

Amplify the Campaign:

Partner Messaging Toolkit

arizona



About This Toolkit

This toolkit was created to support Education Forward Arizona's partners and allies in the effort to expand access to education and training after high school and increase attainment of valuable credentials including professional certifications, licenses, two-year degrees, and four-year degrees.

It is designed to be a reference source—rather than a bank of messages to be used verbatim—to inform messaging and communications that align with the Everything to Gain campaign but are, at the same time, authentic to your organization.

It contains messaging guidance, background context and key data, information about voter perceptions of education and training after high school, and links to additional resources.







The Importance of Education and Training After High School: Top Line Messages

Use organic versions of the following messages, in the voice of your organization, to align with the messaging of the Everything to Gain campaign and articulate key value propositions regarding the importance of education and training after high school.







Core Message

This is the central message of the Everything to Gain campaign and articulates the main value proposition regarding the importance of investing in education and training after high school.

Arizona has everything to gain—a qualified workforce, a thriving economy, and an improved quality of life—when more residents complete education or training after high school.





Messages for Key Audiences

Connective/Intro Messages

Influentials/ Policymakers/ Leaders in Education. **Business and** Community Groups

We need more Arizonans to continue their education and training after high school to fulfill the state's economic potential.

By 2030, our goal is to have nearly 2 out of 3 students continuing their education after high school. Currently, only a quarter of the students who are eligible go on to community college or university.

Key Points

The Arizona economy will benefit from increasing the number of residents who pursue education and training after high school.

Increasing higher education enrollment by 20 percent could lead to more than \$5 billion in economic gains for Arizona—each year.

Dynamic and innovative companies will locate in Arizona only if our workforce has the requisite knowledge and skills.

Calls to Action

With the right investments, we can make education after high school accessible for all Arizonans.

Cost is the most significant barrier most students face. We need to make college more affordable for all students.

We must advance policies and increase funding to support more students to be able to continue their education and training after high school.

We must start early and create a high-quality public education system from preschool through high school.













Messages for Key Audiences

Connective/Intro Messages

All students deserve the opportunity to leave high school with a wide array of pathways open to them to continue their education and training.

Arizona students deserve a support system that informs them of their options, supports their academic success, and are persistent advocates for their futures

Key Points

(a) EdForwardAZ

Arizonans who pursue education and training after high school can expect significant gains, including increased lifetime earnings and more economic opportunities.

Learning programs that give students and young adults the opportunity to gain real-world skills and explore careers through apprenticeships, internships, mentorship, certificates and training are paramount.

Career-connected learning gives students the opportunity to earn money as well as high school and college credit, launching them towards college and a career.

Calls to Action

Help your students and their families know what opportunities are available to them for education and training after high school.

Let's ensure students have the supports they need throughout their learning journey to thrive and prepare for a productive future.

Connect students with the appropriate advisors to discuss their options and stay connected to resources that smooth their path to educational attainment.









Educators/

Practitioners

Messages for Key Audiences

Connective/Intro Messages

Key Points

Calls to Action

Students and Families

Education and training beyond high school can help open doors.

After high school, you decide what comes next, and there are endless paths you could take.

And what you do in high school can help prepare you for your future pathways.

There are many options and pathways for you to consider from career certifications, trade school, a 2-year associate degree, or 4-year Bachelor's degree.

In Arizona, education and training options after high school are diverse and provide you with the options to choose the path that best supports your goals.

You can learn not just how to do one job but how to apply a skillset to many jobs, eventually turning a job into a career,

Education and training after high school gives you the flexibility to make a change if you want down the line.

While a four-year, in-person degree may be right for some, others are looking for something faster and more flexible.

There are opportunities that meet the needs of people at all stages of their lives.

Scholarships, grants, and aid can make the cost of your education and training more manageable. Reach out to your teachers and counselors to learn more about what funding might be available.

Mentors, counselors, and others who have been in your shoes can help you navigate the process.











Education and Training After High School: Key Context

Use this information as background or to help audiences understand why education and training after high school are so important to Arizona and the future of our state. This information should follow key messages.







Goals and How We Track Progress

Achieve60AZ

A diverse statewide coalition of business leaders, education advocates, educators set the Achieve60AZ goal, striving to ensure 60 percent of Arizona adults (ages 24 to 65) will have credentials from education and training after high school by 2030. Today, only 48 percent of Arizonans ages 25 to 64 have earned a postsecondary degree, certificate, or credential. Progress has stalled; just 48 percent of the class of 2022 are enrolling in a postsecondary program. That's seven percentage points lower than in 2017 and trails our neighboring states.

Arizona Education Progress Meter

The Center for the Future of Arizona and Education Forward Arizona maintain the <u>Arizona</u>
 <u>Education Progress Meter</u>, a bipartisan tool to track data on key indicators, such as quality early
 learning programs, third-grade reading proficiency, eighth graders' preparedness to learn high
 school mathematics, high school graduation rates, and postsecondary attainment.









The Economic Value of Attainment

- Education and training after high school are key to a better living and a better life.
 Arizonans who've gone to college and completed a degree program can expect to earn more, enjoy better health, and benefit from greater access to opportunities
- College education and workforce training causes higher earnings. Labor market trends show that college-educated workers are better positioned to prosper in all sectors and regions of the Arizona economy
- If Arizona increases postsecondary *enrollment* by 20 percent, our state stands to benefit from more than \$5 billion in annual gains attributable to factors like higher lifetime earnings, improved health, and increased workforce productivity.*

Source: Billions to Gain Report







What Arizona Voters Believe: Findings from Education Forward Arizona Polls

Use these poll results, which highlight expansive support among the Arizona electorate and communities for why state action to increase education and training after high school is essential and urgent. These can be supporting data points that affirm our key messages.







Arizona Voters' Perception of Education and Training Beyond High School

Ninety percent or more of Arizonans agree that...

- Since not all students attend college, we must foster other
 postsecondary education opportunities that give students a chance to
 learn the skills necessary for success in a career and obtain industry
 certifications
- Every student should have access to a high-quality education regardless of their zip code
- It is important to provide job retraining and new career paths for adults as well as students just leaving high school







Arizona Voters' Perception of Education and Training Beyond High School

Eighty percent or more of Arizonans agree that...

- Some education beyond high school is necessary for a person to be successful in today's work world, whether that means attending a workforce certification program, a 2-year career-training degree or a 4-year degree
- People who have completed education or training after high school are usually better off financially than those who do not
- People who have completed education or training after high school usually have a better quality of life than those who do not





Arizona Voters' Perception of Education and Training Beyond High School

Ninety-five percent or more of Arizonans said the following benefits of post-high school education were important or most important to them:

- Helping people obtain better-paying jobs that can support a family
- Providing real world experience to students wanting to enter industries such as healthcare, computer science, aviation, and construction
- Addressing severe shortages of qualified workers, including classroom teachers, nurses, information technology specialists, and other personnel in high-demand industries
- Improving our quality of life by reducing crime, training our future workforce, and strengthening our communities







Reasons Arizona Voters Say They Education and Training After High School is Out of Reach

Cost is the main barrier to education and training after high school

- For those who started a program after high school, finances, personal issues, work, and childcare were most often cited as reasons for not completing.
- Cost keeps Arizonans from pursuing education and training after high school; for those who have never enrolled, the cost of education beyond high school is the leading reason—60 percent also said that cost kept them from continuing education and training after high school.
- Arizonans say that concerns about these traditional obstacles were less impactful in their decision not to continue their education after high school.





Additional Messages That Resonate with Voters in Arizona

Use these messages, which 80 percent or more of voters surveyed say resonate with them, to reinforce communications about the importance of increasing education and training after high school. These can be used in conjunction with key messages.











Arizona has billions to gain by promoting higher education—increasing the number of people who continue their education beyond high school by 20 percent would add five billion dollars to the state's economy every year. A well-educated workforce will help Arizona retain and attract good companies who need trained and skilled employees, and creating more pathways to higher education can help to encourage more innovation and investments that lead to new economic opportunities and good-paying jobs.





Like apprenticeships in the past, certification and technical education programs provide the educated and trained workforce companies need and want to hire. Arizona's longterm economic success and competitiveness are directly tied to our ability to educate our workforce to attract and retain good companies and jobs.





There are currently thousands of unfilled jobs in Arizona—with massive shortages in teaching, nursing, the sciences and healthcare—because our state's workforce does not have the right skills to fill those jobs. We need to produce more highly–skilled workers in these fields to reduce the unemployment rate, save the state money, and keep our economy moving. We must expand opportunities for higher education and support low– and middle–income students as they train for the jobs our state's economy needs.





It's important for Arizona to invest in career focused learning programs that give students and young adults the opportunity to gain real-world skills and explore careers through apprenticeships, internships, mentorship, certificates and training. Career-connected learning gives students the opportunity to earn money as well as high school and college credit, launching them towards college and a career.





The economic benefits of education after high school are undeniable. On average, lifetime earnings for individuals with bachelor's degrees are nearly three times greater than individuals whose education stops after high school. Lifetime earnings for people who attend a two-year community or technical college or a workforce certification program are also significantly higher.



For generations, workers could find steady employment with a high school education. But today, most good paying jobs require completion of some education beyond high school. Increasing access to job training and career education programs beyond high school will help to make sure Arizona students have the skills and education to get good paying jobs.





Arizona has had a great deal of economic success with massive investments by companies like Intel, Taiwan Semiconductor Manufacturing Company, and others. Instead of bringing in employees from other places, we need to ensure that Arizona can provide the well-trained workforce needed by these high-wage employers, and that the people of Arizona benefit the most.



Additional Resources for Partners

- Social Media Toolkit
- Achieve60AZ Action Plan
- Billions to Gain
- Poll Data on Barriers to Access and Completion





