



## An Educational Awareness Campaign

The College Matters Florida project is a multi-media educational awareness campaign that will disseminate the message that inclusive postsecondary education is a viable and transformative experience for transitioning youth and young adults with intellectual and developmental disabilities (IDD) in Florida. The content will highlight the benefits of going to college that students with IDD experience such as good employment outcomes. The awareness campaign is developed to target a range of audiences in order to grow the number of college options for students with IDD across the state, as well as the number of youth with IDD accessing those options. Target audiences include, but are not limited to, students with IDD and their families, administrators and other personnel from Institutes of Higher Education (IHE), K-12 personnel such as transition specialists, special educators and guidance counselors, and state level decision-makers.

### **The project will partner with the Florida Center for Students with Unique Abilities (FCSUA) to:**

1. Implement a robust marketing and dissemination plan in collaboration with our Project Advisory Committee (PAC) and a team of dissemination partners (e.g., parent support organizations, advocacy organizations, and other disability-related entities).
2. Identify and leverage existing educational initiatives and information pathways used by target audiences and key collaborators including the PAC and outlets that reach both disability-specific and non-disability-specific audiences. Outlets such as newsletters, social media platforms, and other communication channels will be used.
3. Create targeted outreach materials directed towards IHE administrators (e.g., Presidents/ Chancellors, Provost, Student Affairs, Faculty, Disability Services personnel) that emphasize a peer-to-peer approach to promote program adoption.
4. Develop an Awareness and Educational Outreach Tool for use by key stakeholders to sustain efforts in Florida, as well as for replication of public awareness campaigns nationally.
5. Conduct evaluation activities to determine the degree of systems change related to college options for students with IDD in Florida.



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