

# GEAR UP TN Messaging Guidelines

## Tagline

College: You can get there from here.

## Boilerplate Language

GEAR UP TN provides Tennessee students with a clear path to college. Funded through a seven-year grant from the U.S. Department of Education and administered by the Tennessee Higher Education Commission, GEAR UP TN works with community-based Collaboratives in 15 counties across the state to promote college readiness and success.

## Benefits of GEAR UP TN

GEAR UP TN provides value to Tennessee communities through:

- Academic interventions and focused direct services to students who may not otherwise attend college.
- Recognition of the importance of community support in promoting college access.
- Navigation of the college preparation and application process with students and their families.
- Research to support and identify the most effective college success services.
- A long-term commitment to sustaining the GEAR UP TN model in local communities.

## Messages to Specific Audiences

### Students

- College is a real and reachable goal.
- You have many options to pay for college.
- Postsecondary education isn't just a bachelor's degree at a four-year institution; community colleges and technical programs provide strong opportunities.
- GEAR UP TN will support you as you navigate the process and help you to make decisions.

### Parents/Families

- You play a huge role in encouraging your student to go to college.
- Any type of postsecondary education, from a TCAT to a community college to a 4-year university, will pay off for your student in the long-term.
- The college process is complex, but with support, your student can find the right fit.
- GEAR UP TN can provide one-on-one support to you and your student on the college process.

### Policymakers and Community Leaders

- GEAR UP TN uses the power of the local community to drive education success.
- Visible community support from leaders is critical to growing the college-going culture in your area.

## Brief Description of GEAR UP TN

GEAR UP TN is a movement in local communities to expand the college-going culture in Tennessee and empower students to succeed.

## GEAR UP TN Personality

- Informative
- Approachable
- Invested
- Community-based
- Empowering
- Responsive
- Personable
- Dedicated
- Transparent
- Determined

- The GEAR UP TN model will allow services to continue long after the life of the grant.
- Point out any individual success stories, as well as data to support your success.

### School Personnel/Community Partners

- GEAR UP TN relies on your knowledge and expertise to encourage students to attend college.
- College is a realistic goal for every student.
- Four year colleges aren't the only choice; community colleges and technical centers are strong postsecondary options.

### General Public

- GEAR UP TN will increase the number of college-bound students in your community.
- Developing a college-going culture requires support from the larger community, not just parents and schools.

# GEAR UP TN Style Guide

## CollegeforTN.org

CollegeforTN.org is a web-based career and educational planning system with information specific to Tennessee high school students and Tennessee higher education institutions. Refer to CollegeforTN.org. Incorrect: CollegeforTN, CollegeforTennessee, College for TN.

## GEAR UP

Use “GEAR UP” in all uppercase letters, omitting “TN” when referring to the Department of Education’s nationwide GEAR UP program or GEAR UP activities that are not specific to Tennessee. “GEAR UP” is entirely in uppercase letters.

## GEAR UP TN

Use “GEAR UP TN” when referring to funding for your Collaborative or the GEAR UP program specifically in Tennessee. For example, a Collaborative is a GEAR UP TN Collaborative and you provide services through GEAR UP TN. You may use the term “GEAR UP TN” or you may refer to “Tennessee’s GEAR UP program”. “GEAR UP TN” is entirely in uppercase letters.

## GEAR UP TN Central Office

Use “GEAR UP TN central office” when referring to the state-level GEAR UP TN office based out of the Tennessee Higher Education Commission. “Central office” may be used after the first reference. GEAR UP TN is entirely in uppercase letters, while “central office” is not capitalized. Alternately, the central office can be referred to as THEC’s Office of P-16 Initiatives, which would be capitalized, as it is the formal name of the division.

## GEAR UP TN Collaborative

A GEAR UP TN Collaborative refers to the collective partnerships within a county that are implementing the local GEAR UP TN program. The first time you refer to the Collaborative in a written document, you should reference a “GEAR UP TN Collaborative” or “[County/District/School] GEAR UP TN Collaborative”. On subsequent references, “Collaborative” is acceptable. “Collaborative” should always be capitalized.

## Regional Coordinator

When referring to a specific regional coordinator, his or her title should be listed as “East GEAR UP TN Regional Coordinator” or “West GEAR UP TN Regional Coordinator”. The title should be capitalized when immediately preceding or following the regional coordinator’s full name. Capitalization in other contexts is at your discretion, as long as it is consistent.

## Site Coordinator

When referring to a specific site coordinator, his or her title should be listed as “Claiborne County GEAR UP TN Site Coordinator” or “Memphis GEAR UP TN Site Coordinator”. The title should be capitalized when immediately preceding or following the site coordinator’s full name. Capitalization in other contexts is at your discretion, as long as it is consistent.

## Tennessee Board of Regents

The Tennessee Board of Regents oversees the state’s community colleges, technology centers, and public universities, other than the University of Tennessee. When referring to Tennessee Board of Regents institutions, on first use, use the full name of the institution. For example, Roane State Community College, Tennessee College of Applied Technology at Jackson, or Austin Peay State University. On second use, a commonly used abbreviation or shortened name may be used.

## Tennessee Higher Education Commission

The Tennessee Higher Education Commission (THEC) is the state recipient for Tennessee’s GEAR UP funds and administers GEAR UP TN. The Tennessee Higher Education Commission is the coordinating board for the Tennessee Board of Regents and the Board of Trustees of the University of Tennessee.

In formal writing, please always use the term “Tennessee Higher Education Commission” or “the Commission” on second reference. “THEC” is acceptable on second reference in conversational writing or informal documents.

## University of Tennessee

The University of Tennessee refers to the institution that includes all entities in the UT system. The governing body of the University of Tennessee is the Board of Trustees of the University of Tennessee. When referring to specific institutions, use one of the following: University of Tennessee, Knoxville; the University of Tennessee Health Science Center; the University of Tennessee Space Institute; the University of Tennessee Institute of Agriculture; the University of Tennessee Institute for Public Service; the University of Tennessee at Chattanooga, or the University of Tennessee at Martin.

Acceptable abbreviations include, as appropriate: UT, UT system, UTHSC, UT Knoxville, UTSI, UTIA, UTM, UTC, IPS.