



Key Facts for Marketing/Communications Representatives

Your institution is a member of the Interstate Passport Network (Network). The Interstate Passport program offers an efficient process for transfer that is student focused and fosters persistence and completion. Marketing and communications representatives at all Network member institutions should be familiar with the program to better communicate information about the Interstate Passport to the campus community, prospective students, and parents.

Key facts about Interstate Passport® that marketing/communications staff should know are as follows:

- The Passport—Lower Division General Education (the Passport) is based on a set of 63 learning outcomes, not specific courses and credits, in [nine knowledge and skill areas](#).
- Every [Network](#) member institution constructs a Passport Block – a menu of the courses, course sequences, and/or other learning experiences by which its students can achieve the Passport Learning Outcomes and earn a Passport. The Passport transfers as a block to other Network member institutions; it cannot be unpacked by a receiving institution.
- Students must earn a grade of “C” or its equivalent in all Passport Block courses; a grade lower than C in a Passport Block course precludes a student from earning the Passport.
- The registrar’s office is responsible for awarding the Passport to students who achieve the Passport Learning Outcomes in all nine areas, and for notifying students of the award.
- The Passport addresses only lower-division general education. It does not address prerequisites for entry into certain majors or institution/state-specific course requirements. Receiving institutions may require Passport students to complete courses in addition to the Passport Block in such cases.
- The Passport Learning Outcomes were created by faculty members from multiple states with expertise and experience in the areas covered by the Passport.

Marketing and communications staff at each Network institution are responsible for posting information about the Interstate Passport on the institution’s website and in the course catalog. [See Recommended Language for Network Member Website and Catalog.](#)

SHARING BEST PRACTICES, RECOMMENDING CHANGES TO PASSPORT OPERATIONS

Marketing and communications representatives are encouraged to share best practices and materials with their campus colleagues and their counterparts at Network institutions, and also to provide feedback to Interstate Passport staff on policies and procedures related to their role in the program. This includes suggestions for additional topics on the Frequently Asked Questions (<http://interstatepassport.wiche.edu/faq>) and other related marketing collateral.

- Detailed information on Interstate Passport is at <https://interstatepassport.wiche.edu/>
- Find answers to Frequently Asked Questions at: <https://interstatepassport.wiche.edu/faq>
- Check out Interstate Passport’s webinar series –each webinar focused on a different component of the program: <https://interstatepassport.wiche.edu/webinars>
- Current member institutions of the Interstate Passport Network: <https://interstatepassport.wiche.edu/institute>
- The Advisory Committee for Marketing and Communications is available for assistance. See the member list at <https://interstatepassport.wiche.edu/tba>
- Contact Anna Galas, Interstate Passport program manager, at agalas@wiche.edu