



# THE VALUE OF HIGHER EDUCATION INITIATIVE

2017 TASSCUBO Primary Members Retreat

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## AMERICANS QUESTION VALUE OF HIGHER ED

- Sept. 2017: A poll from NBC News and the *Wall Street Journal* finds:
  - 49 percent of Americans agreed with the statement that a four-year degree “is worth the cost because people have a better chance to get a good job and earn more money over their lifetime”
  - **47 percent, said that a degree is not worth the cost** “because people often graduate without specific job skills and with a large amount of debt to pay off.”

## AMERICANS QUESTION VALUE OF HIGHER ED

- July 2017: A poll by House Majority PAC finds:
  - 57 percent said a college degree “would result in more debt and little likelihood of landing a good-paying job.”
  - 83 percent said a college degree was “no longer any guarantee of success in America.”
- July 2017: A Pew Research Center poll finds:
  - 58 percent of Republicans say colleges have a negative effect on the "way things are going" in the United States

## *The Value of Higher Education* Initiative

The way business officers communicate the value of higher education is more critical now than ever before. The media landscape has changed, policymakers are scrutinizing the higher education sector, and public pushback continues—on rising college costs, student debt loads, and workforce challenges, to name a few.



## *The Value of Higher Education* Initiative

To help business officers communicate these important messages, NACUBO has launched the Value of Higher Education initiative, which aims to:

- Counter the negative discourse surrounding the value of higher education.
- Promote its myriad benefits.
- Shape public opinion toward a more positive perception of higher education's contribution.



# Overarching Message



A College Education Provides  
**a Lifetime of Value**

## Tools:

- ▶ Backgrounder
- ▶ Infographics
- ▶ Success Stories
- ▶ PowerPoint
- ▶ Social Media-friendly



# The Value of Higher Education Initiative Landing Page

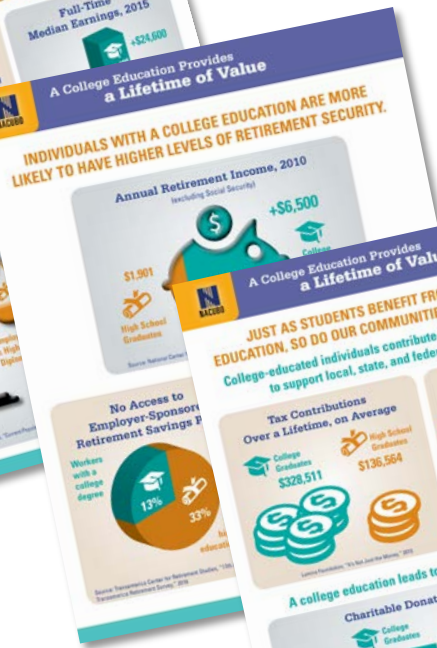
[www.nacubo.org](http://www.nacubo.org)

Under “Initiatives”

The screenshot displays the NACUBO website's 'Value of Higher Education' initiative landing page. The page features a navigation menu with categories like 'MEMBERSHIP & COMMUNITY', 'BUSINESS & POLICY AREAS', 'INITIATIVES', 'RESEARCH', 'CAREER HEADQUARTERS', 'PRODUCTS', 'EVENTS & PROGRAMS', 'DISTANCE LEARNING', 'BUSINESS OFFICER MAGAZINE', and 'ABOUT NACUBO'. The main content area is titled 'VALUE OF HIGHER EDUCATION' and includes a large green banner with the text 'A College Education Provides a Lifetime of Value'. Below the banner, there is a paragraph of introductory text, followed by a section titled 'INFOGRAPHICS' with a chart showing 'Unemployment Rate, 2015' for College Graduates (2.8%) and High School Graduates (5.4%). Other sections include 'SUCCESS STORIES' featuring a testimonial from Furman University, 'POWERPOINT' with a 'Download PowerPoint' link, and 'BACKGROUND' with a 'Download Background' link. The left sidebar contains a list of various initiatives and resources.



# Infographics



# Success Stories

The collage features five overlapping covers of the NACUBO magazine, each highlighting a different success story in higher education. The stories are:

- Providing Unfettered Pathways:** Features Andy Allred, Director of Career Center at Washington State University, discussing how the university's career center helps students find their path.
- Presenting Opportunities:** Features Alyssa Dillan, Assistant Director of Career Center at Washington State University, discussing how the university's career center helps students find their path.
- Helping Break New Ground:** Features Lorena Lewis-Kilby, Director of Career Center at Washington State University, discussing how the university's career center helps students find their path.
- Facilitating Self-Discovery:** Features Audren Holliday, Director of Career Center at Washington State University, discussing how the university's career center helps students find their path.
- Supporting Hands-On Learning:** Features Kathryn Gonzalez, Assistant Director of Career Center at Washington State University, discussing how the university's career center helps students find their path.



# PowerPoint



**A College Education Provides  
a Lifetime of Value**



# Customizable PPT

Insert Your  
Logo Here



A College Education Provides  
**a Lifetime of Value**





# Rollout

## **July**

- Go live date for initiative landing page (7/31)

## **August**

- Soft rollout at NACUBO 2017 Annual Meeting
- Big social media push, share with higher ed colleagues/associations

## **September**

- Announcement to NACUBO members
- Rolling banner on website homepage

## October

- *Current* promo
- *Business Officer Magazine* (1)
- Constituent Council presentations
- TASSCUBO
- John Walda speaking engagements at CACUBO and EACUBO

## November

- *Business Officer Magazine* (2)

# Gaining Traction

- University of Kentucky president op-ed in *Kentucky Forward*, Aug. 17, 2017
- Initiative page has been in the top most-clicked pages for two months straight, with over 2,300 views each month.
- Requests for customizable PPT increasing.



@NACUBO



**The Value of  
Higher Education Initiative**

**LEARN  
MORE**

The graphic features several overlapping documents. On the left, there are three infographics with various charts and icons. On the right, there are three articles with headlines such as 'A College Graduate Earns a Lifetime of Value', 'Assessing Educational Partners', and 'The Value of Service'.

# Evaluation

- The number of materials developed.
- Page views on the website.
- Social media mentions.
- Media impressions from any op-eds we place.
- Spokespersons interviewed in the media.
- Member institutions that utilize tools.



Questions?

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