



## MINNESOTA STATE

Credit for Prior Learning Assessment Network

### Ask C-PLAN Series: A Cross-Functional Approach to Marketing CPL

**When:** Wednesday, August 17, 2022, 2:00 p.m. to 3:00 p.m. Central Time Zone (Zoom).

#### Register now!

- Then, look for invitation in your email inbox and add event to calendar.
- C-PLAN webinars are recorded. Minnesota State faculty and staff can [view on MediaSpace](#) when logged in with [StarId](#).



### Let's talk about marketing CPL (Credit for Prior Learning) - *together.*

**From a campus perspective, CPL is a collaborative effort.** So, how can we coordinate across functions and find ways to effectively market CPL? How do we reach students at every touch point? How do we share data to effectively measure strategies? How do we make the case to make CPL a marketing priority?

**Join us for another Ask C-PLAN webinar.** This time, we're focusing on a cross-functional approach to marketing CPL. This webinar session will offer research findings on marketing strategies, benefits, and gaps, as well as local examples from Minnesota State campuses.



**Learn from your colleagues across the system.** Presenters will share developing tools, and cross-functional, collaborative approaches with programs, campuses, and the system office. These approaches help build capacity and measure outcomes – all of which help with reporting and adjusting priorities. These outcomes can help make the case for CPL and create further cross-functional buy-in. We'll also invite webinar participants to share examples, successes, and changes.

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Minnesota State Credit for Prior Learning Assessment Network ([C-PLAN](#)) offers continuing development on all the things campuses want to know about implementing and sustaining good CPL practice. These events benefit advisors, transfer specialists, student services staff, program directors, faculty, administrators, and others involved in CPL policy and practice on their campuses by encouraging cross-functional and cross-campus discussion.

Increase your involvement by [joining the listserv](#) or [become part of a workgroup](#).

Email us at [cpl@minnstate.edu](mailto:cpl@minnstate.edu) to get in touch!