

## **MAKING A DIFFERENCE IN THE ACADEMIC SECTOR**



New England has long been recognized as a center of academic excellence. And for more than 10 years, Rasky Baerlein Strategic Communications has worked with top colleges and universities, innovators in education and the arts, as well as private schools and academies to navigate the complex issues facing them today. From increasing awareness of faculty expertise to working with university trustees to help establish an institution's strategic vision, we offer a wide range of communications services, extensive experience and a vast understanding of the education industry.

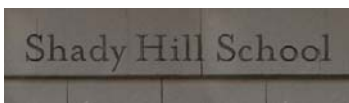
**"Larry Rasky's insights have helped shape our strategic thinking and long-range planning. He is a trusted advisor, a tireless advocate and very good friend to the college. "**

*-Jackie Liebergott  
President, Emerson College*



***Ideas. Actions. Results.***

## Our Clients Include:



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## THE SERVICES WE PROVIDE INCLUDE:

- Strategic Consulting
- Presidential Transitions
- Institutional Positioning
- Message Development
- Traditional & New Media Relations
- Community Relations
- Legislative Monitoring
- Crisis Planning and Management
- Government Relations and Lobbying

**We work from the inside, out.** We analyze each institution's strengths and weaknesses and evaluate problems and opportunities, all within the context of education. We immerse ourselves in our clients' goals and design communication platforms that advance their mission. Equally important, we emphasize the people and programs that make each institution unique.

**We see the big picture.** We are both strategic and responsive. We collaborate with clients to manage challenges using perspective and solid judgment. Presidents and deans, head masters, boards of trustees, and senior administrators from top academic institutions rely on Rasky Baerlein for experience, insight and expert counsel.

**We solve problems.** We help clients develop and convey key messages, introduce new leadership and programs, create and execute integrated communications campaigns, avert and manage crises, and build strong coalitions.

**We command attention.** Rasky Baerlein works with academic clients to raise awareness and bring institutions, individuals and initiatives to the attention of key influencers, from donors and legislators to media and students, guidance counselors and parents.



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