



NEW ENGLAND BOARD
of HIGHER EDUCATION 

FALL 2019 LEGISLATIVE ADVISORY COMMITTEE MEETING

Sept. 26, 2019 | Woodstock Inn – Woodstock, VT



Indiana's Adult Engagement Campaigns

PRESENTATION BY

Josh Garrison
Indiana Commission
for Higher Education



You Can. Go Back.

Indiana has a Big Goal of **60%** educational attainment by 2025. Currently, Indiana ranks **42nd** in the nation with an attainment rate of **43.4%**.



600,000+

degrees or certificates
needed to reach attainment
rate goal



550,000+

Indiana students graduating
high school by 2025



540,000+

Hoosiers with some college
credit but
no credential

Too many Hoosiers lack the skills for the jobs that are here today and being created tomorrow—nearly all of which require education and training beyond high school.



99% of jobs created in the last decade require education and training beyond high school



1,000,000 job vacancies are expected over the next 10 years



85,000+ jobs are unfilled because Indiana employers can't find skilled workers

A photograph of a city street at night. In the background, a tall modern building with the AT&T logo is visible. In the foreground, a large, ornate classical building with many columns is illuminated. The street is empty, and there are some trees and streetlights in the foreground.

YOU CAN. GO BACK.

LAYING THE GROUNDWORK

- Identify and target **economic needs**
- Leverage **existing resources** and programs
- Coordinate with partners on **shared goals**
- Create a **student-friendly**, simple process
- Communicate a **clear message** that resonates

- **Why don't adults go back?**
 - No Time, Family Commitments (70% have children)
 - No Money, No Savings, Debt
 - Impacted by Last Attempt
- **What makes them go back?**
 - Opportunities for Advancement
 - Greater Income
 - Sense of Accomplishment

Statewide campaign that aimed to help the **750,000+** Hoosier adults with **some college but no degree** finish what they started.

- Partnership with Indiana Colleges
- Direct Student Outreach
- College Match Website
- Employer Engagement
- Community Engagement





YOU CAN. GO BACK.

DIRECT OUTREACH

- Of the 750,000 Hoosiers with some college, direct outreach targeted individuals who:
 - Attended college within the last **10 years**
 - Earned **25% or more** of the credits needed to graduate
 - Had not earned any degree
- The Lilly Endowment supported:
 - **125,000 postcards** with personal URLs
 - **300,000 emails**
 - **32,000+ outbound calls**

Personalized marketing highlighted **new supports** from institutions and **financial aid** opportunities

Incentives for Returning Students.

The future starts now.

Anthony, Indiana colleges and universities are making it easier to finish your degree.

FLEXIBLE
ONLINE, EVENING & WEEKEND CLASSES

\$1,000
STATE GRANTS*
First Come, First Serve

FORGIVENESS
FOR DEBT/GRADES*

* Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.


GET STARTED

Explore available programs and access your incentives.

Or call (844) GO-BACK-2
(844) 462-2252

www.YouCanGoBack.org/Anthony.Smith

* For eligible students



LEARN MORE
You Can. Go Back.

Indiana Commission for Higher Education
101 West Ohio Street #300, Indianapolis, IN 46204

FIRST CLASS MAIL
U.S. POSTAGE
PAID
Indianapolis, IN
Permit No. 9502

ANTHONY SMITH
1234 ADDRESS DRIVE
APARTMENT 2B
ANYTOWN, IN XXXXX

A lot has changed since you left college.

LIKE YOUR REASONS FOR RETURNING.

LARGE INCOME BUMP
+\$20k
College Grads vs High School Grads

LESS CHANCE OF BEING UNEMPLOYED
3x
Bachelor's vs High School Degree

MORE CAREER OPTIONS
60%
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Anthony.Smith
An Initiative of the Indiana Commission for Higher Education

LEARN MORE

A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.



LARGE INCOME BUMP
+\$20k
College Grads vs High School Grads

LESS CHANCE OF BEING UNEMPLOYED
3x
Bachelor's vs High School Degree

MORE CAREER OPTIONS
60%
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Lavonne.Smith
An Initiative of the Indiana Commission for Higher Education

LEARN MORE

A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.



LARGE INCOME BUMP
+\$20k
College Grads vs High School Grads

LESS CHANCE OF BEING UNEMPLOYED
3x
Bachelor's vs High School Degree

MORE CAREER OPTIONS
60%
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Jason.Smith
An Initiative of the Indiana Commission for Higher Education

LEARN MORE

A lot has changed since you left college.
LIKE HOW WORK EXPERIENCE CAN COUNT.



Scan with your smart phone

Explore special programs and incentives for returning students.

CREDIT
For Work/Military Experience*

FLEXIBLE
Online, Evening & Weekend Classes

\$1,000
State Grants*
First Come, First Serve
* For eligible students

LEARN MORE

You Can. Go Back.

VISIT www.YouCanGoBack.com/2016
or call (844) GO-BACK-2
(844) 462-2252

An Initiative of the Indiana Commission for Higher Education

A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.



Scan with your smart phone

Indiana colleges and universities are making it easier to finish your degree.

LEARN MORE

You Can. Go Back.

Indiana Commission for Higher Education
301 West Ohio Street #800, Indianapolis, IN 46204



YOU CAN. GO BACK.

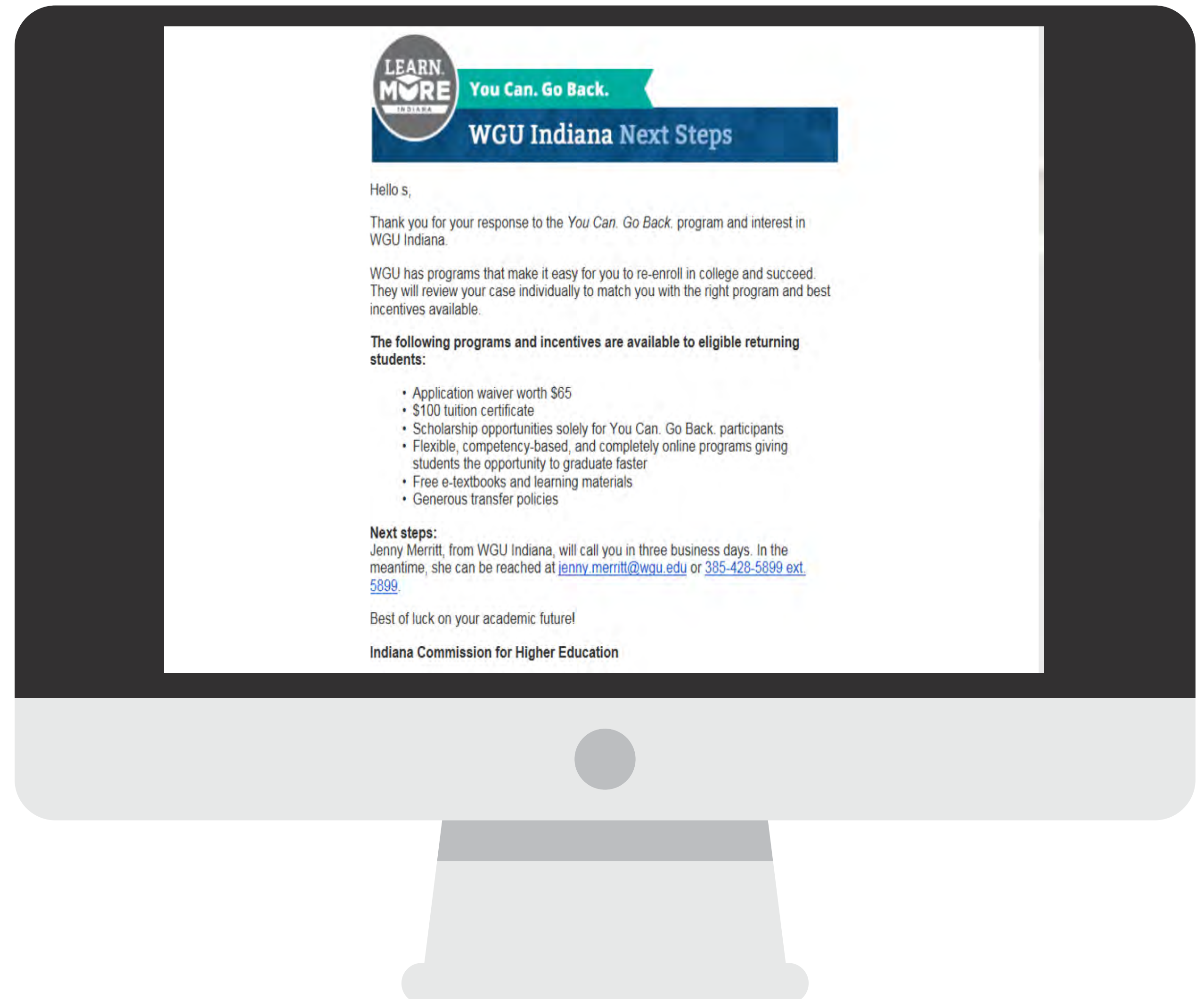
COLLEGE MATCH WEBSITE

YOU CAN. GO BACK.

College Match Website



- Click the “Learn More” button at the bottom of the page.
- Enter your information.
- Select field of study.
- Select attainment level.
- Select learning style
- Select Institutions.
- Check your email





YOU CAN. GO BACK.

THE RESPONSE

- Over **14,000** individuals contacted via YCGB reenrolled as of August 2018 with nearly **2,000** completions
- Nearly **20,000** Adult Student Grant applications
- Over **30** public and private institutions are partnering to assist returning adults
- Gained a better understanding of the barriers facing this population

Flexibility for SAP

- Provides access to the Adult Student Grant for returning adults who don't meet Satisfactory Academic Progress

Financial Aid for PLA

- State aid will cover Prior Learning Assessment fees

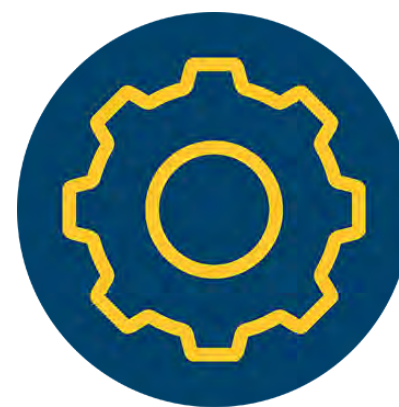
Workforce Ready Grant

- Covers tuition and fees for high-value certificates

The background image is a photograph of a city street at night. In the foreground, there is a wide, dark street with some light trails from vehicles. A low stone wall or railing runs across the middle ground. Behind it, a large, ornate classical building with many columns is visible. In the background, to the left, is a tall, modern skyscraper with the AT&T logo on its upper section. The sky is dark, and the overall lighting is a mix of the cool blue of the night and the warm yellow of the streetlights and building lights.

ALL ABOUT THE WORKFORCE READY GRANT

Part of Indiana's Next Level Jobs Initiative, the **Workforce Ready Grant** provides free training for Hoosiers in some of the state's highest-demand, high-wage industries:



ADVANCED
MANUFACTURING



BUILDING &
CONSTRUCTION



HEALTH &
LIFE SCIENCES



IT & BUSINESS
SERVICES



TRANSPORTATION
& LOGISTICS

- The Workforce Ready Grant covers tuition, mandatory fees for approved certificate programs
- The Workforce Ready Grant also covers select consumables
- All other forms of aid must be used before the Workforce Ready Grant (State Financial Aid, Pell Grant, etc.)
- The Workforce Ready Grant is not limited by family income

YOU CAN AFFORD TO

DREAM BIG.

FREE JOB TRAINING AT [NEXTLEVELJOBS.ORG](https://nextleveljobs.org)



99% of jobs created in the last decade require education and training beyond high school



1,000,000 job vacancies are expected over the next 10 years

"My life has changed by getting the training I needed for a better paying job... The sky is the limit."

- Sheldon Spence, CNC Machinist



You put in the work.
We'll pay for your training.



NextLevel Jobs
INDIANA

NextLevelJobs.org



WHAT IS NEXT LEVEL JOBS?

Next Level Jobs provides free training for Indiana's highest-demand jobs. Enroll now to be on your way to a better-paying career.

STEP 3

EARN YOUR FREE CERTIFICATE

Complete your training close to home.

STEP 1

VISIT [NEXTLEVELJOBS.ORG](https://nextleveljobs.org)

Select **Next Level Job Seeker** and complete a short survey.



STEP 2

CONNECT WITH A TRAINING PROVIDER

Receive an email with next steps.

STEP 4

GET A BETTER JOB

Connect with employers in your area.



VINCENNES UNIVERSITY

20+ credit-bearing certificates
7 non-credit-bearing certificates

CREDIT-BEARING CERTIFICATES

- Programs are 3 to 18 months in length
- Transferable to an associate degree program



IVY TECH COMMUNITY COLLEGE

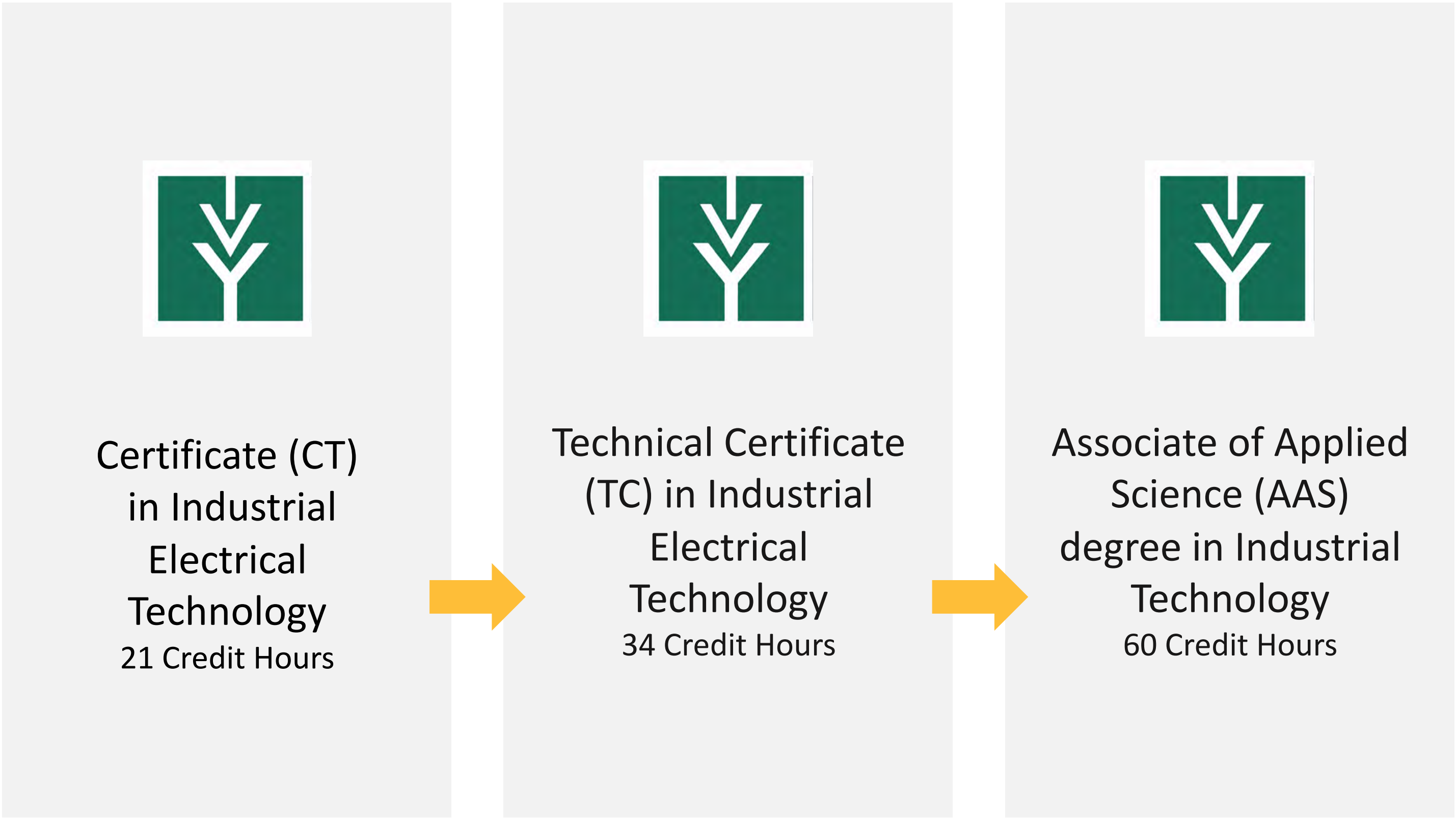
70+ credit-bearing certificates
40+ non-credit-bearing certificates

NON-CREDIT-BEARING CERTIFICATIONS

- Usually are shorter in length
- Most will apply to credit-bearing certificates

- Area 30 Career Center
- Calumet Welding Center
- Central Nine Career Center
- Certified Healthcare Training
- Edna Martin Christian Center
- Eleven Fifty Academy
- Freedom Academy
- Fort Wayne Community Schools
- Hinds Career Center
- Hope Training Academy
- Indiana Construction Roundtable Foundation
- Indiana School of Phlebotomy
- Jennings County Adult Education Center
- Knight School of Welding
- McDowell Education Center
- MedCerts
- Monroe County Community School Corp
- New Horizons Computer Learning Center
- National American University
- New Beginnings Computer Training
- Parke-Vermillion Adult Education
- Turning Point Education Center
- Urban Technology Academy





A man wearing a white hard hat, safety glasses, and a blue and white plaid shirt is smiling and holding a clipboard. The image has a yellow and blue color overlay. A dark blue horizontal band across the middle contains the text.

WHAT ARE THE REQUIREMENTS?

REQUIREMENTS

In Order to Qualify



Be an **Indiana resident**
and a U.S. citizen or
eligible non-citizen



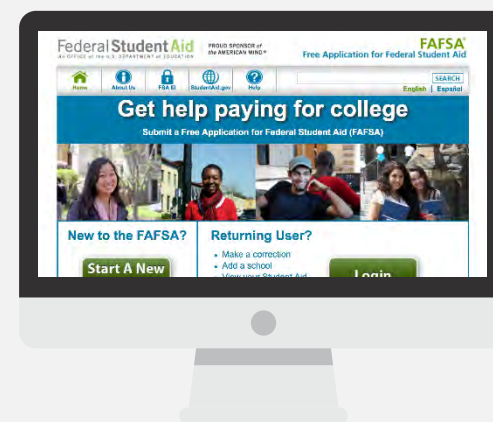
Have a **high school diploma** or equivalency diploma/GED but less than a college degree



Enroll in a qualifying certificate program at an eligible training provider

REQUIREMENTS

In Order to Qualify (*credit-bearing only*)



File the FAFSA
(Free Application for
Federal Student Aid)



Independent students:

- must enroll at least half time for federal financial aid (typically two courses)
- must be meeting SAP or have not attended for two years



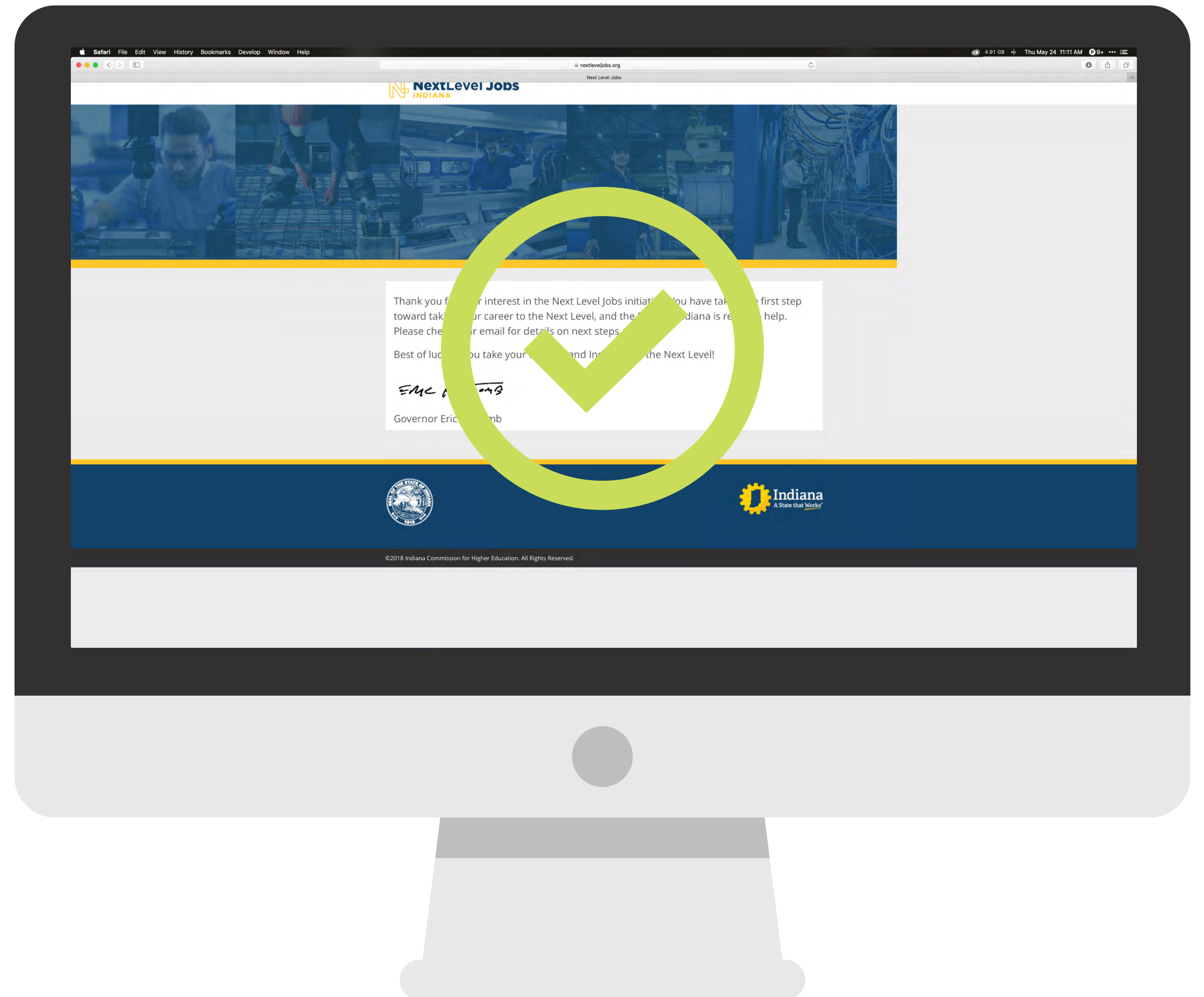
Dependent students:

- must enroll full time for federal financial aid (typically four courses)
- must currently be meeting SAP



HOW TO CONNECT FOR STUDENTS

- Click the “I’m a Next Level Job Seeker” button at the bottom of the page.
- Enter your information.
- Select your preferred career path.
- Fill out your contact information.
- Select preferred training provider.
- Check your email for details on next steps.



An aerial photograph of a city skyline, likely Chicago, with a semi-transparent blue overlay. The image shows various skyscrapers and buildings, including the Willis Tower on the left and the Chicago State Capitol building in the foreground. The text 'THE RESPONSE' is centered over the image.

THE RESPONSE

CURRENT RESPONSE

As of August 13, 2019

- **44,936** unique leads routed to Ivy Tech, VU, WorkOnes, etc.
- **19,091** enrollments at Ivy Tech, VU or other eligible providers
- **8,072** completions of eligible certificate programs



35%

Health & Life
Sciences



31%

IT & Business
Services



15%

Advanced
Manufacturing



10%

Building &
Construction



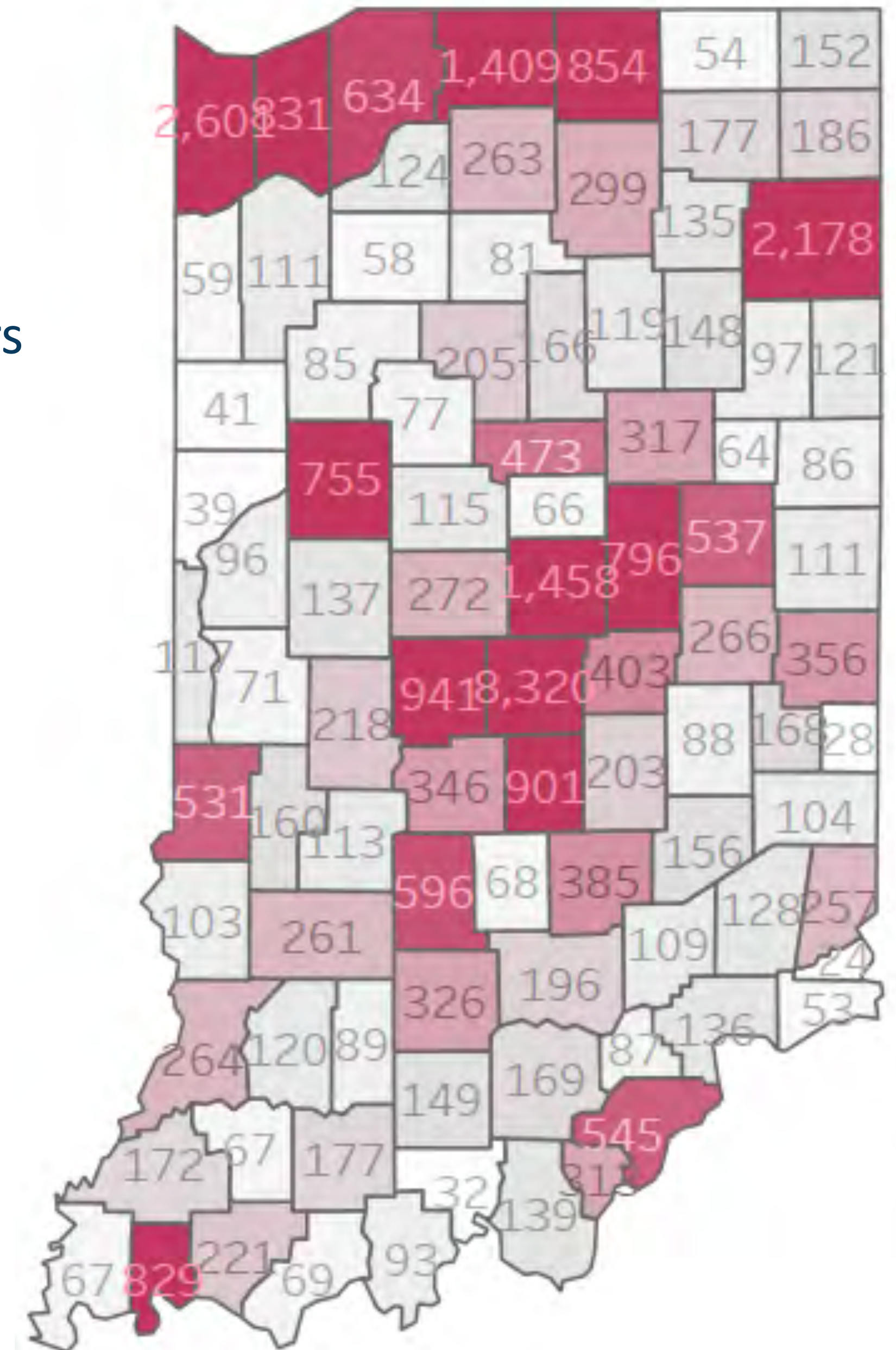
7%

Transportation
& Logistics



9%

Other
(non-WRG eligible)



Connect with us:



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