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## Talking point 1: What is MaineSpark?

MaineSpark is an initiative powered by a coalition of education and business leaders. MaineSpark connects people to its coalition members, which in turn offer programs, support and services for Mainers at all stages of life to reach their education and career goals.

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## Talking point 2: What is MaineSpark's goal?

By 2025, 60% of Mainers will hold education and workforce credentials that position Maine and its families for success.

*Shorthand goal: 60% by 2025*

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## Agency + MaineSpark Messaging Alignment

**Offer three specific, bullet-point examples.**

**Example:** *Live + Work in Maine* is a proud member of the MaineSpark coalition and its New Opportunities track. *Live + Work in Maine* aligns with the 60% by 2025 goal by offering the following online resources:

- a job board that allows potential Mainers to search for new employment
- a link to the OpportunityMaine tax credit program, which helps pay down student loans for Mainers
- information about Maine's regions and the careers available in each

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## Draft your own Agency message

**Example:** MaineSpark can connect children to their futures through programs like the **Harold Alfond College Challenge**, which gives every Maine baby a \$500 start toward higher education costs.

Formula: MaineSpark can connect **X** demographic to their future through programs like the **Y** coalition member program, which does **Z**.

## Co-branding for coalition members (general)

Use this configuration: Member **X** is a proud member of the MaineSpark coalition.

Graphic example: Educate Maine is a proud member of the MaineSpark coalition | **60% by 2025**



## Co-branding for coalition members (track-specific)

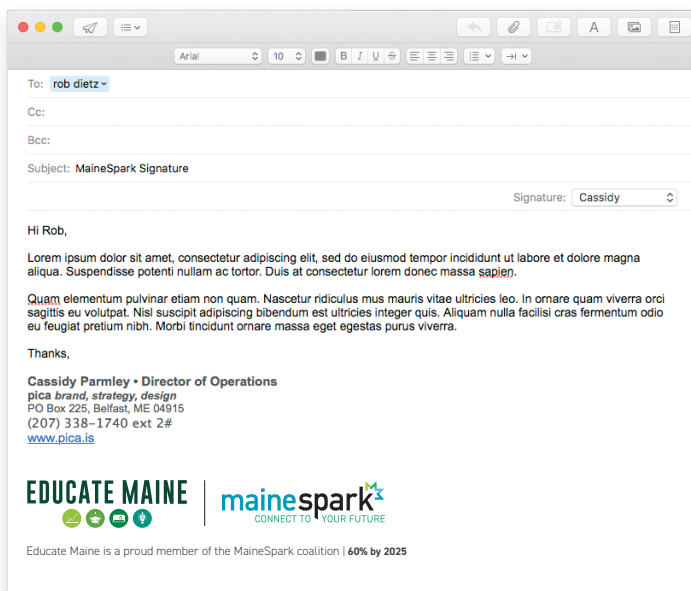
Use this configuration: Member **X** is a proud member of MaineSpark's **Y** track.

*\*Make sure to use the appropriate track-specific logo.*

Graphic example: New Ventures Maine is a proud member of MaineSpark's Adult Promise track | **60% by 2025**



## Co-branding / email signature / rack card



Educate Maine is a proud member of the MaineSpark coalition and its Future Success track. Educate Maine aligns with the 60% by 2025 goal by offering the following resources:

- annual indicator reports and policy briefs that help shape Maine's strategies education
- the Maine Teacher of the Year program, which brings public awareness to the importance of excellent classroom instruction for student success
- Project>Login, with a range of programs to encourage training and education in IT fields
- multiple ways of connecting individual business leaders with students in local schools