

Adult Reengagement Technical Advisory Group

July 31, 2018

NAMING OPTIONS

Initial list

Change Course Washington, Level Up Washington, Potential Washington, Washington Finish Line, Washington RAISE (Returning Adults Increasing Success through Education), Washington Reconnect, Washington Return to Finish

Suggestions from survey respondents

Washington CompleteEd, Washington Restart/Restart Washington

KEY MESSAGES BY STATE

Three states have fully developed initiatives now: Indiana, Mississippi, and Tennessee. In the following tables, *general* refers to the general target population of returning adult students or general perceptions of barriers to returning. *Subpop* refers to subpopulations of returning adults, such as parents or people with different thresholds of accumulated credits.

Indiana

Message	Audience	Barriers
Free training. Better jobs. Stronger Indiana.	General/Policy	
A lot has changed since you left college.	General	
Like you, for instance.	General	
Like your reasons for returning.	Subpop: parents	
Like how work experience can count.	General/employed	Academic
Explore special programs and incentives for returning students.	General	General, financial
Explore available programs and access your incentives.	General	Financial
Flexible online evening and weekend classes.	General	Schedule, transportation
\$1,000 grants. First come, first serve.	General	Financial
Forgiveness for debt/grades.* (*For eligible students)	General	Financial, academic
Credit for work/military experience.	General and veterans	Academic
Large income bump: +20K	General	
Less chance of being unemployed: 3x	General	
More career options: 60%	General	

Message	Audience	Barriers
Find your best school match.	General	
Learn more about exclusive incentives.	General	Financial
Going back is a major step forward.	General	
The next chapter of your life begins here.	General	
Indiana colleges and universities are making easier to finish your degree.	General	

Mississippi

Message	Audience	Barriers
One degree better (tagline)	General	
You may have already earned a bachelor's degree. See how.	Possible subpop: credits	Academic
Now you're closer than you think to a bachelor's degree. See how close.	General	Academic
Now your college credits can work for you.	General	
A new state program can help you get a degree.	General	
Better jobs. More pay. Brighter future.	General	
Better jobs. More pay. Stronger families.	Subpop: parents (mothers?)	
54% of jobs will require a degree by 2018.	General	
Don't get left behind.	General	
Secure a better future.	General	
Now a degree and a brighter future are within reach.	General	
Don't miss this opportunity.	General	
You're just a few clicks away.	General	
There's now a faster path to a college degree. After all, it's not just you anymore.	Subpop: parents (mothers?)	Schedule
Your degree may be closer than you think.	General	Academic
Yesterday's credits, tomorrow's jobs.	General	
Maximizes credits.	General	Academic
Puts a degree in your hands	General	
Get your degree with no additional coursework.	General	Academic

Tennessee

Message	Audience	Barriers
You are just a few steps away from going to college.	General	
Finish faster.	General	Schedule
Choose your path.	General	
Ready to reconnect? Let's get started!	General	
Reconnect today. Tuition-free.	General	Financial