

NSPRA



Lesley Brinton, APR
Public Relations Coordinator
Tuscaloosa City Schools
1210 21st Avenue
Tuscaloosa, Alabama 35401
205.759.3549

www.tuscaloosacityschools.com

ELEVATE Dual Enrollment Scholarship

3 full time employees; 1 part time employee

School district: 10,001 - 25,000

Special Communication Projects/Campaigns

*Please consider this entry for a Golden Achievement Award

SYNOPSIS

The Tuscaloosa City Schools (TCS) serves more than 11,000 students across three high school feeder zones. A key focus of the school system is to close the achievement gap between students of differing ethnic and socioeconomic backgrounds. The reality is for many TCS students, like students in other locales, college is out of reach due to the rising costs of pursuing post secondary education. [CNBC analyzed the data in 2019 and found that college costs have increased by 25 percent in the last decade.](#)

The school system's approach has been to remove barriers for students as part of its nearly \$170 million strategic plan focused on teaching and learning, human resources and capital improvements. As this five-year strategic plan draws to a close, TCS' efforts received a public endorsement from Tuscaloosa's mayor in 2019 by way of public investments to be made through his signature initiative, ELEVATE Tuscaloosa. According to the website developed by the city on this plan, costing nearly \$250 million over the next 10 years: ["Elevate Tuscaloosa is a community-driven process for strategically investing in education, cultural arts, tourism, parks, recreation, and connectivity."](#)

Education is always mentioned first in every instance. The mayor's plan calls for an additional \$14-plus million to be directed to the school system to support Pre-K, Summer Learning, and Dual Enrollment. For him, Dual Enrollment is the cornerstone of the education initiatives. Based on the plan, an eligible TCS student can take up to six hours of college credit (free of charge) at any of three institutions of higher learning in this community: no tuition, no fees, no book charges.

This concept is further supported by the research which shows that ["some college-level coursework models have been shown to have a positive effect on student outcomes like attendance, high school graduation, college enrollment, and college completion,"](#) according to the a 2015 U.S. Department of Education study.

This submission details how the Tuscaloosa City Schools worked to ensure students and their families were made aware of the opportunity and took advantage of it in its inaugural year as part of a large-scale rollout as part of a branded integrated communication plan.



RESEARCH

In early 2019, Tuscaloosa Mayor Walt Maddox unveiled his signature plan, **ELEVATE** Tuscaloosa, designed to provide a lift for educational experiences in the economy (below). The mayor's plan called for \$25 million in educational investments over the next decade in three areas: Pre-K, Summer Learning, and Dual Enrollment college scholarships. The central component of this aspect of the plan was funding \$7.8 million worth of Dual Enrollment college scholarships in the next 10 years. The proposal (right) was amended in the final budget. (TCS primary research showed that less than 15 percent of TCS 10th - 12th grade students are taking dual enrollment/dual credit courses during the 2019-2020 school year.)

The terms of the **ELEVATE** Dual Enrollment Scholarships required that students:

- Attend a TCS high school at least one year prior to taking courses as part of the **ELEVATE** Dual Enrollment Scholarship program;
- Live in the Tuscaloosa City Schools' residential attendance zones; and
- Meet institutions' minimum grade point average requirements.

Eligible students would take the courses during the senior year, with the Class of 2021 being the inaugural cohort to receive the scholarship opportunity. Because of the magnitude of the investment, the superintendent charged the public relations team to "over communicate" the opportunity.

Drawing from the research of psychologist Robert B. Cialdini in his book *Influence: Science and Practice* (5th ed.), the public relations team used six of the seven principles of influence cited by Cialdini to incorporate into its work. Those principles, briefly described, include: commitment and consistency where once one makes a choice, they will "behave consistently to that commitment" or face personal and interpersonal pressure; social proof—people look to others to "find out what other people think is correct"; liking, where one is more likely to "comply" with the request of those they like; authority, which suggests that "obedience to authority is mostly rewarding, and scarcity where if an "item is rare or becoming rare, it is more valuable." These principles would guide the rationale for decision-making in this communication campaign.

The need to communicate this well aligned with research conducted by Project Tomorrow: more than half wanted to increase parental knowledge about school and district policies and programs. The annual national Speak Up Survey is considered "the research tool districts use to learn what students, educators, parents and the community have to say about education issues." Coming in at 54 percent, made this a top 10 priority for parents. Further, the same study conducted in 2019 showed that parents wanted information to be pushed to them rather than having to pull it from a website or other materials themselves. The research also highlighted that 83 percent of parents "agree the most effective tool for teacher communications about individual student performance, behavior or progress is a personalized message."

Understanding this information allowed the TCS public relations team to develop a strong integrated strategic communication plan to meet the request of the superintendent to "over communicate."



PLANNING

While it was important to unveil the plan for the city as part of a January 2020 press conference, the goal for TCS was simple: to make sure all eligible students and their families knew about this unique opportunity. Due to the program's requirements and that the scholarships were intended to be used during one's senior year, the target audience was defined as 11th grade TCS students and their families.

A three-member TCS PR department determined the following strategies would be used to communicate this opportunity: branding, media relations, social media, digital communication, direct mail and experiential communication (press conference).

Again, the charge, or goal, by the superintendent was to "over communicate" the opportunity.

Research from the Speak Up survey suggested that providing parents with direct information specific to their child would be effective. The plan called for identification of which members of the junior class met the scholarship's requirements. In the Class of 2021, there are 488 eligible students. Prior to **ELEVATE** Dual Enrollment Scholarships, TCS students were limited by two factors in taking college coursework while in high school: the family's ability to pay or attendance at a high school with grant opportunities to offer free coursework. Accordingly, many students were not able to take advantage of college classes while in high school.

The TCS public relations department, in consultation with school counselors, established the following objective: To register at least 30 percent of eligible students prior to March 13, 2020, which coincided with the start of spring break.

The TCS public relations department assisted the mayor's office with the kickoff press conference on January 13, 2020. However, the work to communicate about the **ELEVATE** Dual Enrollment scholarships belonged to TCS.

Besides parent information meetings, TCS created branded social media content to generate buzz with the wider community, but created custom branded print and email communication in addition to automated messaging for families specific to their children. To serve as the backbone for the communication, a special website was created, detailing the program particulars with a set of Frequently Asked Questions (FAQ).

For this work, a budget of \$500 was set, excluding the in-kind services of photography, videography, and graphic design as the school system already employed people with those particular skill sets. The office includes a coordinator, whose function was to provide copywriting and editing, identification of which specific students and their families to contact and dissemination of electronic communication to this very specific audience; a video media specialist whose role was to develop concepts for promotional videos and to film and edit them and a digital communication website specialist whose background in graphic design proved helpful to support the development of collateral for print, video, and social media. This work supplemented the plans of the counseling department to host parent information meetings, conduct one-on-one meetings with students, and communicate by daily announcements.

IMPLEMENTATION

In December 2019, parent information meetings were held to preview the formal announcement of the **ELEVATE** Dual Enrollment Scholarships. Following the January press conference, the Tuscaloosa City Schools began implementing a social media campaign about the **ELEVATE** Dual Enrollment Scholarships. The branded materials featured figureheads from three local institutions of higher learning participating in the program, along with the mayor and the superintendent. This unified message was important to communicate to stakeholders to underscore the strength of the program.

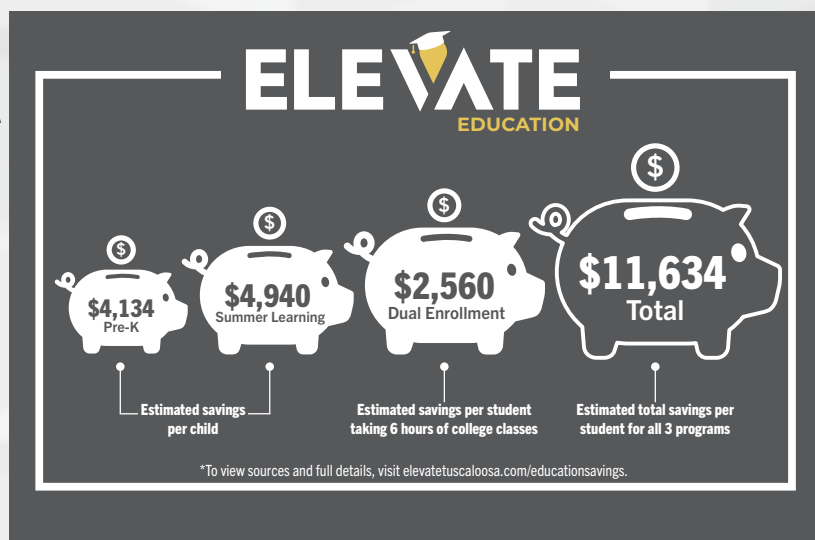
A series of social media posts went out over the course of the following two days to coincide with the press coverage garnered. The plan called for custom postcards to be sent to the families of eligible students highlighting the opportunity. Although the registration window was set for February 24 - May 1, 2020, TCS created an early registration period (prior to spring break) to capitalize on the excitement generated by **ELEVATE** Tuscaloosa. For the purposes of this campaign, the time period was February 14 - March 13, 2020.

Cialdini's research on scarcity demonstrated that people are more inclined to act if they believe there is limited access to the item. People are motivated by the scarcity principle through either limited supply or time constraints. In this case, time was the constraint: prior to the start of spring break.

Meanwhile, at the three local high schools, meetings were called by counselors to in February reiterate the opportunity to eligible students. During the registration window, eligible students would be scheduled to meet with either their advisory or counselor to determine which of the three paths of learning would be most advantageous to their future: the four-year public university, a two-year community college or the four-year private HBCU (Historically Black College or University).

The registration process was designed to elicit an answer from each eligible student through the return of paperwork which required a parent's signature. To motivate students to return the paperwork, the automated messaging system was used to remind parents that their eligible student had not returned the paperwork yet, an example of Cialdini's commitment and consistency.

Additionally, the City of Tuscaloosa supported these efforts by generating its own social media content from both the city and the mayor's accounts. These posts amplified the messaging by the school system. In fact, the system and the city coordinated on key messaging to highlight the significance of the **ELEVATE** educational opportunities: by living inside the city limits and attending a TCS school, a family could expect to save more than \$11,000 during the course of a child's Pre-K-12 career in TCS (above).

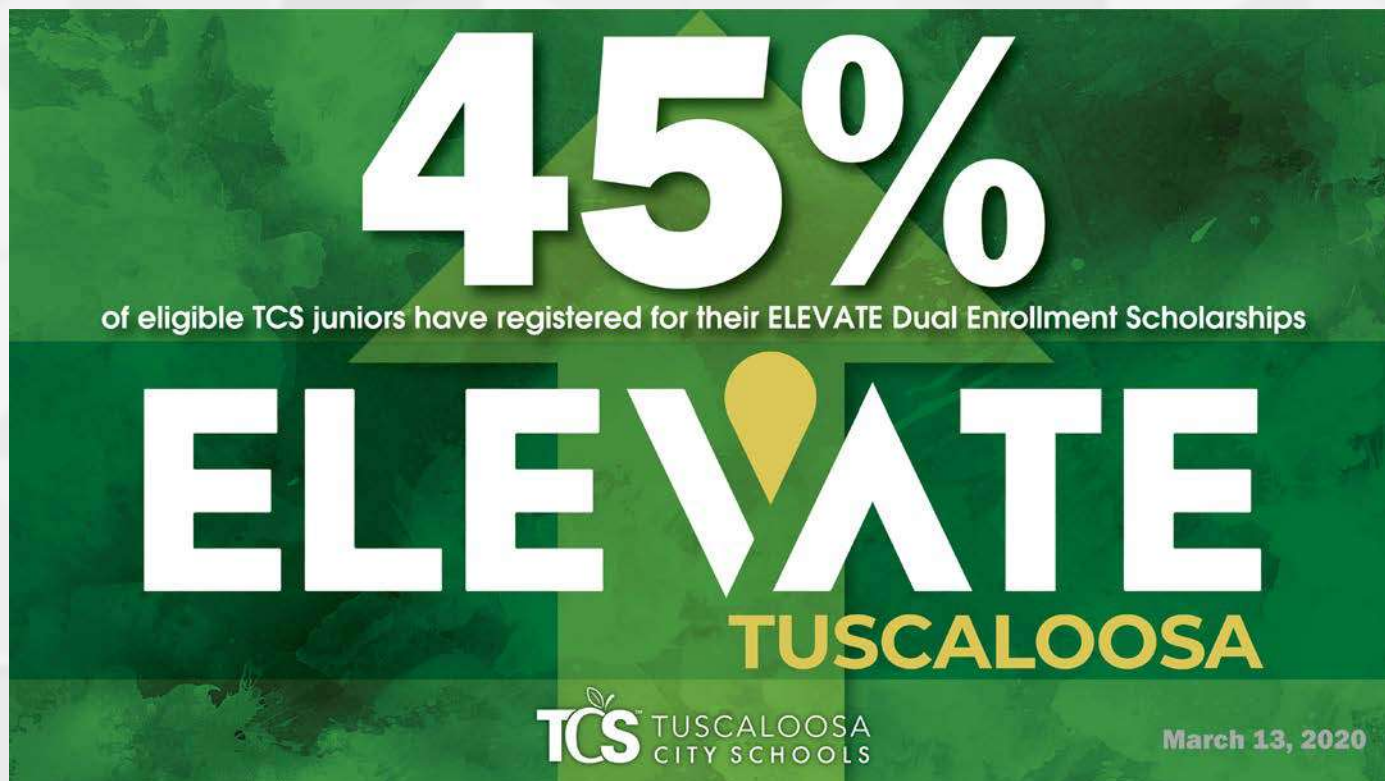


EVALUATION

At the end of the early registration period, March 13, 2020 (which coincided with the start of spring break and the effective state-mandated closure due to the novel coronavirus), 222 of 488 eligible students or 45.4 percent registered to claim their **ELEVATE** Dual Enrollment Scholarship. By the central objective of this campaign, this effort is considered successful, exceeded projections and came in under budget.

Other metrics of success included the number of postcards distributed, the number of calls made, social media posts and their associated analytics, video production elements among others. Additionally, members of the mayor's staff conducted community meetings during this time period and reported that education was a big topic of discussion among participants where the conversation centered around the **ELEVATE** Dual Enrollment Scholarship and the feedback was deemed "all positive."

While the original plan called for students to register by May 1, 2020, the state-mandated closure due to the novel coronavirus may hamper higher yields.



KEY POINTS

GOAL

To raise awareness about the **ELEVATE** Dual Enrollment opportunity within the Tuscaloosa community.

OBJECTIVE

To raise ensure 30 percent of eligible students register for **ELEVATE** Dual Enrollment Scholarships prior to the end of day March 13, 2020.

AUDIENCE

- Eligible 11th grade TCS students who meet the requirements of the **ELEVATE** Dual Enrollment Scholarship
- Parents of the eligible 11th grade TCS students

BUDGET: \$500

Printing	\$120
Postage	\$300
TOTAL	\$420

TIMELINE

November 20, 2019	Press conference scheduled
December 2019	Parent informational meetings scheduled and held
November 20, 2019 - January 13, 2020	Planning for press conference and collateral
January 13, 2020	Press conference
January 13 - March 13, 2020	Schools connect with students about the opportunity
January 24, 2020	Postcards distributed
February 24, 2020	Early registration window opens
March 13, 2020	Campaign ends
May 1, 2020	Last day students can register for ELEVATE Dual Enrollment Scholarships

EXPERIENTIAL COMMUNICATION



[Watch the press conference.](#)

The mayor's office kicked off all projects funded through the **ELEVATE** initiative with a press conference designed to elicit maximum press coverage. This event, known as experiential communication, was no different. Figureheads from the key players in this initiative participated in the press conference on January 13, 2020. Featured left to right: Dr. Bill Ashley, Shelton State Community College president, Dr. Kevin Whitaker, University of Alabama, Walt Maddox, Tuscaloosa mayor, Dr. Cynthia Warrick, Stillman College president and Dr. Mike Daria, Tuscaloosa City Schools superintendent.

This press conference is an example of Cialdini's authority principle.

"THIS INITIATIVE IS BRINGING ABOUT AN UNPRECEDENTED PARTNERSHIP BETWEEN STILLMAN, THE UNIVERSITY AND SHELTON STATE. THIS IS A WIN FOR EVERYONE. THIS IS A WIN FOR OUR STUDENTS. THIS IS A WIN FOR THE COMMUNITY."



**FOR MORE INFORMATION CONTACT:
LESLEY BRUINTON, APR
PUBLIC RELATIONS COORDINATOR
PHONE: (205) 759-3549
FAX: (205) 759-3542**

January 13, 2020

Mayor Announces ELEVATE Dual Enrollment Scholarship Program

Tuscaloosa City Schools' high school students will soon benefit from a major educational initiative to make college more affordable as part of ELEVATE Tuscaloosa, the city's signature plan to elevate education, experience and the economy. Mayor Walt Maddox announced the launch of Elevate Dual Enrollment college scholarships on Monday, noting that the scholarships will become available starting with the Class of 2021.

"I want every child in the City of Tuscaloosa to have an opportunity, if they so desire, for a college education," said Maddox. "We couldn't do this without our higher education community."

The mayor and TCS superintendent Dr. Mike Daria were joined by Dr. Kevin Whitaker, University of Alabama Executive Vice President and Provost, Dr. Bill Ashley, Shelton State Community College President, and Dr. Cynthia Warrick, Stillman College President, for the announcement.

During their senior year, TCS students may take up to six fully-funded hours of college credit at either The University of Alabama, Shelton State Community College or Stillman College.

To qualify, students must:

- Attend a TCS high school at least one year prior to taking courses as part of the ELEVATE Dual Enrollment Scholarship program;
- Live in the Tuscaloosa City Schools' residential attendance zones;
- Be classified as a senior; and
- Meet institutions' minimum grade point average requirements.

TCS administrators have worked with all three institutions of higher learning to identify core courses that will apply to any major. These courses will be fully funded--to include books and fees-- as part of the ELEVATE Dual Enrollment Scholarship program.

For some families, the rising costs of higher education may mean college is out of reach. Thanks to ELEVATE, taking courses will become a reality for students starting this summer.

Daria said that the scholarships underscore the work being done as part of the system's strategic plan to provide access and equity for students.

"This support from the City is a shining example of removing access barriers," said Daria. "This allows us to do work that we were only able to do in pieces before, but now will be open to all students. This initiative is bringing about an unprecedented partnership between Stillman, the University and Shelton State.

This is a win for everyone. This is a win for our students. This is a win for the community, and we cannot thank everyone enough."

Nearly 500 TCS high school juniors are projected to be eligible for the program and will begin signing up in the coming weeks at school during the annual course registration process. Funding has been allocated for all students who qualify and choose to enter the ELEVATE Dual Enrollment Scholarship program. Students will begin taking the Dual Enrollment courses later this year.

https://outlook.office.com/mail/search/id/AAMKAGFIYJfInzhkLTizZmUtnGVIMC05NzA3LT15ThkMmExYmExNABGAAAAAACqMZm97QWXQRmzPX2BjA9BwDBH7f07EbVRYfgmWYDZ%2FIGAAAA... 2/3

3/22/2020

Mail - Lesley Bruinton - Outlook

ELEVATE Tuscaloosa is a community-driven process for strategically investing in education, cultural arts, tourism, parks and recreation and connectivity. The ELEVATE plan commits \$500 million worth of investments to Tuscaloosa's future over 30 years. To learn more and become involved in the process visit www.elevatetuscaloosa.com

###

1210 21ST AVENUE • P.O. BOX 038991 • TUSCALOOSA, AL 35403 • P:205.759.3700 • F:205.759.3711 • TUSCALOOSACITYSCHOOLS.COM

TCS CONTROL MEDIA: AUTOMATED MESSAGING

ELEVATE Reminder 3/9

[Print Friendly](#)

This message has completed. Blackboard will no longer attempt to deliver it.

Progress | **Content** | **Details**

ELEVATE Reminder 3/9

Languages

English (97%)

Phone

Audio [Send Test Call](#) 0:53

You are receiving this call because your student will be a senior during the 2020-21 school year and is eligible to receive up to 6 hours of paid college credit through Mayor Maddox's Elevate Tuscaloosa initiative. Your student should have received a purple "Intent to Apply" form from his or her counselor. This form is required to be returned regardless of whether you plan to take advantage of Elevate funding or not. Once this form is returned, you will no longer receive these phone call updates. If you need another form, please contact your school guidance counselor or visit the Tuscaloosa City Schools' website for more information. The deadline to register and complete the Dual Enrollment process for the entire 2020-21 school year is May 1st, NO EXCEPTIONS.

Text / SMS

Please check your voicemail for important information about your child's eligibility to receive up to 6 hours of free college credit.

Parents of students who had not submitted their intent to accept an ELEVATE Dual Enrollment Scholarship were contacted via automated messaging system at the halfway point of the campaign to remind them to claim their scholarship.

TCS CONTROLLED MEDIA: NEWSLETTERS

For Your Information

An update for TCS Employees



Game Changer

This week, Tuscaloosa Mayor Walt Maddox unveiled the new ELEVATE Dual Enrollment Scholarship Program, benefiting Tuscaloosa City Schools' students! Under the guidelines of the program, eligible students can earn up to six hours of college credit through either Shelton State Community College, Stillman College or The University of Alabama.

Edit your newsletter

Preview your newsletter

Print or download PDF

Visitors

4,163

Likes

2

Show Analytics

Link

<https://www.smore.com/gtfe>

Newsletter Settings

Staff Newsletter

This Week in TCS

January 15 Core Notes

A Game Changer.



This week, Tuscaloosa Mayor Walt Maddox unveiled the new ELEVATE Dual Enrollment Scholarship Program, benefiting Tuscaloosa City Schools' students! Under the guidelines of the program, eligible students can earn up to six hours of college credit through either Shelton State Community College, Stillman College or The University of Alabama.

Edit your newsletter

Preview your newsletter

Print or download PDF

Visitors

3,277

Likes

0

Show Analytics

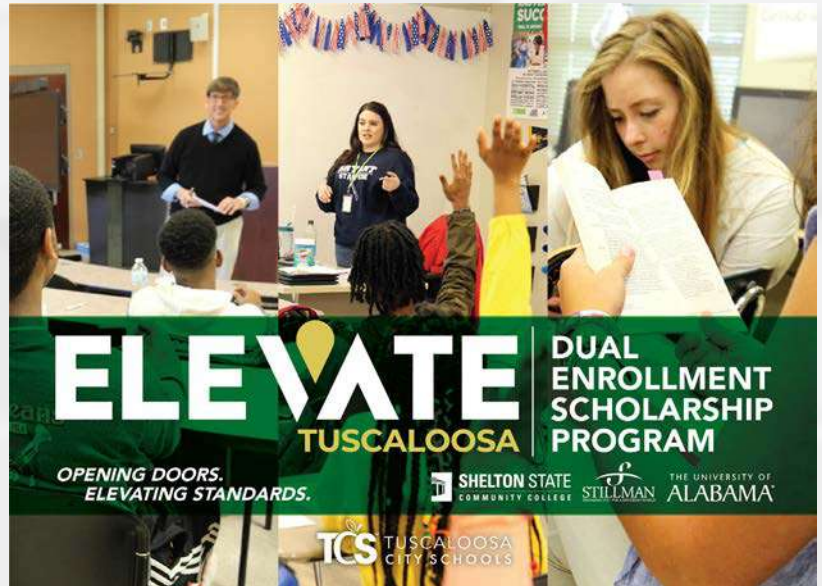
Link

<https://www.smore.com/81aur>

Newsletter Settings

Community Newsletter

TCS CONTROLLED MEDIA: POSTCARDS



TCS TUSCALOOSA
CITY SCHOOLS
1210 21st Ave
Tuscaloosa, AL 35401

Dear Parent/Guardian,

Your child is eligible to take up to six fully-funded hours of college credit at either Shelton State Community College, Stillman College or The University of Alabama as part of the **ELEVATE Dual Enrollment Scholarship Program**. This scholarship covers books, fees, and tuition and is offered in partnership between the Tuscaloosa City Schools and the City of Tuscaloosa.

To qualify, students must:

- Attend a TCS high school at least one year prior to taking courses as part of the **ELEVATE Dual Enrollment Scholarship Program**;
- Live in the Tuscaloosa City Schools' residential attendance zones;
- Be classified as a senior; and
- Meet institutions' minimum grade point average requirements.

Students will begin signing up in the coming weeks at school during the annual course registration process. If you have any questions, please contact your child's counselor.

ELEVATE Tuscaloosa is a community-driven process for strategically investing in education, cultural arts, tourism, parks and recreation and connectivity. The ELEVATE plan commits \$500 million worth of investments to Tuscaloosa's future over 30 years. To learn more and become involved in the process visit www.elevatetuscaloosa.com

Following the press conference, parents of eligible students were sent the postcards featured at right. The postcards detailed the requirements for participation and the process for registration.

The system's growing Latinx community provides the TCS the opportunity to communicate with families in Spanish.

TCS TUSCALOOSA
CITY SCHOOLS
1210 21st Ave
Tuscaloosa, AL 35401

Queridos padres/tutores:

Su hijo tiene la posibilidad de tomar hasta seis horas de crédito universitario mediante una beca con gastos pagados en las universidades: Shelton State Community College, Stillman College o University of Alabama en el marco del **ELEVATE Dual Enrollment Scholarship Program** (programa de becas para la inscripción simultánea). Esta beca cubre gastos de libros, matrícula e importes relacionados, y se ofrece gracias a la colaboración entre las escuelas de la ciudad de Tuscaloosa y la ciudad de Tuscaloosa.

Para acceder a este beneficio, los estudiantes deben:

- asistir a una escuela secundaria del distrito de la ciudad de Tuscaloosa al menos un año antes de tomar cursos pertenecientes al programa **ELEVATE Dual Enrollment Scholarship Program**;
- vivir en la zona residencial de asistencia escolar de las escuelas de la ciudad de Tuscaloosa;
- ser clasificado como estudiante del último año de la escuela secundaria; y
- cumplir con los requisitos de las instituciones sobre los promedios mínimos de calificaciones.

Los estudiantes comenzarán a inscribirse en las próximas semanas en la escuela durante el proceso de inscripción de los cursos anuales. Si tiene alguna pregunta, no dude en contactarse con el consejero de su hijo.

ELEVATE Tuscaloosa es un proceso impulsado por las comunidades para invertir en forma estratégica en educación, artes culturales, turismo, parques y recreación y conectividad. El plan ELEVATE se compromete a aportar 500 millones de dólares en inversiones para el futuro de Tuscaloosa a lo largo de 30 años. Para obtener más información y participar en el proceso, visite www.elevatetuscaloosa.com

TCS CONTROLLED MEDIA: WEBSITE



Streaming video was featured on the homepage of the TCS website (above).

Expand All

Overview

Research

Results

Requirements

Frequently Asked Questions

Quotable

"This initiative is bringing about an unprecedented partnership between Stillman, the University and Shelton State. This is a win for everyone. This is a win for our students. This is a win for the community."

Mike Daria, Ed.D
Superintendent

ELEVATE DUAL ENROLLMENT SCHOLARSHIP PROGRAM

ELEVATE Dual Enrollment Scholarship Program
Frequently Asked Questions

Q: Who is eligible to participate?
A: Students must:

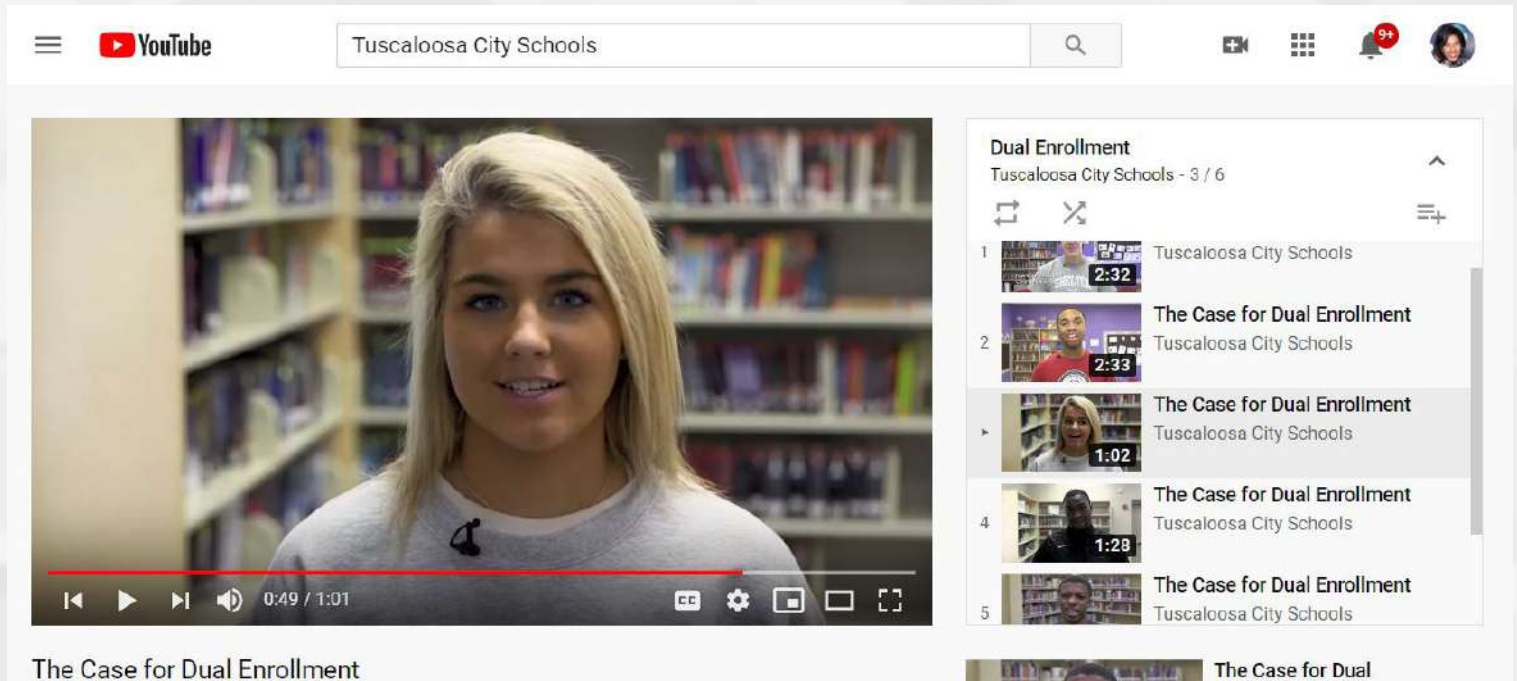
- Attend a TCS high school at least one year prior to taking courses as part of the Elevate Dual Enrollment Scholarship program
- Live in a Tuscaloosa City Schools' residential attendance zone
- Be classified as a senior
- Meet institutions' minimum grade point average requirements

Q: What is included?
A: Tuition, books and fees for up to six hours of college-level credit.

Q: Which Institutions are participating in the scholarship program?
A: Shelton State Community College, Stillman College, the University of Alabama

A special webpage was dedicated to **ELEVATE** Dual Enrollment Scholarships to explain the purpose and the requirements of the program. The webpage included a FAQ and can be found at:
www.tuscaloosacityschools.com/Page/2328

TCS CONTROLLED MEDIA: VIDEOS



[The Case for Dual Enrollment YouTube Playlist](#)

Videos and all included graphic elements were designed to be integrated across all platforms for the ELEVATE Dual Enrollment campaign. The above showcased image depicts students from each of the system's three high schools. This decision was intentional to illustrate to students that their friends were taking advantage of the opportunity (Cialdini's liking and social proof).

FACEBOOK



Tuscaloosa City Schools

Public School

[Sign Up](#)

Tuscaloosa City Schools
January 13 · 🌐

Do you have or know a current TCS junior? Then you need to know about the 🌟 brand new 🌟 ELEVATE Dual Enrollment Scholarship Program! Eligible students can earn up to 6 hours of college credit thanks to the City of Tuscaloosa – Government!
https://youtu.be/T_B8Bj0eVt4

Elevate Dual Enrollment College Scholarships

TCS ELEVATE
TUSCALOOSA CITY SCHOOLS TUSCALOOSA

www.tuscaloosacityschools.com/elevate

YOUTUBE.COM

Elevate Dual Enrollment Scholarship Program
Elevate Tuscaloosa will provide up to two college courses for eligibl...

1,396 People Reached **71** Engagements [Boost Post](#)

👍 10 5 Shares

👍 Like 💬 Comment ➦ Share 🌐

[Comment as Tuscaloosa City Schools](#)

Tuscaloosa City Schools
January 13 · 🌐

Questions about the newly announced ELEVATE Dual Enrollment Scholarship Program? This document may be able to help!
<http://bit.ly/2NkF4mH>

ELEVATE TUSCALOOSA | DUAL ENROLLMENT SCHOLARSHIP PROGRAM

FAQ

Answers To Your Questions

1,078 People Reached **22** Engagements [Boost Post](#)

👍 2

👍 Like 💬 Comment ➦ Share 🌐

[Comment as Tuscaloosa City Schools](#)

Tuscaloosa City Schools
January 13 · 🌐

A partnership between the City of Tuscaloosa – Government, Tuscaloosa City Schools, Shelton State Community College, Stillman College and The University of Alabama, students will have the opportunity to take up to six hours of college credit as part of the ELEVATE Dual Enrollment Scholarship Program. <http://bit.ly/36SIWDW>

2,063 People Reached **72** Engagements [Boost Post](#)

👍 16 5 Shares

👍 Like 💬 Comment ➦ Share 🌐

[Comment as Tuscaloosa City Schools](#)


Facebook is the most prominent social media platform to reach TCS parents. Many of the efforts were focused on this channel of communication. This is borne out in the engagement in both analytics and a sample of the online feedback.

FACEBOOK

Tuscaloosa City Schools
January 13 · 🌐

College just became more affordable for TCS students! In an unprecedented partnership between The City of Tuscaloosa – Government, Tuscaloosa City Schools, Shelton State Community College, Stillman College and The University of Alabama, students will have the opportunity to take up to six hours of college credit as part of the ELEVATE Dual Enrollment Scholarship Program.

Eligibility starts with the class of 2021. Learn more: <http://bit.ly/36SIWDw>



ELEVATE TUSCALOOSA
DUAL ENROLLMENT SCHOLARSHIP PROGRAM
SHELTON STATE COMMUNITY COLLEGE
STILLMAN COLLEGE
THE UNIVERSITY OF ALABAMA
TCS TUSCALOOSA CITY SCHOOLS

5,926 People Reached 371 Engagements [Boost Post](#)

62 5 Comments 32 Shares

Like Comment Share TCS

Most Relevant

TCS Comment as Tuscaloosa City Schools

Sharon Williams
This is awesome news for the students of Tuscaloosa City Schools!!
Like · Reply · Message · 7w


Milla Dailey Boschung
Great news!
Like · Reply · Message · 8w

Bob Woodman
Outstanding!!

Tuscaloosa City Schools
January 14 · 🌐

ICVMI: Mayor Announces Dual Enrollment Scholarship Program: "We want to give value to living in the city of Tuscaloosa and attending the Tuscaloosa city schools," said Tuscaloosa Mayor Walt Maddox.

Learn more about how this new program can help your TCS student! <https://www.tuscaloosaneews.com/news/20200114/tax-proceeds-to-benefit-dual-enrollment>



TUSCALOOSANEWS.COM

Tax proceeds to benefit dual enrollment
Starting next school year, senior high school students in the Tuscal...

1,643 People Reached 41 Engagements [Boost Post](#)

6 2 Shares

Like Comment Share TCS

TCS Comment as Tuscaloosa City Schools

Tuscaloosa City Schools
March 4 at 4:05 PM · 🌐

As of today, more than a third of eligible TCS juniors have registered for their ELEVATE Dual Enrollment Scholarship. That means, they will be able to take up to six hours of college coursework for FREE, thanks to the City of Tuscaloosa! Has your 11th grade child or grandchild claimed their scholarship yet? Make sure they have turned in their paperwork to their school counselor.

If you need more information about the program, visit <https://www.tuscaloosacityschools.com/Page/2328>



2,859 People Reached 67 Engagements [Boost Post](#)

9 6 Shares

Like Comment Share TCS



TCS Comment as Tuscaloosa City Schools



INSTAGRAM




Collateral was generated for Instagram to capture the attention of high school students and parents who may be on this social media platform.





TWITTER

 **TCS Board of Ed**  @TCSBoardofEd · Jan 13

Do you have or know a current TCS junior? Then you need to know about the  brand new  **ELEVATE** Dual Enrollment Scholarship Program! Eligible students can earn up to **6** hours of college credit thanks to the [@tuscaloosacity!](https://twitter.com/tuscaloosacity)



Elevate Dual Enrollment Scholarship Program
Elevate Tuscaloosa will provide up to two college courses for eligible TCS seniors. <http://bit.ly/36SIWDw>
[youtube.com](https://www.youtube.com)

  3  8 

 **TCS Board of Ed**  @TCSBoardofEd · Jan 13

In an unprecedented partnership between [@tuscaloosacity](https://twitter.com/tuscaloosacity), TCS, [@sheltonstate](https://twitter.com/sheltonstate), [@StillmanCollege](https://twitter.com/StillmanCollege) and [@UofAlabama](https://twitter.com/UofAlabama), students will have the opportunity to take up to **6** hours of college credit as part of the **ELEVATE** Dual Enrollment Scholarship Program. bit.ly/36SIWDw

Walt Maddox and Mike Daria

  13  29 

TWITTER



As of today, more than a third of eligible TCS juniors have registered for their ELEVATE Dual Enrollment Scholarship. That means, they will be able to take up to six hours of college coursework for FREE, thanks to the City of Tuscaloosa! Has your 11th grade child or grandchild



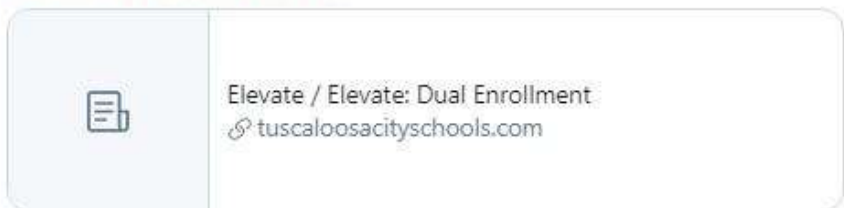
4:08 PM · Mar 4, 2020 · [Twitter Web App](#)

2 Retweets 10 Likes



Replying to [@TCSBoardofEd](#)
claimed their scholarship yet? Make sure they have turned in their paperwork to their school counselor.

If you need more information about the program, visit tuscaloosacityschoos.com/Page/2328
[@WaltMaddox](#) [@tuscaloosacity](#)



Video was also prominently featured as part of the TCS campaign. By featuring a student, the campaign demonstrated Cialdini's principle of both liking and social proofing by showcasing students from all three TCS high schools.

LOCAL & REGION

Ken Roberts
City editor
ken.roberts@tuscaloosaneews.com

Tim McGraw plans Amp show

Country superstar McGraw schedules Tuscaloosa show for September

By Mark Hughes Cobb
Staff Writer

Country superstar Tim McGraw will play the Tuscaloosa Amphitheater 7 p.m. Sept. 17, according to the venue. Birmingham-based booking agent Red Mountain Entertainment did not yet have ticket prices, or on-sale dates.

Opening acts will be Midland and Ingrid Andress. McGraw's "Here on Earth

Tour" begins in July, and currently has bookings through the end of September.

This will mark McGraw's first Tuscaloosa Amphitheater show, as it will for newcomer Andress; Midland opened for Little Big Town during the 2019 amphitheater season.

McGraw has cut 15 studio albums, 10 of those reaching No. 1 on country charts, starting with 1994 breakthrough "Not a Moment Too Soon." Of his more than 60 singles, 25 have hit No. 1, including "If It Wasn't for My Coffee," "Faith Hill," "Just to See You Smile," "Live Like You Were

Dying," "Don't Take the Girl," "Like It, Love It," "Something Like That," "My Best Friend," "Grown Men Don't Cry," "The Cowboy in Me," "Real Good Man," "Fall Good on My Lips," "Shotgun Rider" and "Humble and Kind."

He's sold more than 50 million records worldwide, won three Grammys, 14 Academy of Country Music awards, 11 Country Music Association awards, 10 American Music awards and three People's Choice awards.

As an actor, he's appeared

See MCGRAW, B2



Tim McGraw will perform in concert on Sept. 17 at the Tuscaloosa Amphitheater. (PHOTO BY CHARLES SHELTON/STAFF)

DUAL

From Page B1

"We want to give value to living in the city of Tuscaloosa and attending the Tuscaloosa city schools," said Tuscaloosa Mayor Walt Maddox.

To qualify for the Elevate Dual Enrollment program, students must:

- Attend a Tuscaloosa City School for at least one year
- Live in a Tuscaloosa City Schools residential attendance zone
- Be a senior
- Meet the minimum grade point average requirements of their selected institution.

As part of the program, students can earn up to six hours of college credit at either UA, Shelton State or Stillman. The class credit can then be used toward

a college degree at these institutions or transferred to other schools around the country.

"This will not only allow Shelton State, but our other partners here represented, to better serve our community," said Shelton State Community College President Bill Ashley.

But the Elevate Dual Enrollment program is expected to help students beyond just the college credit.

Kevin W. Whitaker, the University of Alabama's provost for academic affairs, referenced studies that showed college students do better the earlier they get acclimated to a college campus, which the Elevate Dual Enrollment program will allow.

"This is a tremendous opportunity for all of our students," Whitaker said. And Cynthia Warrick, president of Stillman

College, which has been engaged in a pilot dual enrollment program with the city school system for the past couple of years, agreed.

Warrick said she often sees new Stillman College students greeted by a "rude awakening" in their freshman year when they realize the demands of a college classroom are higher than those of high school.

Through the Elevate Dual Enrollment program, she expects that understanding to come much earlier.

"So now, our students get to experience that college-level rigor earlier, and that's so critical," Warrick said. "They know now what it's going to take to succeed in college."

Reach Jason Morton at jason.morton@tuscaloosaneews.com or 205-722-0200.

Tax proceeds to benefit dual enrollment



Bill Ashley talks with Mayor Walt Maddox following a press conference at the Tuscaloosa City Schools administration building announcing a scholarship program for high school students enabling them to participate in the dual enrollment program at local universities Monday. From left are Kevin Whitaker from the University of Alabama, Ashley, president of Shelton State, Stillman College President Cynthia Warrick, Maddox, and Tuscaloosa City Schools Superintendent Mike Daria. (STAFF PHOTOGRAPHY COURTESY)

Program will help 500 high school seniors take college courses

By Jason Morton
Staff Writer

Starting next school year, senior high school students in the Tuscaloosa City School system can get an early opportunity at a college career.

Officially unveiled on Monday, the Elevate Dual

Enrollment program will use sales tax dollars to fund books, fees and tuition costs for almost 500 high school seniors to take early college courses at the University of Alabama, Stillman College or Shelton State Community College.

"The mission of this board of education is high

expectations for each and every student," said Mike Daria, superintendent for the Tuscaloosa City Schools. "That commitment to high expectations is reinforced with this Elevate Dual enrollment funding."

The program is being funded in this fiscal year, fiscal 2020, with \$500,000

in proceeds from the sales tax increase that was adopted last spring to fund the Elevate Tuscaloosa initiatives.

The allotment increases to \$750,000 for fiscal years 2021-23, then increases to \$775,000 in fiscal years 2024-26.

See DUAL, B2

IN BRIEF

Tickets available for Alabama-Auburn basketball

Rebranded Auburn University comes to Coleman Coliseum on Wednesday night for a key SEC basketball match-up with the University of Alabama.

In the latest AP poll, Auburn is ranked No. 4 with a 15-0 record.

Tickets, priced at \$20 and \$25, are available now at www.rolltide.com.

The UA men's basketball team also has a home game set for 2:30 p.m. Saturday against Missouri. Tickets for that game are also available at www.rolltide.com for \$20 and \$25.

Art house film series begins Tuesday night

The Rama Art House winter film series begins Tuesday night with "The Lighthouse" at the Rama Theatre, 600 Greenhoo Ave.

The 2010 drama is about two lighthouse keepers who try to maintain their sanity while living on a remote and mysterious New England island in the 1800s.

The film is rated R and stars Willem Dafoe, Robert Pattinson and Valeria Karaman.

To see a trailer for "The Lighthouse," go to www.bamaarttheatre.org/bamaart-house.php.

Tickets for each showing in film series, which also runs in the summer and fall, are \$5 for general admission, \$7 for students and \$0 for Arts Council members.

Each film begins at 7:30 p.m., with the box office opening at 6:30, and the doors and Rama Bar at 6:45. Season-pass punch cards, \$60 for any 10 films in any Rama Art House series, will be on sale at the box office.

Staff reports

Ivey silent on refugee settlements

Alabama's governor has not said whether or not she will allow refugee resettlement within the state

MONTGOMERY — Alabama Gov. Kay Ivey is remaining uncommitted on whether Alabama will accept the resettlement of new refugees under a new Trump administration order that requires state consent, a spokeswoman said Monday.

Alabama is one of a handful of states that has not announced a decision after

President Donald Trump said agencies must get written permission from state and local officials in jurisdictions where they want to resettle refugees beyond June 2020.

"At this point, our office is still working through the executive order and consulting with the State Department and other entities involved in order to reach a decision," Ivey Press Secretary Gina Medina wrote in an email.

Governors in 42 states have given consent to allowing in more refugees, according to the Lutheran Immigration and

Refugee Service. Governors in Alabama, Georgia, Florida, Mississippi, South Carolina and Wyoming have not stated a position.

Texas Gov. Greg Abbott this month said his state will no longer accept the resettlement of new refugees. Texas is the first state known to do so.

Unlike Texas, Alabama has historically taken in few refugees. The state took in 46 refugees in fiscal year 2017 according to a report from the Pew Research Center.

The Associated Press



Alabama Gov. Kay Ivey speaking at an event in 2016. (STAFF PHOTO)

Shop T-TOWN, ALL THE TIME!
Visit T-TownAllTheTime.com

This coverage was featured in the local newspaper the day following the press conference. Other media coverage is as follows:

New Scholarship Program Allows High School Students A Chance to Gain College Credit (1/13/20)

Tax Proceeds to Benefit Dual Enrollment (1/13/20)

Tax Proceeds to Benefit Dual Enrollment (1/14/20)

Dual Enrollment Classes Allow Tuscaloosa City School Students to Earn College Credit (1/15/20)