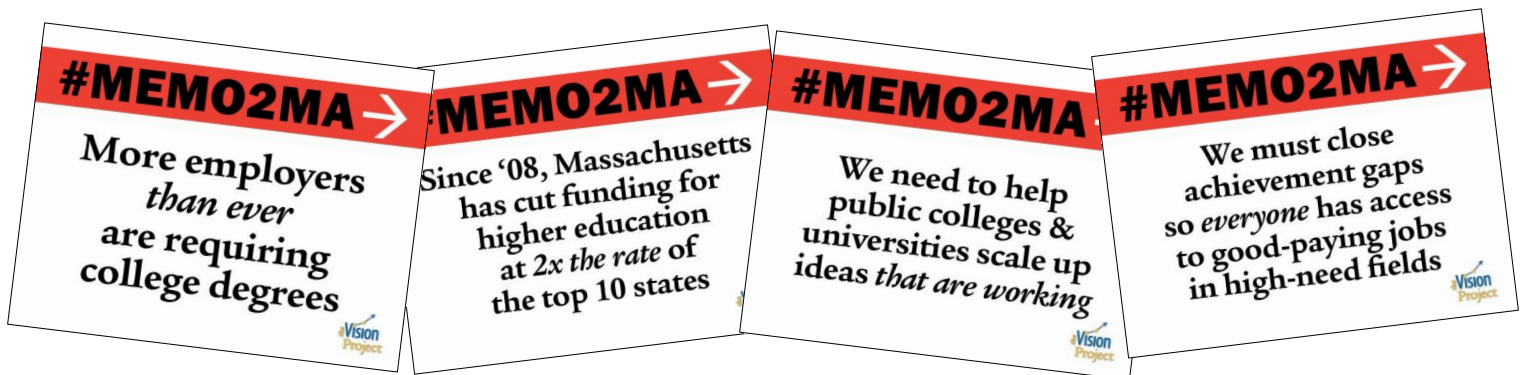


#MEMO2MA →

Vision Project Twitter Photo Contest

Degrees of Urgency: Why Massachusetts Needs More College Graduates **Now** is the third Vision Project annual report released Tuesday, October 28, 2014. The cover story, entitled “Memo to Massachusetts,” draws attention to a perfect storm of factors—rising need for college-educated workers, projected enrollment declines, and the growing impact of historic underfunding—that make excellence in public higher education, and the support needed to achieve it, a more urgent priority than ever.



Please join us in delivering this “Memo to Massachusetts” through a Twitter photo contest. Download one (or all) of our #Memo2MA signs at www.mass.edu/memo2ma and get snapping around campus! **(Added 11/6/14: A blank sign** so you can write your own memo drawn from *Degrees of Urgency*!)

The campus that collectively scores the most points will win a gourmet feast of coffee and treats to share with faculty, staff and students!



#Memo2MA Twitter Photo Contest

How to Participate:

1. Print out any of our #Memo2MA signs from www.mass.edu/memo2ma. A sign must be incorporated into each photo (as creatively as you want).
2. **From Tuesday, October 28, through Friday, November 14**, tweet photos that include people in your campus community holding the sign, places around campus, and the following hashtags:
 - #Memo2MA
 - Your campus handle or hashtag from this list →
3. Start earning points! For each photo tweeted using those items, your campus will receive **2 POINTS**.
4. If you're in it to win it, **BONUS POINTS*** will be awarded for tweets that include the following—you can get points *up to three times* for each of these:

HASHTAG	PHOTO INCLUDES:	POINTS
#Leader	Your president/chancellor	10
#MAPoli	A state or local legislator	10
#Crowd	At least 10 people in the photo	5
#SGA	Any student government officers	5
#Trustee	Any of your trustees	5
#Admissions	Admissions staff or office	3
#Faculty	A faculty member	3
#NewBuilding	A new building on your campus	3
#Workforce	A workforce development staffer or center	3

* Each campus can receive bonus points 3 times per person/place listed, although you are not prohibited from including them in additional photos for regular points.

5. **Even more BONUS POINTS:** Every retweet of a @MassDHE #Memo2MA tweet gets your campus **1 POINT**. These must come from one of the official campus Twitter handles at right.

Notes and Tips:

- Use the text of your tweet to elaborate on the sign's message—how does it relate to your campus, your work, your passion for public higher education? Help us hammer this #Memo2MA home.
- Feel free to get others on campus involved in posting photos. Every public Twitter post that meets the requirements, including tagging your campus, will count toward your campus' total points.
- The winning campus will be announced the week of November 17, and will soon after receive a delivery of gourmet coffee and treats:
 - **10 coffee cakes** donated by *The Original Boston Coffee Cake* (founded by NECC trustee Mark Forman)
 - **Coffee** donated by *Hogan Brothers Micro Roasted Coffee* (based in Framingham)
 - **Cookies** donated by *Tate's Bake Shop* (based in New York)

Example: Includes "campus" handle (@MassDHE), #Memo2MA, and one bonus hashtag (#Leader) →

DHE Twitter Handle

@MassDHE

Campus Twitter Handles

@BerkshireCC
@BridgeStateU
@bristolcc
@BHCCBoston
@CapeCodComCol
@Fitchburg_State
@FraminghamU
@GfldCommCollege
@HolyokeCC
@MassBayCommCol
@MassArt
@MCLA_Edu
@MMAAdmissions
@MassasoitTweets
@middlesex_cc
@MountWachusett
@northshore_cc
@NorthernEssex
@Quinsig
@SeeRCC
@SalemState
@S_T_C_C
@UMassAmherst
@UMassBoston
@UMassDartmouth
@UMassLowell
@UMassMedical
@WestfieldState
@WorcesterState



MA Dept of Higher Ed @MassDHE · Oct 29
#Memo2MA from @MassDHE #leader Cmr Freeland: #MA must extend nat'l K12 leadership to public higher ed. And we will!

