



**SO WHAT DO WE NEED  
TO DO?**

**ACTION ITEMS**



**The truth of the matter is,  
we always know the right  
thing to do. The hard  
part is doing it.**

***--Norman Schwartzkopf***



**It is the greatest of all  
mistakes to do nothing  
because you can only do  
a little. *Do what you can.***

***--Sydney Smith***



**You don't drown by  
falling in the water.  
You drown by staying  
there.**

***--Edwin Louis Cole***



**HONE OUR MESSAGE**

**ACTION ITEMS**

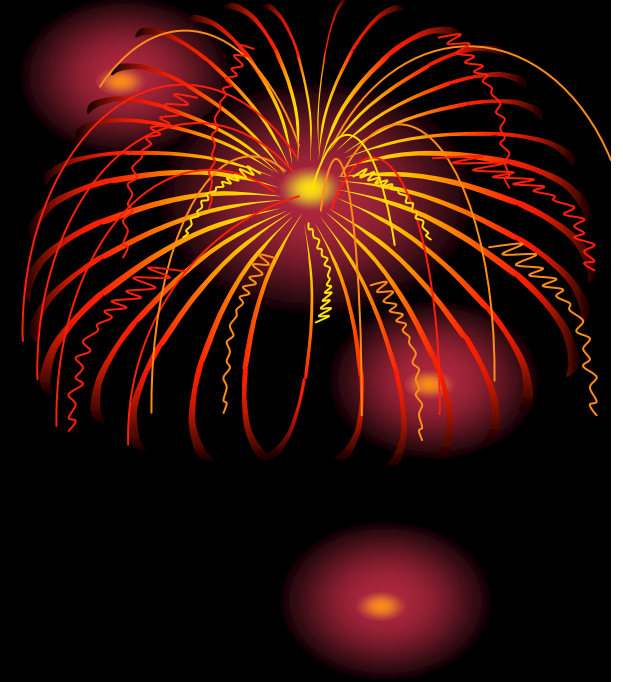
# SIMPLIFY

- **Make what we do easy to understand**
- **Look for unnecessary duplication of efforts across the state**



# CLARIFY

- **What we are doing**
- **Why we are doing it**
- **How it ties to our Missions and to state needs**



# NOTIFY

- **Identify who needs to know what we already know**
- **Develop the message that needs to be sent and received**
- **Deliver the message**



# ELECTRIFY

- **Find the words that resonate with our leaders**
- **Find the words that resonate with our peers**
- **Find the words that resonate with our funders**
- **Find the words that motivate US**





**Don't sweat the petty  
things, and don't pet  
the sweaty things.**

***--George Carlin***

**We are all tired, but...**

**Nobody ever  
drowned in their  
own sweat.**

***--Ann Landers***





- **Create recruitable communities**
- **Develop mutually beneficial relationships with academic partners**
- **Invest in local youth**
- **Demand accountability for funding and policy decisions**