

Indiana's Education Value Movement: Step Into Your Future



Over the past 18 months, the **Indiana Commission for Higher Education** and its partners at the Governor's Workforce Cabinet and VOX Global have undertaken in-depth qualitative and quantitative research, focus groups and surveys to understand why Hoosiers are – or increasingly aren't – choosing to pursue higher education.

Through its "**Education Value Movement**," the Commission has created a new message framework to better deliver positive messages around the value of higher education for individuals and for Indiana overall. The campaign supports Indiana's Big Goal of at least 60% of Hoosiers will have a quality degree or credential by 2025. Currently, Indiana's attainment rate is just over 48%.

Opportunity

The Commission's most **recent data** show just over half (53%) of students are pursuing college after high school graduation (first-time students pursuing anything from a less than one-year certificate up through a four-year degree). There has been a steady decline in the college-going rate in Indiana for several years, however, from a previous height of 65% in 2015. Additionally, nearly 2 million working-age Hoosiers do not have postsecondary credentials.

Goal

The goal of the "Education Value Movement" is to help stem the college-going decline and encourage more Hoosier students and adult learners to pursue some form of education or training beyond high school.

Target Audiences

- Trusted messengers: partner state agencies, educators, non-profit organizations, community- and faith-based groups, philanthropic teams
- Prospective students: high school students and adult learners and their families
- Indiana colleges and universities

Strategies

- A media buy on Indiana's radio and television stations and online through digital marketing featuring NFL champion, Pro Football Hall of Famer and recent college graduate, Jerome Bettis.
- Equip trusted messengers such as family, friends, educators and community leaders with tools, information and resources to encourage high school students and adult learners to pursue a degree or credential beyond high school.
- Promote organic social media.
- Drive all campaign traffic to the relaunched **Learn More Indiana** website to connect them with updated resources and support for **21st Century Scholars**.
- Engage both public and private Indiana institutions to amplify the movement.

Education Value Movement

was created to better
deliver **positive**
messages around
the **value of higher**
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Messages

Based on the Commission's research, state leaders believe a positive messaging and communications movement can overcome the negative narrative that increasingly overshadows the benefits of higher education. The messages in the "Education Value Movement" are directed toward prospective students who may be skeptical of the value of education beyond high school.

- Embrace Individualism and Choice
There are **many paths** you can take, depending on what's right for you.
- Expand the Definition of "College"
You can **choose from options** like career certifications, trade school, a 2-year associate degree or a 4-year bachelor's degree.
- Show That "College" Can Look Different
While a 4-year, in-person degree may be right for some, others are looking for something **faster and more flexible**.
- Talk About What Education Means for Today
Education can help open doors, **and leave them open**, providing you with flexibility and control, now and into the future.
- Tell Them There's Financial and Personal Support
From finding programs that will help lead to the career you want to connecting you with the right financial assistance, there are mentors, counselors and people who've been there before, **who can help you navigate the process**.

The Elevator Pitch

These two examples are 30 seconds or less to get potential students interested in and considering education after high school.

Option 1	Option 2
After high school, you decide what comes next – and there are endless paths you can take. But whatever you want to pursue, education can help open doors and expand options , today and tomorrow.	Wherever you want to go, there's no one way to get there . Education can help open doors, and leave them open, providing you with flexibility and control now and in the future.

Contact

Anyone who is interested in learning more about the Commission's work or connecting with a staff member who can provide a training opportunity can reach

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