Communicating the Value of Postsecondary Education to Oregonians
Communicating value

**Issue:** Oregon benefits from higher educational attainment levels statewide

**Reality:** This is not a universally held value

**Issue:** State funding for higher education has declined from biennium to biennium

**Reality:** The Oregon legislature funds programs that have strong public mandates

**Issue:** There is a disconnect between what Oregonian’s value and what they are willing to support

**Reality:** Higher Education has not focused enough on the value proposition with the Oregon public
Telling our story…

Proposal: Create a “values” campaign that:

- Helps Oregonians see the impact of higher educational attainment in their individual lives
- Clearly answers the “What’s in it for me?” question
- Ties in to individual livelihoods and community stability and sustainability
- Is localized
- Uses real stories to provide powerful messages
- Uses television and radio as vehicles to get the message out across the state
What resonates with Oregonians*

- Education increases standard of living
- Education reduces need for state services
- Education keeps young people in Oregon
- Educating our own lessens the need to import out-of-state workers
- An understanding that students can no longer work their way through college

*Results of Medford and Portland focus groups, Fall 2004
# Campaign focus options considered

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<thead>
<tr>
<th>Campaign Focus</th>
<th>Upside</th>
<th>Downside</th>
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<tbody>
<tr>
<td><strong>Access:</strong></td>
<td>Reaches out to under-served populations to expand college aspirations</td>
<td>Increasing demand when no capacity can create a “bait and switch” which harms students</td>
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<td>You <strong>CAN</strong> go to college</td>
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<td><strong>Affordability:</strong></td>
<td>Aligns with “shared responsibility” concept; expands understanding of affordability gap in state</td>
<td>If low understanding of higher education value public not supportive of more aid to most needy (e.g., focus group results)</td>
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<td>Students can no longer work their way through college</td>
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<td><strong>Values:</strong> Higher ed has high return for individuals, communities</td>
<td>Raises profile of how Oregonians with postsecondary education contribute directly to their communities; addresses “What’s In It For Me?”</td>
<td>Will be a challenge to reach all Oregonians with messages that resonate the value of higher education specifically to them</td>
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State Board of Higher Education Meeting

July 13, 2006
Education builds communities that work

Values campaign illustrates that communities need balance of educational attainment and skill sets to meet local and individual needs:

- EMTs (community college training, degree)
- Veterinarians, Agriculture specialists (4-year, advanced degree)
- Construction, Manufacturing (apprenticeships, community college training, 4-year degree in engineering, etc.)
- Healthcare (community college, 4-year degree, advanced degrees)
- Engineering (4-year degree; graduate degree)
- Teachers, counselors (4-year degree; graduate degree)
Next steps toward a campaign

- Board discussion on focus and elements of a campaign
- Consider new Working Group to guide work of campaign and collaborative membership
- Identify budget and resources (through fundraising and *pro bono* help) to pay for advertising development and media placement
- Develop a full campaign communications plan that ties in other types of outreach (public speaking engagements; op-eds; existing access programs; etc.)
- Consider additional focus groups or statewide polling to help hone messaging and best channels for dissemination