Adults Back to College: Public Awareness Campaign

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December 1, 2011
Discover your Goal
Georgia Opportunities for Adult Learners

Why Not You?
College is for Everyone!

Sign up NOW.
GACollege411.org
Expand Your Opportunities

Check out schools at:
usg.edu and tcsge.edu

GACollege411.org

Take the 1st Step to Success
Apply to College

Create a GACollege411.org account and get started!

Make Your Dream a Reality
Apply to College

Create a GACollege411.org account and get started!

It’s within your Reach
Apply to College

Get a GACollege411.org account and get started!

Talk to your Counselors and your Teachers
Get your Parents connected to the process
Sign up at GACollege411.org
Become a fan of our Facebook page

Check out schools at:
usg.edu and tcsge.edu

GACollege411.org

For your Education BEYOND High School, NOW is the Time.

Sign up NOW.
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The Grant’s Challenge

Recruit more low-income high school graduates to enroll in college, and more adults to return.
What were the issues?
Georgia is...

Above
the national average in poverty and incarceration rates.

Below
the national average in median income and life expectancy.
In Georgia...

68% of adults do not hold either a two- or four-year degree.
Georgia Veteran Demographics

- 780,000 Veterans in Georgia
- 32% female
- 68% male
- 74% are 20-34
- 37% are married
Target Population in Georgia

The nearly 1 million working adults who have already earned some college credit, but have not yet completed a degree.
Addressing the Problem

Military Outreach

Adult Learning Consortium
Military Outreach

Directed at underserved population of adult learners who have started but not completed a college degree.
Military Friendly Checklist

- Regional accreditation
- Military Resource Center
- Military web page
- Military outreach coordinator or point of contact
- Identify veterans & military students
- Servicemembers Opportunity Colleges (SOC) membership
- Follow ACE guidelines
- Mentoring/Peer Tutoring Programs
Checklist con’t.

- Assist military family members.
- Evening or weekend orientation for military students
- “Freshman experience” courses or learning communities for military
- Distance education for deployed military students
- Create task force of administrators, faculty, staff and military/veterans
- VA work study participation
- Organize a student veterans group.
- Help with scholarship awareness and completion of scholarship applications.
USG Adult Learning Consortium

- Administer ALFI Toolkit (ISAS and ALI)
- Develop/Expand Prior Learning Assessment (PLA) options
- Develop “crosswalk” programs aligned with state economic/workforce priorities
- Conduct public awareness campaign
- Collect data to evaluate progress
- Develop best practices and resources that can be shared System wide
Conduct Market Research

- Conducted by Maguire Associates

  - **Audience**: Adults who have dropped out or stopped out of a variety of public colleges and universities in Georgia

  - **Research included**:
    - Online survey
    - Follow up phone interviews to test the appeal of possible outreach materials and messages

- **Recommendations for messages and media for the campaign**
# 1. Counter perceived barriers to a college education.

- **Financial barriers:** Financial need ought not be a barrier to college success.

- **Academic barriers:** College is not too hard, but sometimes you may need extra help. Know where to go to get it. If you need academic counseling, it’s there for you. Be proactive and seek it out.

- **Time barriers:** It is worth a short-term sacrifice in time to enjoy the rewards and benefits of a college degree. You are not alone in your need to balance job, family, and studies.
# 2. Reinforce the positive professional & financial impact of a college education.

- **Make more money:** You will make more money with a college degree. College graduates earn nearly twice as much during their working years as high school graduates.

- **Get a good job:** You will have more options with a college degree. A college education will qualify you for many more jobs.

- **Be competitive:** Some job promotions require a college degree. A college degree may make you more likely to get a promotion or salary increase.

- **Networking:** Contacts you make in college may help you find the job you want or help you find a new career.
# 3. Messages should also emphasize personal accomplishment.

- **Personal accomplishment:** It’s a goal you can achieve and be proud of.

- **You are not alone:** You will find a supportive community in college. There are many other students like you who are working, married, have children, studying part time, struggling to pay for their college education, etc. Other students also need extra help academically or financially.
4. They need to identify with the persons in the advertisements.

- Married
- Have children
- Modest income
- 30+ years of age
- Persons from a variety of ethnic backgrounds
Website

DiscoverYourGOAL.net

Oct. 5th – Nov. 25th:
• 1277 unique visitors
• IE, Foxfire, Safari, Chrome and ANDROID
• 1,472 visits came from 257 cities

Welcome to the University System of Georgia's (USG) Adult Learner website. Congratulations on taking the initial steps in your journey to complete or begin a lifelong pursuit of a college degree. While the task may seem daunting – you will see that it only takes desire and persistence to get on the right track.

Currently, nine USG campuses form the Adult Learning Consortium. This Consortium is designed to assist in improving adult learner-focused services, programs and outreach to Georgia adults who are interested in completing college. And this Georgia ONmyLINE website provides access to several courses and degree programs that are well suited for adult learners.

Adult Learning Consortium Campuses
• Atlanta Metropolitan College
• Bainbridge College
• Columbus State University
• Dalton State College
• Fort Valley State University
• Gainesville State College
• Georgia Southwestern State University
• Southern Polytechnic State University
• Valdosta State University

The Consortium members have pledged to collaboratively develop adult learner-focused programs and share resources to facilitate improved adult college access, completion and success. Together, these campuses are leading an effort to adopt a range of Prior Learning Assessment options to facilitate and accelerate degree attainment of adult learners who have creditable college-level learning acquired through life and work experiences. If you are interested in applying for Prior Learning Assessment, visit the campuses' individual websites to learn more about...
Opportunity is knocking again.

“A COLLEGE DEGREE. What’s it worth to you?”
Learn more at DiscoverYourGOAL.net

“Having the career I’ve always wanted.”
Learn more at DiscoverYourGOAL.net

“A COLLEGE DEGREE. What’s it worth to you?”

“Being a good role model.”
Learn more at DiscoverYourGOAL.net

“A COLLEGE DEGREE. What’s it worth to you?”

“Having a sense of accomplishment.”
Learn more at DiscoverYourGOAL.net

“A COLLEGE DEGREE. What’s it worth to you?”

“Make a you-turn.”
Learn more at DiscoverYourGOAL.net
30-Second PSA’s & Radio Spots

- A College Degree is Priceless
- Open Doors
- Absolutely Necessary
- Make It Work
- Move to the Next Level
- Follow Your Dream
Timeline August 2011 – July 2012

Aug 2011
• Websites Live

Oct 2011
• Full Campaign (Add Radio)

Dec 2011
• Campaign Break

Feb 2012
• Campaign (Add TV/Radio)

April 2012
• Radio Only

May – Jul

Sept 12, 2011
• Campaign Launch
  Billboards/TV

Nov 2011
• Radio Only

Jan 23, 2012
• Resume Campaign
  Billboards

Mar 2012
• Full Campaign

May – Jul 2012
• Research

ADULTS BACK TO COLLEGE PUBLIC AWARENESS CAMPAIGN
Campaign Follow-up

- Determine Campaign effectiveness
- Phase II Research for recommendations re: messages and media mix changes
- Gather data on ROI
  - # campus contacts
  - # Applications received