

EDUCATION VALUE MESSAGING GUIDE: ONE-PAGER

	Principles	Do Say	Don't Say
The What: Relevant	<ul style="list-style-type: none"> • Support individualism and choice. • Present multiple options, both within 4-year pathways and beyond them. 	<ul style="list-style-type: none"> ✓ “There are many paths you can take, depending on what’s right for you.” ✓ “You can choose from options like career certifications, trade school, a 2-year Associate degree, or a 4-year Bachelor’s degree.” ✓ “Many programs can be completed in as little as 2 to 3 semesters and are designed so you can balance them part-time or in the evenings along with a job.” 	<ul style="list-style-type: none"> ✗ “Higher education is the one thing that can give you the power to accomplish whatever you set out to do.” ✗ “Choose education today, so you aren’t held back tomorrow.” ✗ “Employers across industries are demanding ongoing education.” ✗ “Lifelong learning is needed to keep up and prevent yourself from falling behind.”
The Why: Valuable	<ul style="list-style-type: none"> • Avoid a hard sell on long-term value, which invites pushback. • First talk about what education means for today, then pivot to what it means for tomorrow. • Highlight that education opens doors and keeps them open. 	<ul style="list-style-type: none"> ✓ “No matter what you pick, you’re becoming a stronger candidate for what’s next, helping get your foot in the door to the career – and life – you want.” ✓ “Education can help open doors, and leave them open, providing you with flexibility and control, now and into the future.” ✓ “You learn not just how to do one job, but how to apply a skillset to many jobs. That gives you the flexibility to make a change if you want down the line.” 	<ul style="list-style-type: none"> ✗ “People with a college degree make about 1 million dollars more over the course of their lifetime than someone without one.” ✗ “Roles that require education beyond high school also tend to be ones with benefits beyond a salary, like health insurance and paid time off.” ✗ “That means no matter who you are, there are opportunities awaiting you.”
The How: Accessible	<ul style="list-style-type: none"> • Acknowledge that cost is a challenge. • Highlight resources available to start the conversation. • Let audiences know there are people to help them navigate resources. 	<ul style="list-style-type: none"> ✓ “College can sound like an expensive choice, especially when you could instead be working and earning a paycheck.” ✓ “Scholarships, grants, and aid can make the cost of your education in Indiana more manageable.” ✓ “There are mentors, counselors, and people who’ve been there before, who can help you navigate the process.” 	<ul style="list-style-type: none"> ✗ “Scholarships, grants, and aid can make the cost of your education in Indiana more affordable.” ✗ “You can comfortably pay for expenses, like student loans, while saving for the future.”

