



# USHE Partnerships and Priorities

Higher Education Appropriations Subcommittee  
January 28, 2022



# Statewide Advocacy and Awareness Campaign

# Opportunities

## SYSTEM UNIFICATION

- As one system, all 16 Utah colleges can work together on an advocacy and awareness campaign—from technical colleges to universities.

## GROWTH AND AWARENESS

- An advocacy campaign for Utah adult learners has never existed that highlights the importance of certificates to degrees

## GOALS ESTABLISHED

- Address higher education misconceptions
- Emphasize the value of higher education and ROI
- Positively impact statewide attainment goals

## DISCOVERY

- Research findings show adult learners need structural barriers addressed such as: access, affordability, completion and workforce alignment.
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# Strategies

## ADDRESSING MISCONCEPTIONS AND BARRIERS

Increase access for adult learners beginning or returning to college.

## INCLUSIVE

All socioeconomic levels, adult ages and stages of life.

## WORKFORCE ALIGNMENT

Currently, thousands of job openings exist in tech and other industries that require higher education in the form of a college certificate or degree.

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# Campaign Objectives

## **LAUNCH**

- Advocacy and awareness campaign begins in February 2022.

## **REACH**

- 4 out of 5 adult learners in Utah with some or no college.

## **TARGET**

- Maximize the campaign to reach underrepresented populations and rural communities.

## **ELEVATE**

- Create community involvement, incorporate grassroots outreach, and foster a more educated citizenry to increase income levels and quality of life, as well as drive statewide prosperity.

## **SHIFT**

- Address higher education misconceptions to help provide better access for all.

## **ACHIEVE**

- Assist in reaching the Board's strategic plan goals.
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## 2022 Objectives

- Expand the first statewide higher education campaign, helping adult Utahns understand college options, promote accessibility, and provide clear communication and mentorship.
  - Advocate to adult populations to start or return to college.
  - Respond to current workforce and economic needs, empowering Utahns to qualify for high-wage, high-demand jobs.
  - Increase positive perception of higher education for Utahns.
  - Message individual and statewide ROI of college from certificates to degrees.
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# Request

**\$5M one-time funding to continue statewide awareness and advocacy campaign**

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