



UTAH SYSTEM OF
HIGHER EDUCATION

MEMORANDUM

TAB D

July 16, 2021

Statewide Higher Education Advocacy and Awareness Campaign

September 2021-July 2022

One goal within the Utah Board of Higher Education's Strategic Plan is to "Ensure students are meaningfully informed on the value and return on investment (ROI) of higher ed." As part of this, the Board established a tactic to "Advocate for a statewide marketing campaign with a focus on the unique needs of adult learners (program flexibility, prior learning, funding, etc.)." Public perception of higher education and the national dialogue surrounding the value of higher education, student debt, and more, with the complicating factors of the coronavirus pandemic, have underscored the need for a statewide campaign of this scope and scale.

All institutions within the Utah System of Higher Education will benefit from a coordinated statewide marketing campaign to highlight the diverse, valuable programs offered on our campuses, the impact obtaining a certificate or degree can have on individuals' economic mobility, and the expansive resources that broaden access to higher education for all students.

Objective

The System will develop and implement a statewide marketing campaign around the value of higher education which ultimately leads to more students accessing and completing higher education in Utah and supports the Board's strategic efforts in System Unification, Access, Affordability, Completion, Workforce Alignment, and Research.

Audiences

- Students
 - All ages
 - Underrepresented
 - Recent high school grads
 - Adult learners
- Parents
- Legislators
- General Public

Partners

- OCHE
- 16 USHE institutions
- UHEAA
- my529
- USBE

Messaging

- Value of higher education/ROI
- Invest in yourself
- Support services and resources for families and children
- Merger
 - Value of tech colleges and degree-granting being under one umbrella
- Statewide online education
- Savings (General public)
- Qualifying for scholarships and grants
 - There is something for everyone
 - Adult Learner Grant Program
 - FAFSA & state aid
- Students going out of state
- Traditional higher education vs. Google University (“I don’t need college; I can take a few coding classes and not go to college.”)
- Engineering
- Value of humanities
- College is a great enriching experience; it’s so much more than the coursework
- College is fun!
 - Athletics, arts, fellow students, events, social, being on campus, etc.

Tracking Progress

The steering committee will work with the data team to ensure measures are aligned with attainment goals.

Commissioner’s Recommendation

This is a discussion item only; no action is required.