

## **Linked Learning Alliance Name Change Frequently Asked Questions**

### **When does the “official” transition to the Linked Learning name take place?**

The transition to Linked Learning is underway. The Irvine Foundation and ConnectEd have updated their Web sites with the Linked Learning name and tagline. Irvine is using the following explanation for the name change:

*Linked Learning is the new name for the educational approach formerly known in California as "multiple pathways." After extensive public opinion research, the schools and organizations implementing this approach selected the Linked Learning name to more clearly convey its unique benefits to students, educators, parents and policymakers.*

While the transition will take time, we hope that you will begin using the Linked Learning name when you talk about the approach and in your relevant communications materials.

### **Why was the multiple pathways name changed?**

Extensive public opinion research, including interviews with multiple pathways leaders, students and parents, found strong support for changing the name “multiple pathways” to a name that more clearly communicates the values and strengths of this educational approach. In response, the Coalition for Multiple Pathways approved the name “Linked Learning” with the tagline “Pathways to College and Career Success.” As the field continues to grow and expand, the Linked Learning name will better convey the approach’s unique benefits to students, educators, parents and policymakers.

### **How can we define the Linked Learning approach?**

Linked Learning transforms students' high school experience by bringing together strong academics, demanding technical education and real world experience to help students gain an advantage in high school, postsecondary education and careers. In the Linked Learning approach, students follow industry-themed pathways in a wide range of fields, such as engineering, arts and media, biomedicine and health. These pathways connect learning with students' interests and career aspirations, leading to higher graduation rates, increased postsecondary enrollments, higher earning potential and greater civic engagement. Used in schools throughout California, this integrated approach helps students build a strong foundation for success in college and career—and life.

### **How is the name change being communicated to stakeholders and other outside parties?**

The Irvine Foundation and ConnectEd have updated their Web sites to reflect the Linked Learning name and the Linked Learning Alliance has begun outreach to policymakers and other key stakeholders to share news of the name change. We also know that many members have already begun sharing the name change with their stakeholders and partners. Talking points have been created to help Linked Learning Alliance members answer any questions they receive about the name change. Following an initial discussion of the name change, we hope field members will then use the Linked Learning name in future communications.

### **Should I change multiple pathways to Linked Learning in my organization’s materials?**

Promoting a coordinated front is critical to building the Linked Learning brand among stakeholders, so we hope you will begin to change relevant materials to reflect the Linked Learning name.

Spitfire Strategies is available to help make the transition to Linked Learning. Templates will be created for many types of collateral materials, such as information packets, newsletter articles announcing the name change, PowerPoint decks, etc., and will be posted on a password-protected page of the Linked Learning Web site once the site goes live this summer. We understand that these materials may not be relevant to every member of the Linked Learning Alliance; if your organization needs other materials, please contact Spitfire for support.

### **How should Linked Learning be referenced in materials?**

“Linked Learning” should be capitalized in all written materials. Whenever possible, please use the tagline “Pathways to College and Career Success”.

For most materials, it should be sufficient to acknowledge the name change the first time Linked Learning is mentioned, for example: “Linked Learning (formerly known as multiple pathways).” In subsequent uses, the Linked Learning name can be used without multiple pathways.

### **Suggested footnote language:**

For documents and materials that require additional background about the name change, a brief footnote can be used to explain the change. Here is suggested footnote language:

*Linked Learning is the new name for the educational approach formerly known in California as "multiple pathways." After extensive public opinion research, the schools and organizations implementing this approach selected the Linked Learning name to more clearly convey its unique benefits to students, educators, parents and policymakers.*

### **What resources will be available on the Linked Learning Web site?**

Once the Linked Learning Web site goes live this summer, a password-protected portion of the site will house:

- Linked Learning fact sheets
- Linked Learning press releases
- Templates for PowerPoint presentations
- Case studies
- Template newsletter articles
- Linked Learning definitions, key messages and usage guidelines
- High-resolution versions of the Linked Learning logo
- Brand identity guidelines for the Linked Learning logo

### **Who should I contact with questions about the Linked Learning name change?**

Please contact Jaymie Gustafson ([Jaymie@SpitfireStrategies.com](mailto:Jaymie@SpitfireStrategies.com) or 202.293.6200 ext. 211) with any questions.