



To: Linked Learning Alliance
Fr: Anne Stanton – The James Irvine Foundation; Kristen Grimm – Spitfire Strategies
Re: Transitioning to the Linked Learning Name
Da: April 8, 2010

As many of you know, the organizations working on multiple pathways in California have decided to begin using the phrase “Linked Learning” rather than “multiple pathways” to describe this approach. To select the new name, public opinion research was conducted and scores of possible names were developed and presented to field leaders and to the Coalition of Multiple Pathways. In the end, the group approved Linked Learning with the tagline “Pathways to College and Career Success” because it best conveys the values of the connection between academics and real-world experience, and between students and their interests.

After approving the name, the field then voted to select a logo (see above) and coalition name that aligned with Linked Learning. Based on your feedback, the Coalition for Multiple Pathways will now be known as the Linked Learning Alliance. The Linked Learning Alliance has begun updating materials and developing a Linked Learning Web site which will go live this summer.

We hope that your organization will also begin using the name Linked Learning when talking about the approach. Using consistent language across the field is one important way we can all support the expansion of Linked Learning.

To help your organization with the transition, Spitfire Strategies has created a variety of materials to make the change as seamless as possible. We recognize that the Linked Learning Alliance includes some members who work on Linked Learning every day, and others whose work on Linked Learning is only a small part of their overall missions. Given that range, not all of the transition materials will be relevant to your organization. Spitfire will be available to you as a resource throughout the transition process and can provide support for your organization’s unique name-change needs.

With this letter, you will receive:

- A checklist that will help you decide which materials are most important to update with the Linked Learning name;
- A FAQ document to answer questions about the name change;
- A form that you can use to request support from Spitfire;
- A working definition and key messages for the Linked Learning approach; and
- Logos for the Linked Learning Alliance and the field.

In the coming weeks, you will also receive a template PowerPoint presentation and other Linked Learning communications materials to help your organization make the transition to Linked Learning.

We understand that your resources are limited; if you are only able to update a few materials with the Linked Learning name, we suggest starting with your organization’s Web site and any multiple pathways fact sheets you use when talking about this approach.

If you have any questions about the transition process or the support available, please do not hesitate to contact Jaymie Gustafson (Jaymie@SpitfireStrategies.com or 202.293.6200 ext. 211).

This change to Linked Learning provides a great opportunity to continue spreading the word about this promising education approach and will strengthen our communications efforts in the future. Thank you in advance for your support through the Linked Learning name transition.