

Overview

Under the direction and guidance of Axela EdVenture, the *360° National Public Policy Initiative* delivers insight, perspective and activation of a customized marketing, public relations and public policy plan developed by students and faculty at America's leading colleges and universities.

The 360° National Public Policy Initiative in Action

Phase I: Research and Policy Development - A national case challenge will be implemented throughout America's colleges, universities and their communities to obtain research information and insights from key stakeholders and the general public regarding your perception, status, profile and issues. This nationally generated university research data will then be used to develop a customized roadmap of specific strategy recommendations necessary to achieve your public affairs and public policy objectives.

Phase II: Policy Campaign Execution - Students will create a fact-based campaign based upon the research gleaned from Phase I. They will present the campaign idea to you for approval, and then, using a real budget, actually implement grassroots mobilization campaigns that generate awareness and support for your policy objectives. Lastly, they analyze their public policy strategies and tactics using a dashboard of metrics to evaluate effectiveness and results.

Selected Coursework

Students enrolled in for-credit courses, such as the examples below, will research and implement your communications and outreach strategies to generate public support on your behalf.



- Communications and Governance
- Political Management and Policy Practicum
- Promotional Public Relations
- Social Activism
- Honors Capstone and Special Topics
- Marketing and Communications
- Integrated Marketing Communications

Student-developed creative for the American Public Transportation Association to support highway reauthorization legislation in key transportation markets and sample city-wide tactic promoting environmentalism for Toyota's national launch of the Yaris.

The Team

Axela brings unparalleled experience in developing and implementing comprehensive legislative and policy-related campaigns to ensure the success of any legislative or government relations strategy. The Axela team has served at the highest levels of government, including U.S. Senate staff, Congressional committee staff, presidential appointees, and federal Executive Branch staff.

Since 1990, **EdVenture Partners** programs give companies, trade and professional associations, nonprofit organizations and governments an innovative way to communicate with and utilize tech-savvy university students and top-notch educators on over 1,000 campuses nationwide in solving clients' real problems through creative solutions and tangible results.



"EdVenture Partners clients ask each class to devise a marketing plan for a new product, help address a situation of interest, or to help recruit staff or do research. The students, monitored by EVP, set up teams handling research, strategy, finance and product marketing. Corporate clients have been pleased with the results."

Our Clients Include

