



## Kentucky Higher Education Matters Campaign

### Overview

The Kentucky Council on Postsecondary Education, in partnership with the public colleges and universities, created the Higher Education Matters campaign to improve public understanding that postsecondary education is key to greater opportunity and economic growth. While media stories and surveys debate higher education's value, and as Kentucky undergraduate enrollment has declined, the campaign seeks to combat misinformation and lack of information to restore the value proposition of higher education in Kentucky.

The campaign supports the new strategic agenda for higher education, [Higher Education Matters: A Statewide Strategic Agenda for Kentucky Postsecondary Education](#). This eight-year plan, which includes input from hundreds of people from across the state, reinforces the big 60x30 goal—that 60% of working-age Kentuckians will have a college credential by 2030.

### The Need

The in-state college-going rate of high school graduates has been steadily declining. Fewer nontraditional adult students are enrolling for the first time or returning to finish a credential. If we don't get this turned around, we won't be able to reach our 60x30 goal, which is critical to providing opportunity for more Kentuckians, accelerating job creation and growing the economy.

### Goal

The goal of the campaign is to improve public understanding that postsecondary education is key to greater opportunity and economic growth and encourage high school graduates and adults to pursue college credentials.

### Target Audiences

Changemakers – Higher Education and P-12 community, State policymakers, alumni, SGA, employers, engaged public

Prospective Students – traditional and adult students and their families, including low-income, underemployed, unemployed, and underrepresented populations.



## Strategies

- Use alumni video stories and ROI data to tell the story of why higher education matters.
- Implement a paid, earned, owned and shared campaign. Social will consist of TikTok, Instagram and Facebook.
- Tap into GEAR UP Kentucky's sponsorship program to run ads statewide.
- Drive all campaign traffic to the KYHigherEdMatters.org website to connect them with video stories, resources and links to campuses.
- Engage campuses and other educational and workforce partners to amplify our messaging.
- Promote organic social media.

## Messages

The campaign is designed to speak to the people in our state who don't feel there is a place for them in higher education or who don't view it as a realistic option. We're here to tell them that it is and show them how to get there.

- College can change the trajectory of your life.
- You are capable of succeeding in college (If I did it, you can do it too!)
- There are resources available to you—counselors, financial aid, other student supports on campuses.
- College will help you advance your career.
- College has a positive return on investment. It pays—
  - In higher lifetime wages and a path to successful careers.
  - More opportunities and better health outcomes.
  - A more highly educated and productive workforce.
  - Stronger Kentucky economy.

## Partners

The campaign is an initiative of CPE in partnership with Kentucky's colleges and universities. CPE is also working with other education and workforce partners to amplify the messaging.

## Campaign Period

Feb. 9, 2022 – June 2022.