

YOU CAN. GO BACK.

Statewide effort to help **750,000+ Hoosiers** finish their degrees.



the CHALLENGE



CURRENT Indiana postsecondary educational attainment rate¹



Indiana's **BIG GOAL** for educational attainment rate to be reached by 2025

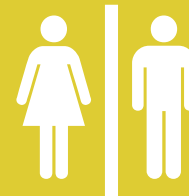
637,000

degrees or certificates needed to reach 60% attainment rate goal²



546,000

Indiana high school students to graduate between 2016 and 2024³



750,000

Hoosiers with some college, but no degree



the RESPONSE

CALL TO ACTION



You Can. Go Back.

is a statewide campaign launched in 2016 by the Indiana Commission for Higher Education with support of the Indiana General Assembly and the state's colleges and universities that aims to help Hoosier adults with some college but no degree finish what they started. **You Can. Go Back.** is a multi-phased effort that features: 1) direct outreach with adult students, 2) assessment of institutional practices that support returning adults and 3) employer engagement.

Guiding Strategies

1. Build statewide financial aid program that supports adult learners
2. Charge institutions to develop programming and incentives to eliminate barriers for returning adults
3. Reach out to former students directly and help them get started
4. Engage employers statewide to provide a variety of support to their employees
5. Promote community buy-in and ownership through local partnerships

Financial Incentives

- **\$300 million** in need-based state financial aid distributed annually
- **\$7.5 million** in state aid available specifically for adult students through Indiana's new Adult Student Grant (\$1,000 grants on a first-come, first-served basis for qualifying students)
- Application fee waivers, tuition discounts, scholarships, debt forgiveness and other special incentives offered by Indiana colleges to returning adults

Outreach & Engagement

The initial **You Can. Go Back.** engagement strategy has featured direct outreach to Hoosier adults with at least 25% of the credits required for a degree as well as Indiana employers across the state.

Adult Students

- **270,000+** targeted emails
- **125,000+** direct-mail postcards
- **30,000+** outbound phone calls

Employers

- **40,000+** promotional materials distributed to business, community and government partners
- Employer match website launched to connect businesses with Indiana colleges

the RESULTS ...SO FAR

In only the **first year**, the response to **You Can. Go Back.** has been significant:



Student Response

- **9,000+** students who received targeted outreach have re-enrolled in school
- **5,360+** Adult Student Grants have been awarded
- **4,900+** students have been connected with participating colleges via the **You Can. Go Back.** college match tool



University Response

- **30 Indiana public and private colleges** are participating as **You Can. Go Back.** partners
- **Campus ambassadors have been identified** at each institution to help smooth the transition back to college for returning adults
- **Colleges are promoting expanded opportunities** for returning adults to earn academic credit for work and military experience and ramping up online and night-and-weekend course offerings

YouCanGoBack.org

1: Lumina Foundation (2016) A Stronger Nation. https://www.luminafoundation.org/files/publications/stronger_nation/2016/indiana-brief-2016.pdf.
 2. Ibid. (with Indiana Commission for Higher Education staff analysis).
 3. Western Interstate Commission for Higher Education (2012) Knocking at the College Door: Projections of High School Graduates. <http://www.wiche.edu/info/publications/knocking-8th/knocking-8th.pdf>.



You Can. Go Back.

An Initiative of the Indiana Commission for Higher Education

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Jan 2017