WORKSHOPS

A half- to full-day workshop, tailored to your college, to help a group of people develop and practice using key communications skills, such as:

- ▶ Communicating your college's vision for guided pathways work
- ▶ Using data to bolster your messages
- ▶ Communicating about challenges and successes

Virtual workshop: \$4,000–\$7,000

In-person workshop: \$6,000–\$10,000

CREATE A COHORT: Invite another college to join you for a workshop. In addition to sharing the costs, you'll learn from one another.

COMMUNICATIONS CONSULTING

A three- to six-month engagement of custom consulting that addresses your college's communications needs. Services might include, for example:

- ▶ Strategic planning
- ▶ Messaging
- ▶ Materials
- ▶ Social media planning and training
- ▶ Website guidance

\$15,000–\$30,000

**For more information,
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