

# Discover the Next

*Below are examples of what conversations around the value of higher education can look like, using the resources and professional networks where you have authority or impact. These activities, with support from the [toolkit](#) and [messaging examples](#) you see throughout Discover the Next, can help put a larger framework around local expertise and connect with projects your institution may already be doing.*

- External conversations
  - Write and place a print piece, such as an op-ed in a local newspaper or industry publication, or the topic of a column in your institution's magazine.
  - Acknowledge your institution's participation visually in places like a magazine or website, and build in social media posts using #DiscoverTheNext and/or tagging @CASEAdvance.
  - Incorporate messaging about the public value of higher education into alumni advocacy efforts and events.
- Internal conversations
  - Host a meeting with advancement staff to discuss the topic and brainstorm additional ways to participate, like incorporating this messaging into existing initiatives.
  - Add the topic to a cabinet/leadership meeting agenda and solicit participation across departmental lines.
  - Engage your governing board and add their voices to the conversation.
- Peer conversations
  - Share success stories with CASE that relate to the main project areas (will potentially be posted to Discover the Next website.)
  - Host programming around the value of higher education, such as advocacy days, discussion groups in response to an article/video/webinar, or panel talks.
  - Add the value of higher education as an agenda topic or program session with networks you belong to either personally or institutionally (civic organizations, professional societies, associations of colleges and universities, etc.)

*When discussing successes and statistics about value, make sure to reflect on whether these are equitable. Acknowledge any disparities which may exist. A thoughtful conversation about the societal value of higher education can align with the vision and values that many colleges and universities strive for about diversity, equity, inclusion and belonging.*

*Whether you try these activities or similar ones, please be sure to share how it went by emailing [discoverthenext@case.org](mailto:discoverthenext@case.org) to help other institutions find individual solutions while speaking collectively to advance higher education.*