



Background:

In May, Commissioner Corcoran reached out in his memo to the Council of Presidents with a request for the Florida College System to create a brand supporting our veterans.

Purpose:

To position the Florida College System as the first choice for veterans and active-duty service members in Florida who want to continue their education and earn a college degree.

Goals:

1. Conduct research across the System to determine the breadth and depth of support services offered
2. Develop messaging strategy
 - a. Press conference
 - b. Press release
 - c. Message house
 - d. Statewide earned media opportunities
3. Develop collateral materials for dissemination
 - a. 30-second spot for digital channels
 - b. Social media graphic for colleges to share
 - c. Website landing page
 - d. Legislative leave behind materials
4. Measure results through reach and impressions

Proposal:

The Moore team proposes a pro-military brand for our colleges under the direction of the COP to be named "Patriot's Path." This program would package the various veterans' programs and initiatives that each college has already built, and then communicate them under a single brand umbrella to create greater awareness statewide. This name was shopped with several veterans, their families, and FLDOE, and was well received by all. This brand is targeted at providing a rallying cry for a program that can be supported by Corcoran, DeSantis, the legislature, and the veteran community. The brand name can be leverage in many directions with our colleges leading a path to education success outside of the military, building a path to a career, creating a clear path designed for our heroes, etc.

As noted in the Commissioner's memo, we already have great bones for this program. Each college provides services that support their community, several institutions have veteran



centers with substantial services, and all colleges house programs that support veterans, such as waiving out of state tuition fees and provide priority registrations. By strategically packaging all these together, the COP will be able to demonstrate all the good work being done by our colleges.

As other college resources are created, they will fold under the “Patriot’s Path” brand. With a sense of patriotic idealism, and with smart use of marketing assets with our champions, I think this will be well received.

Regarding timeline, being able to engage Governor DeSantis and Commissioner Corcoran, and launch this initiative near or on Veterans Day (November 11) would be ideal.