



You Can. Go Back.

College Completion Campaign for Returning Adults



INDIANA COMMISSION *for*
HIGHER EDUCATION

BIG GOALS



You Can. Go Back.

- **Indiana's Big Goal:** that 60 percent of Hoosiers hold a degree or credential beyond high school by 2025.
 - To meet this Big Goal: 200,000 adults go back to higher education and complete by 2020.
- **Campaign Objective:** Indiana encourages Hoosiers to go back and supports them when they do.
 - State
 - Universities
 - Employers
 - Communities



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WHAT COLLEGE DEGREES MEAN TO INDIANA



- Higher earnings
- More job opportunities
- Greater job security



- Stronger economy
- Less unemployment
- Stronger middle class



- Larger recruitment pool
- More innovation and productivity
- Stronger workforce



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KNOWING OUR AUDIENCE



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Why do they want their degree?

- Opportunities for Advancement
- Make More Money
- Sense of Accomplishment
- Better Life for my Family

Why don't they have their degree?

- No Time
 - Family Commitments (70% have children)
 - Work
- No Money
 - No Savings
 - Already in debt
 - Impacted by last Attempt



PARALYZED BY QUESTIONS



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- What careers should I consider?
- Which schools have online classes/degrees?
- Is there financial assistance available?
- Can I get class credit for my work experience?
- Where do I start?



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OUR APPROACH



You Can. Go Back.

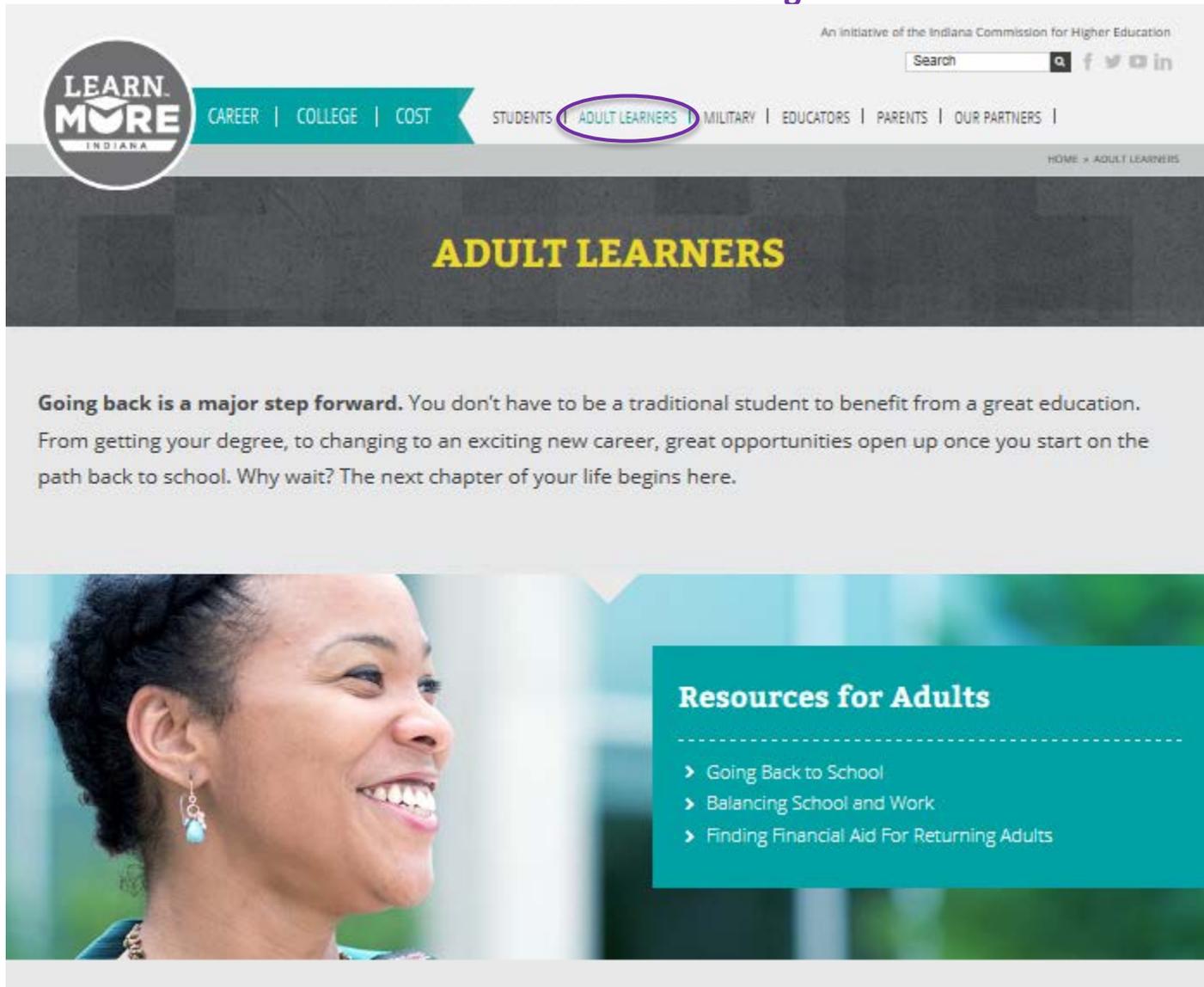
- College and universities make it easier for adults to go back
- Commission and colleges reach out to former students directly and help them get started
- Commission engages communities to reinforce the message
- Employers consider ways to provide support to their employees



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RESOURCES FOR RETURNING ADULTS

www.learnmoreindiana.org



An initiative of the Indiana Commission for Higher Education

LEARN MORE INDIANA CAREER | COLLEGE | COST STUDENTS **ADULT LEARNERS** MILITARY | EDUCATORS | PARENTS | OUR PARTNERS |

Search [f](#) [t](#) [g+](#) [in](#)

HOME » ADULT LEARNERS

ADULT LEARNERS

Going back is a major step forward. You don't have to be a traditional student to benefit from a great education. From getting your degree, to changing to an exciting new career, great opportunities open up once you start on the path back to school. Why wait? The next chapter of your life begins here.

Resources for Adults

- › Going Back to School
- › Balancing School and Work
- › Finding Financial Aid For Returning Adults

A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.



Scan with
your smart phone

Explore special programs and incentives for returning students.

FLEXIBLE

Online, Evening &
Weekend Classes

UP
TO **50%**

Tuition
Discounts

CREDIT

For Work/Military
Experience



You Can. Go Back.

VISIT

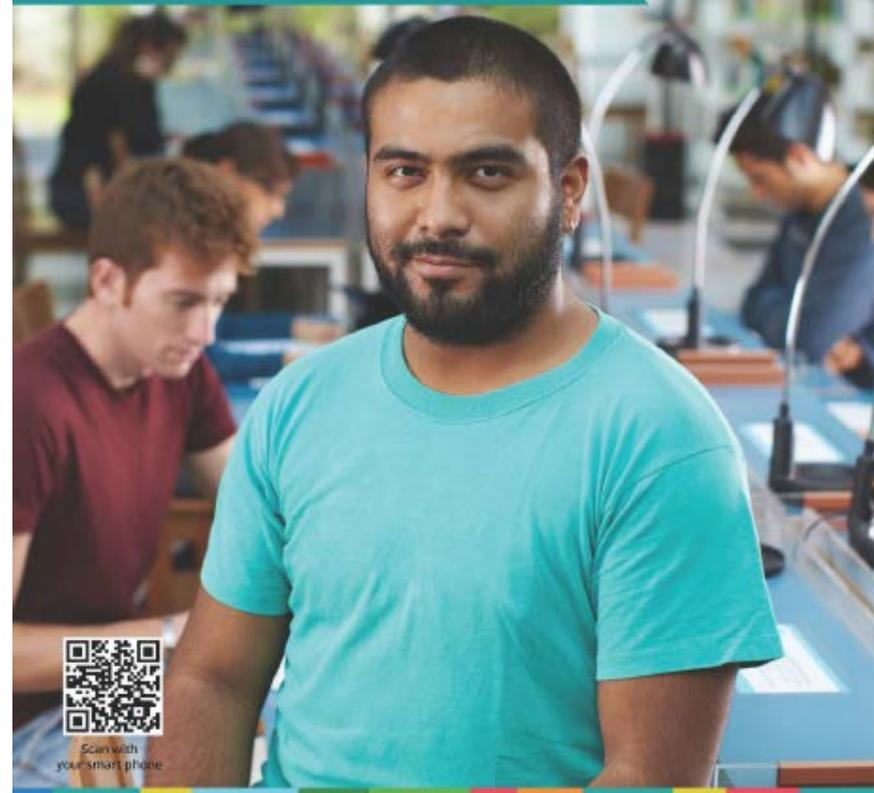
www.YouCanGoBack.com/2016

or call **(844) GO-BACK-2**

(844) 462-2252

MESSAGES

A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.



Scan with
your smart phone

COLLEGE MATCH WEBSITE

www.youcangoback.org



You Can. Go Back.



Indiana colleges and universities have made it easier for you to finish your degree.

FIND YOUR
BEST SCHOOL MATCH 

LEARN MORE ABOUT

EXCLUSIVE INCENTIVES

LEARN MORE ►



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YOUR WISH LIST

3

WHAT'S YOUR DESIRED FIELD OF STUDY?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Arts & Communication



Business & Economics



Elementary / Special Education



Health



Social & Behavioral Sciences



Science, Technology,
Engineering & Mathematics



Trades & Industry

Not Sure

PROGRESS





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YOUR WISH LIST

4

WHAT'S YOUR DESIRED DEGREE?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

Certification
2 years or less

Associate Degree
2 years

Bachelor Degree
4 years

Not Sure

PROGRESS



◀ **BACK**

NEXT ▶



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YOUR WISH LIST

5

WHAT'S YOUR PREFERRED LEARNING STYLE?



CHOOSE ONE. CHECK BOX TO SELECT AND NEXT TO CONTINUE.

- In Classroom
- Online*
- No Preference

* Not all degree options may be available online.

PROGRESS



◀ BACK

NEXT ▶



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These are the schools that match your wish list.



Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

<input type="checkbox"/>  Indiana State University TERRE HAUTE, INDIANA Incentives  Grade Forgiveness  Work/Military Credit  Online Programs Plus More ↗	<input type="checkbox"/>  INDIANA UNIVERSITY BLOOMINGTON BLOOMINGTON, INDIANA Incentives  Grade Forgiveness  Online Programs  Night & Weekend Classes Get Details ↗	<input type="checkbox"/>  INDIANA UNIVERSITY KOKOMO KOKOMO, INDIANA Incentives  Grade Forgiveness  Online Programs  Night & Weekend Classes Get Details ↗	<input type="checkbox"/> IUPUC COLUMBUS, INDIANA Incentives  Grade Forgiveness  Online Programs  Night & Weekend Classes Get Details ↗
<input type="checkbox"/> IUPUI INDIANAPOLIS, INDIANA Incentives  Grade Forgiveness  Online Programs  Night & Weekend Classes Get Details ↗	<input type="checkbox"/>  WGU INDIANA ONLINE UNIVERSITY Incentives  Tuition Discounts  Online Classes Get Details ↗		

WHY GET INVOLVED?



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BENEFIT TO EMPLOYERS



RECRUITMENT

Employers that promote programs for advancement and finishing college can be more effective in luring dedicated workers.



RETENTION

Helping employees obtain a degree can promote employee satisfaction, loyalty and retention.



PRODUCTIVITY

Employees attending college classes bring back knowledge, experiences, and information that will impact your bottom line.



EMPLOYER SUPPORT



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Encourage employees to go back

Examples

- Explain opportunities for promotion available with completed degree/credential
- Present statistics about long-term earning difference for graduates
- Notify employees about \$1,000 state grants, tuition discounts and other incentives



EMPLOYER SUPPORT



You Can. Go Back.

*Support employees **financially** when they return*

Examples

- Provide tuition assistance (best if students don't have to "front" the money)
- Negotiate with nearby colleges to secure discounted tuition rates, textbook prices, etc. for your employees
- Allow employees to use company computers to do homework or complete online degrees



EMPLOYER SUPPORT



You Can. Go Back.

*Help employees **balance** work, school and family*

Examples

- Partner with a college or university to offer college courses at your place of business
- Allow employees to modify work schedule to accommodate class schedule
 - Note: colleges and universities are working to make schedules more predictable
- Adopt more flexible policies for accrual and use of PTO



EMPLOYER SUPPORT



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We want to hear from you!



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- Learn More at learnmoreindiana.org/adults
- Email us at youcan.goback@che.in.gov



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