

# Why Higher Ed?

**Message content covers many aspects of value, including:**

- benefits of degrees for grads - higher earnings/wealth potential, more/better job opportunities/flexibility, lower unemployment, social capital
- benefits of degrees for states - stronger/more resilient workforce, higher per capita income, higher productivity, more innovation
- key programs, such as Oklahoma's Promise, concurrent enrollment
- national/regional/state ROI stats

## Content Continued

- our state's critical occupations, most of which require degrees
- employment trends - fastest growing jobs, jobs with openings, jobs with the most income growth
- degree production in key fields - engineering, computer science, other STEM, teaching, nursing/healthcare
- our state's low cost of attendance, low student debt (borrowers and amount borrowed) employment outcomes - majority of residents who earn a degree here remain and work in Oklahoma one and five years after graduation

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The concurrent enrollment program strengthens student preparation, reduces family college costs, and decreases the time required to complete a degree.



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A national study ranking entry-level jobs based on 12 key metrics—from starting salary to projected job growth—shows that 4 of the 5 jobs with the fastest projected job growth require a college degree.





## Why Higher Ed?

Studies show that a higher number of college graduates not only increases employment opportunities and wages, but also spurs widespread economic growth.



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Skills developed in higher education — critical thinking, communication, resilience — help graduates thrive in the workplace.

# Government Affairs and Campaign

1. All politics is local
2. Stakeholders who will tell and share your story
3. Events and Invites
4. Strategic Initiatives
  - a. Developing Ambassadors:
    - a. Presidents
    - b. Legislators
    - c. Boards – Regents and Foundation
    - d. City Leadership
  - b. Policy and Budget