



Transforming Your Community Through Education

Lake Michigan College Summit
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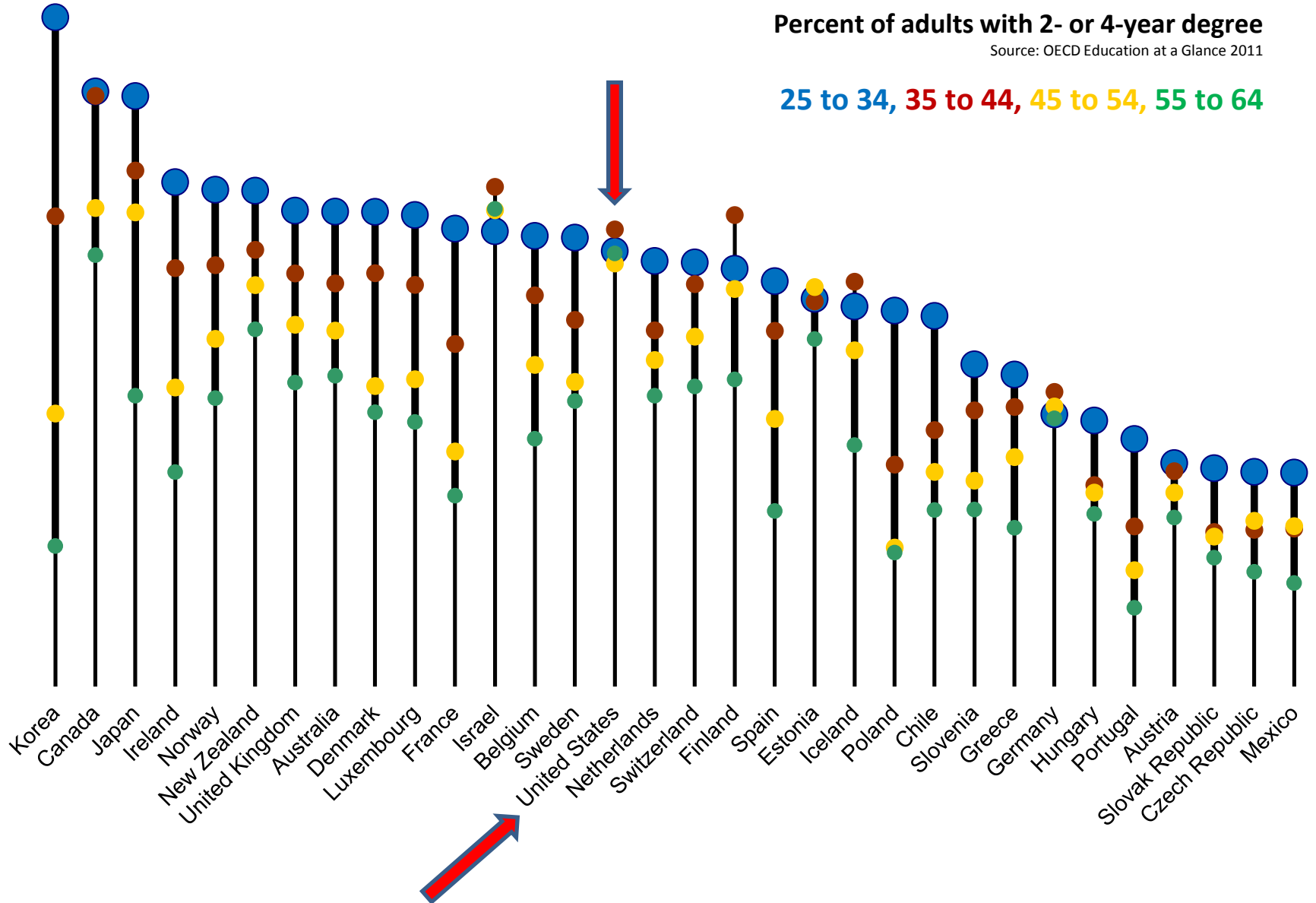
The big goal:

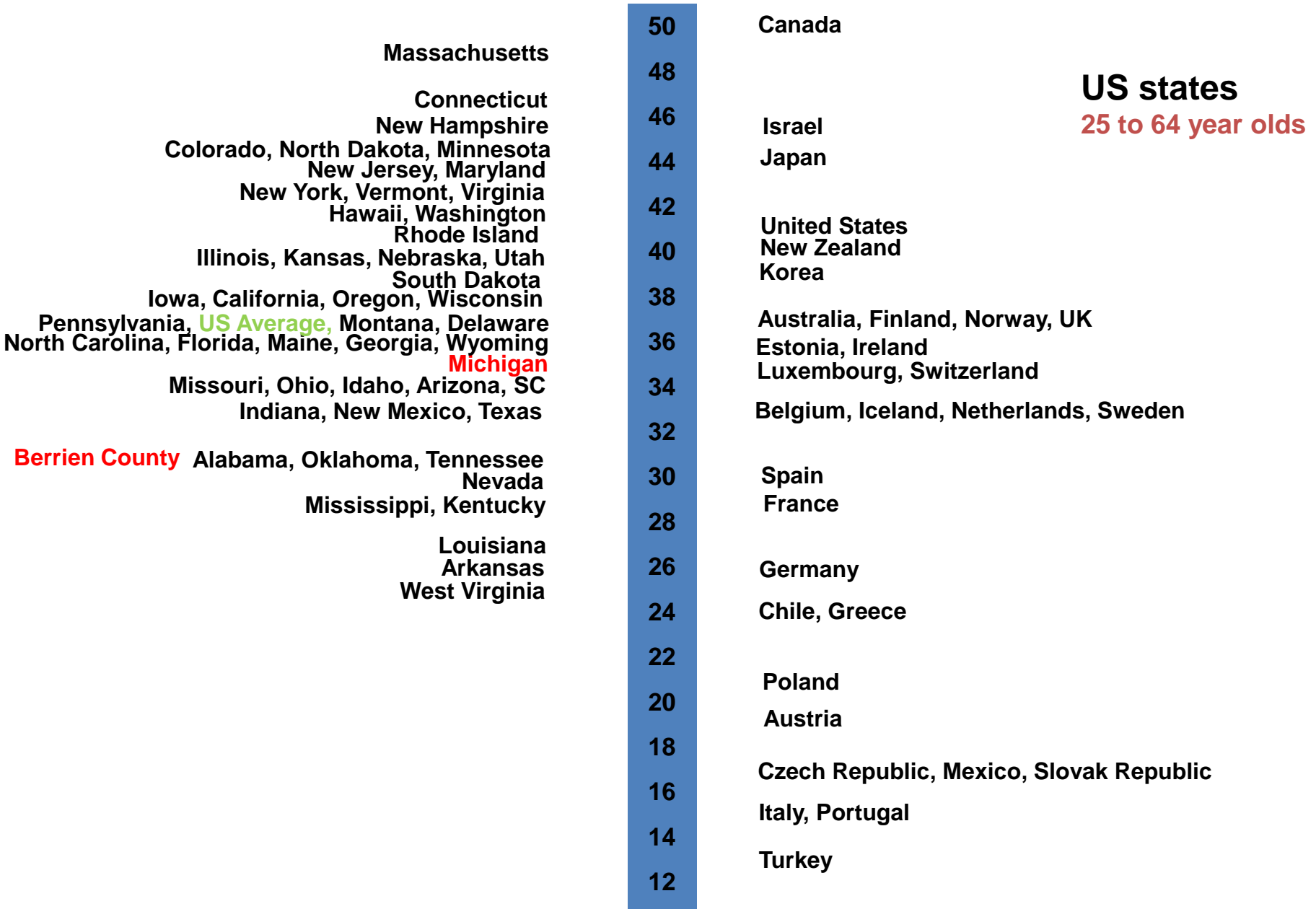
To increase the proportion of Americans with high-quality degrees and credentials to 60 percent by the year 2025.

Percent of adults with 2- or 4-year degree

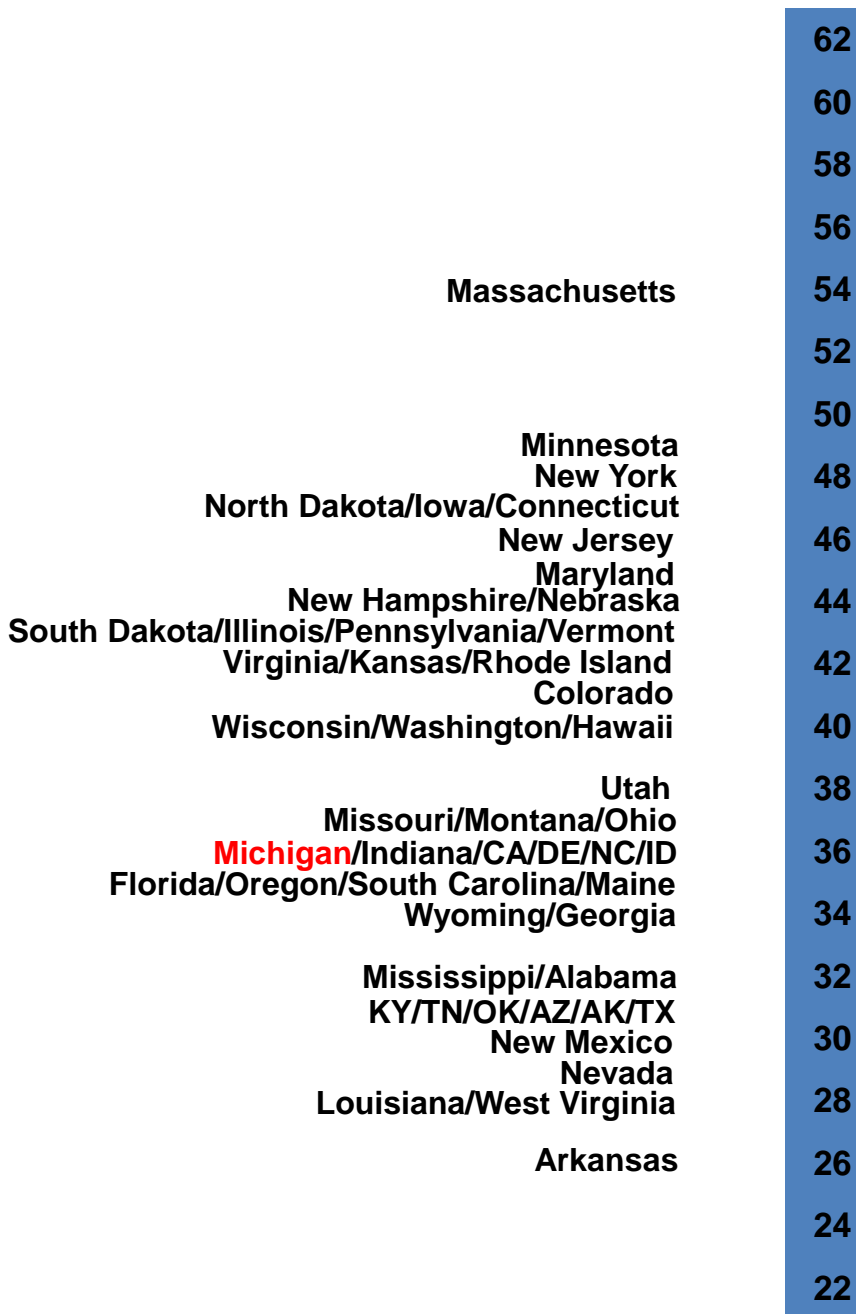
Source: OECD Education at a Glance 2011

25 to 34, 35 to 44, 45 to 54, 55 to 64





US states
 25 to 64 year olds



Korea

US states
25 to 34 year olds

Canada/Japan

Ireland
Norway/New Zealand

United Kingdom/Australia/Denmark
Luxembourg
France/Israel
Belgium/Sweden
United States

Netherlands/Switzerland
Finland
Spain
Estonia
Iceland
Poland/Chile

Slovenia
Greece

Germany
Hungary

Washtenaw

Oakland

Leelanau

Midland/Ingham

Kalamazoo

Livingston

Marquette

Emmet/Clinton/Kent

Berrien

Gratiot/Newaygo/Oceana/
Montcalm/Ionia/St. Joseph/Branch/Hillsdale

Sanilac/Gladwin/Ogemaw

Clare

64

60

56

52

48

44

40

36

32

28

24

20

16

12

8

Korea

Canada/Japan

Ireland
Norway/New Zealand

United Kingdom/Australia/Denmark
Luxembourg/France/Israel
Belgium/Sweden

United States
Netherlands/Switzerland/Finland
Spain/Estonia
Iceland
Poland/Chile

Slovenia
Greece

Germany/Hungary

Portugal
Austria/Slovak Republic/Czech Republic
Mexico/Italy

Turkey

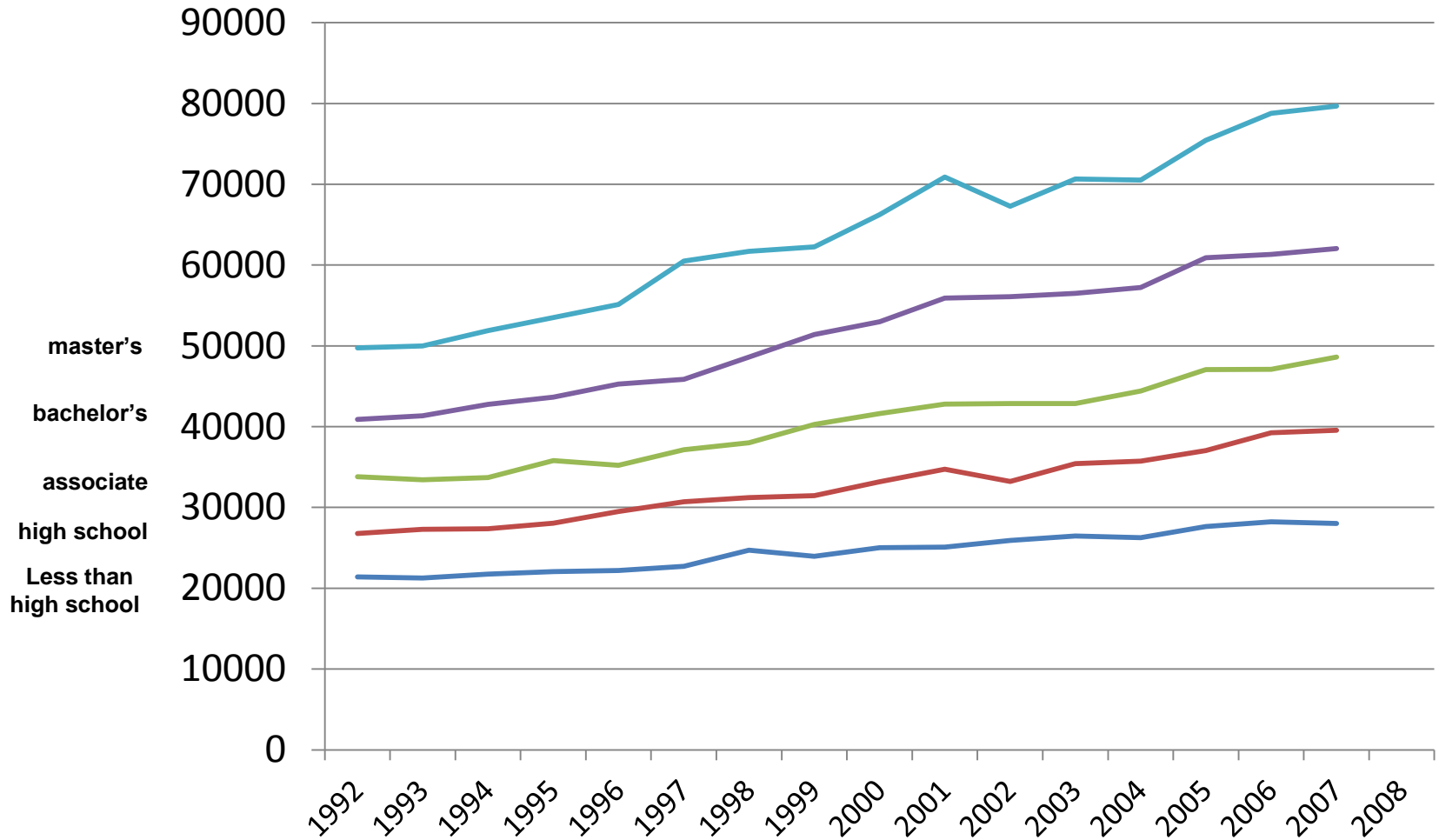
Michigan counties

25 to 34 years old

(population over 20,000)

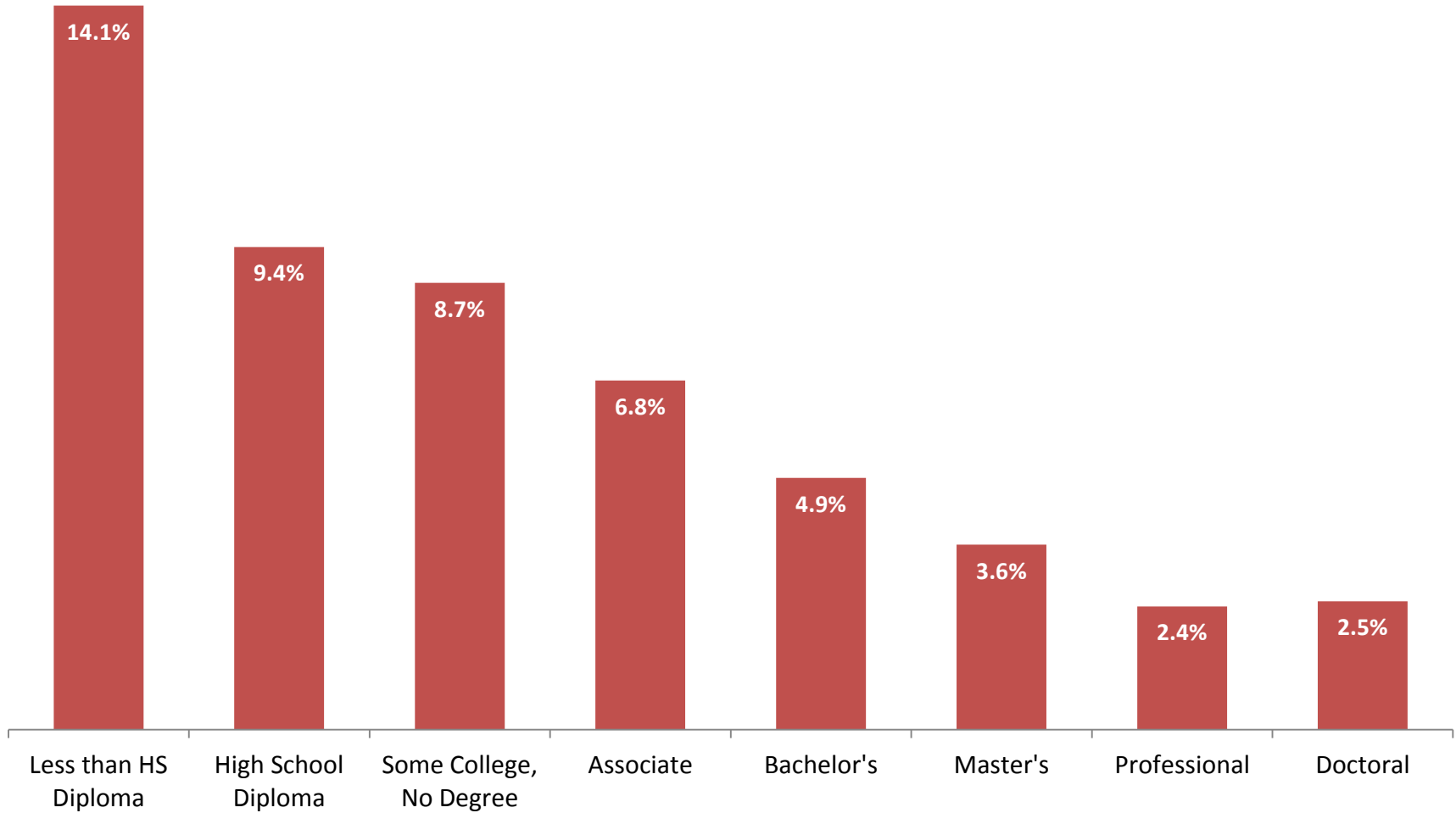
Income by level of education

Source: US Census, Current Population Survey

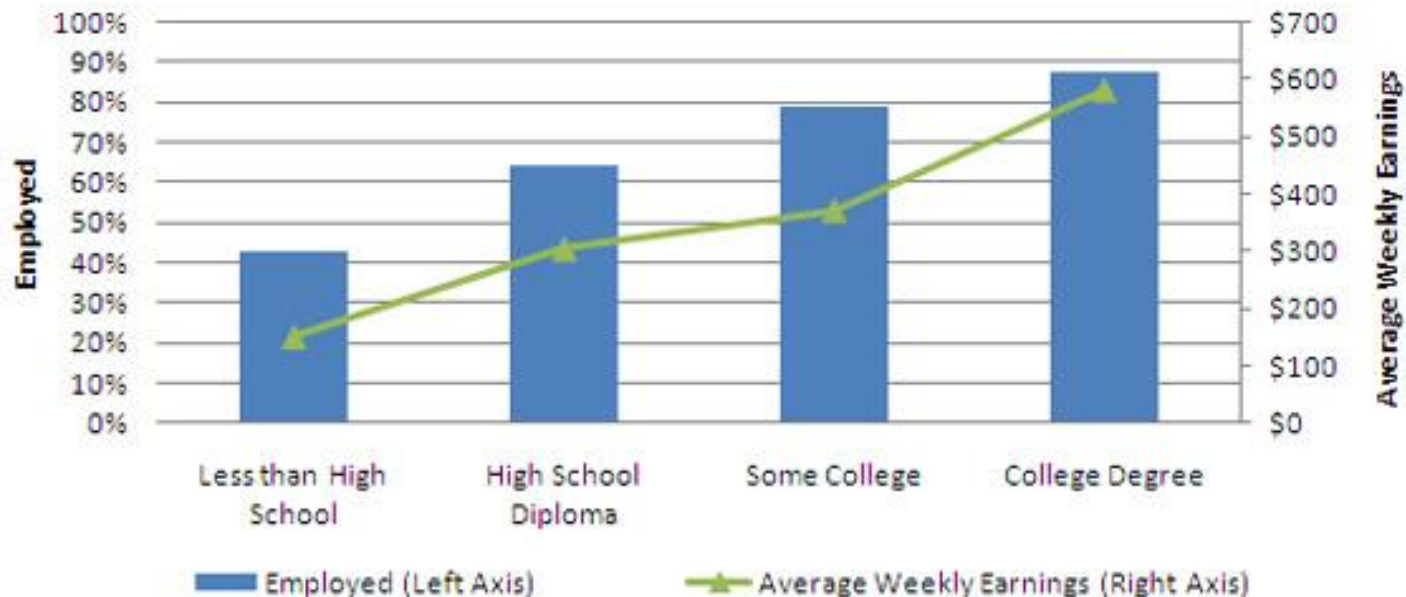


Unemployment by level of education

Source: Bureau of Labor Statistics, 2011



How Recent College Graduates Stack Up



Note: Sample includes U.S. citizens aged 23 and 24 in 2010 who were not enrolled in school. Weekly earnings is averaged over this entire population, including those without work.
Source: CPS Merged Outgoing Rotation Group 2010.

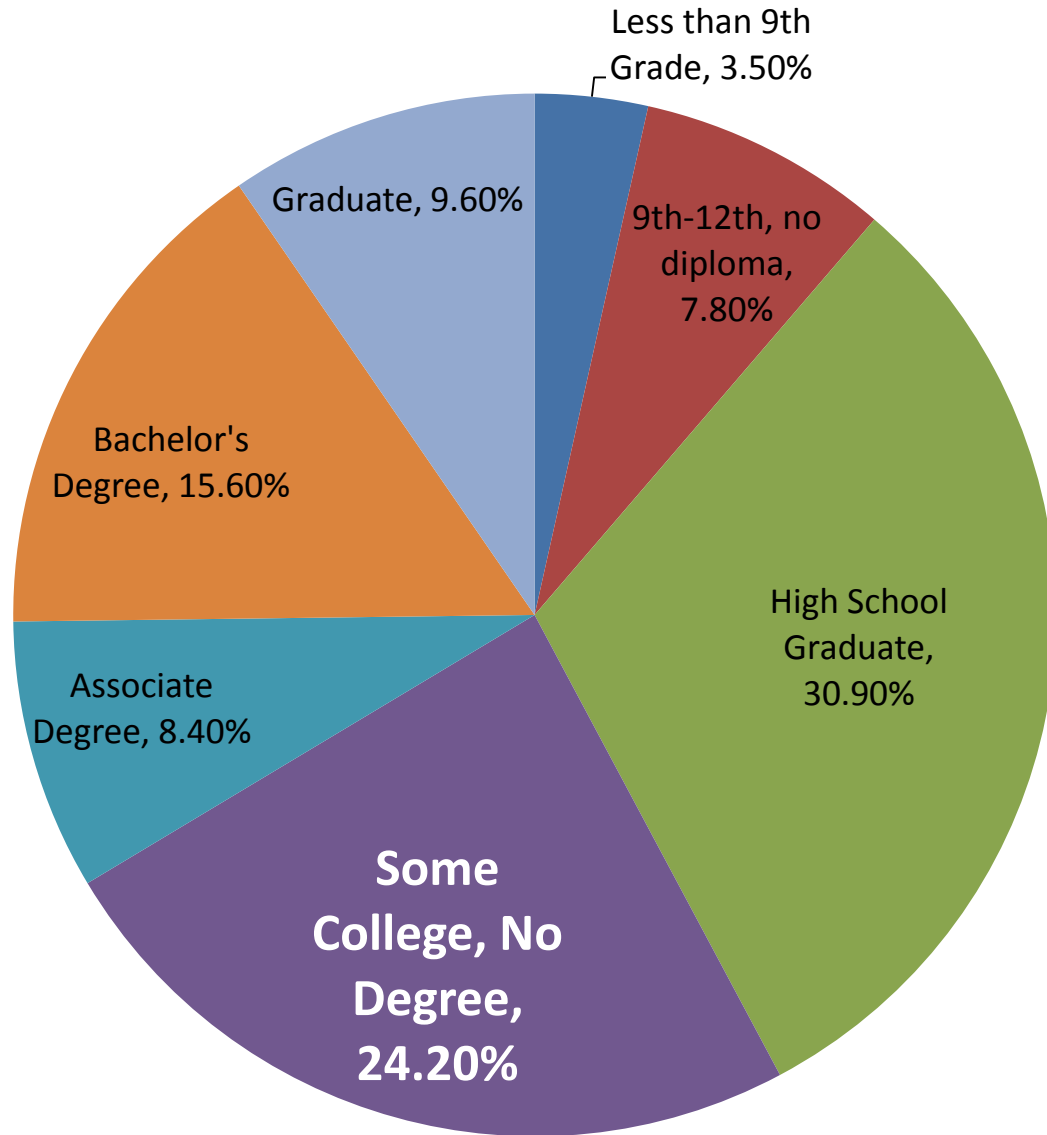
From the Hamilton Project at the Brookings Institution

Michigan will have 1,300,000 job vacancies (new jobs and retirements) through 2018

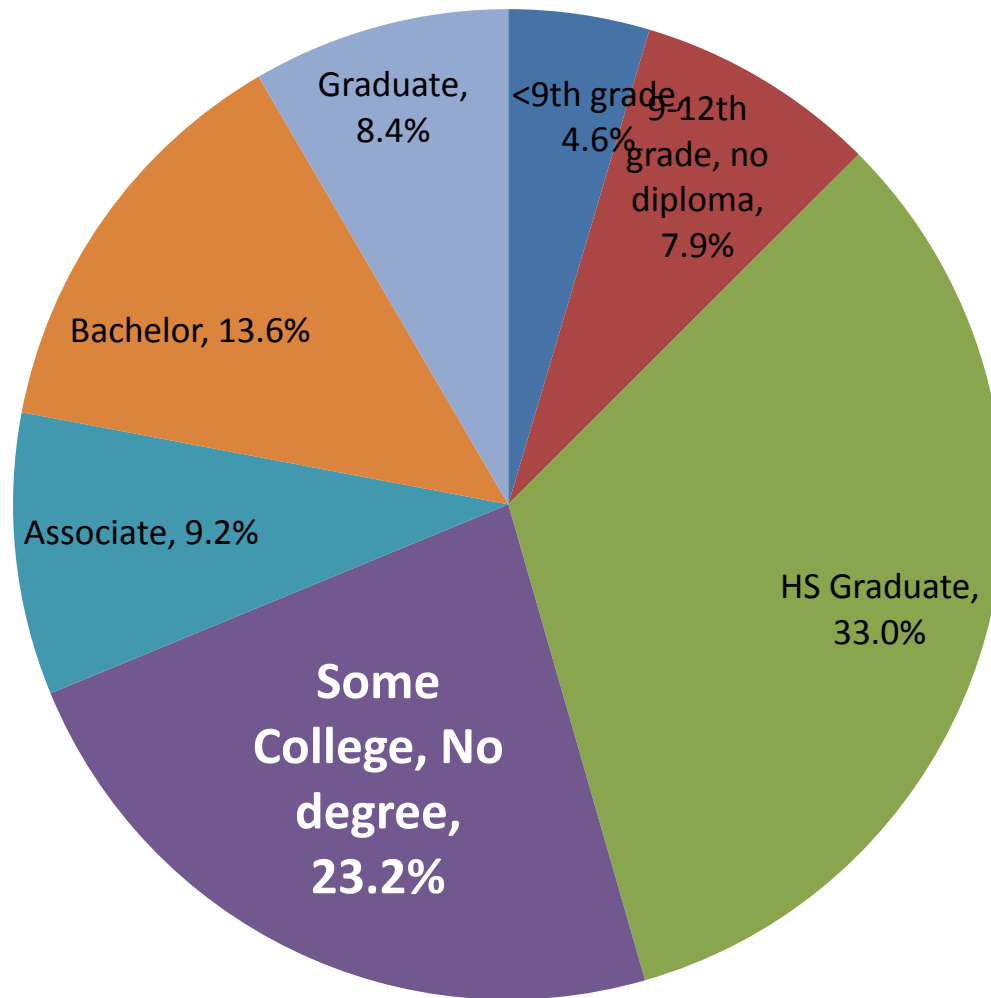
836,000 of them will require postsecondary education

Michigan will create 138,000 new jobs by 2018. 116,000 of them will require postsecondary education

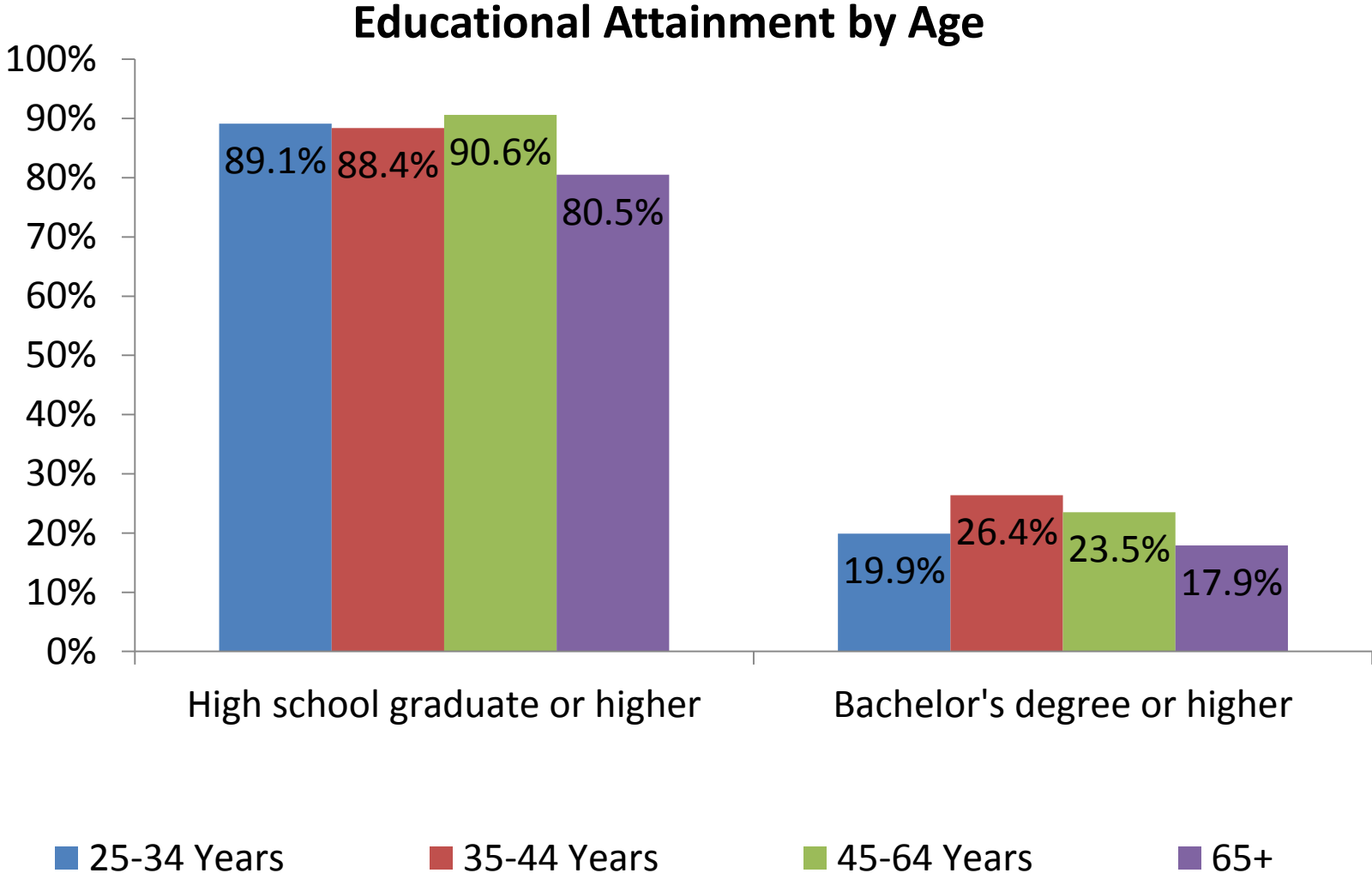
**In Michigan,
1,590,000
working-age
adults have
attended
college but
don't have a
degree.**



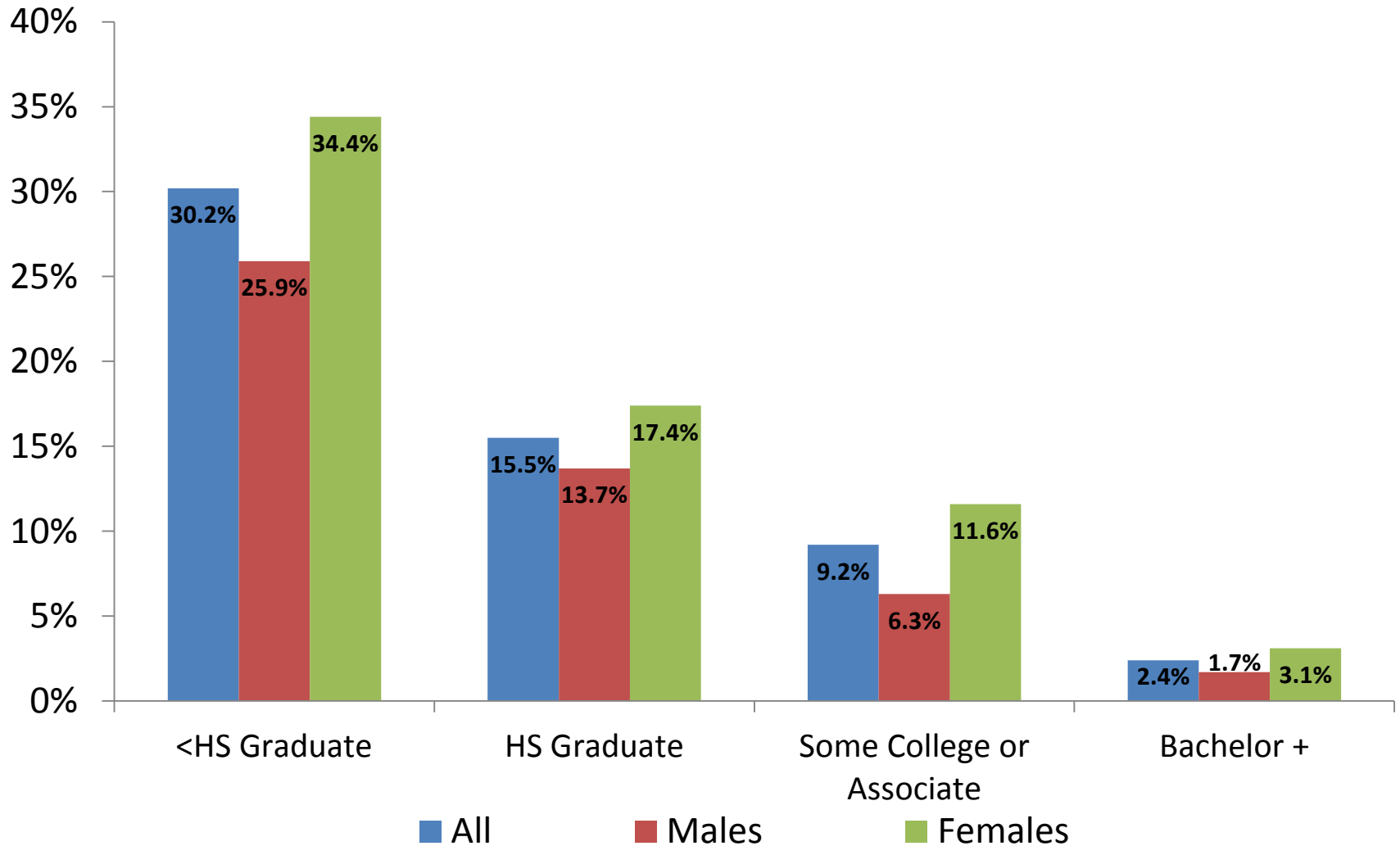
In Berrien County, nearly 25,000 working-age adults have attended college but don't have a degree.



Berrien County isn't improving to the degree it must.



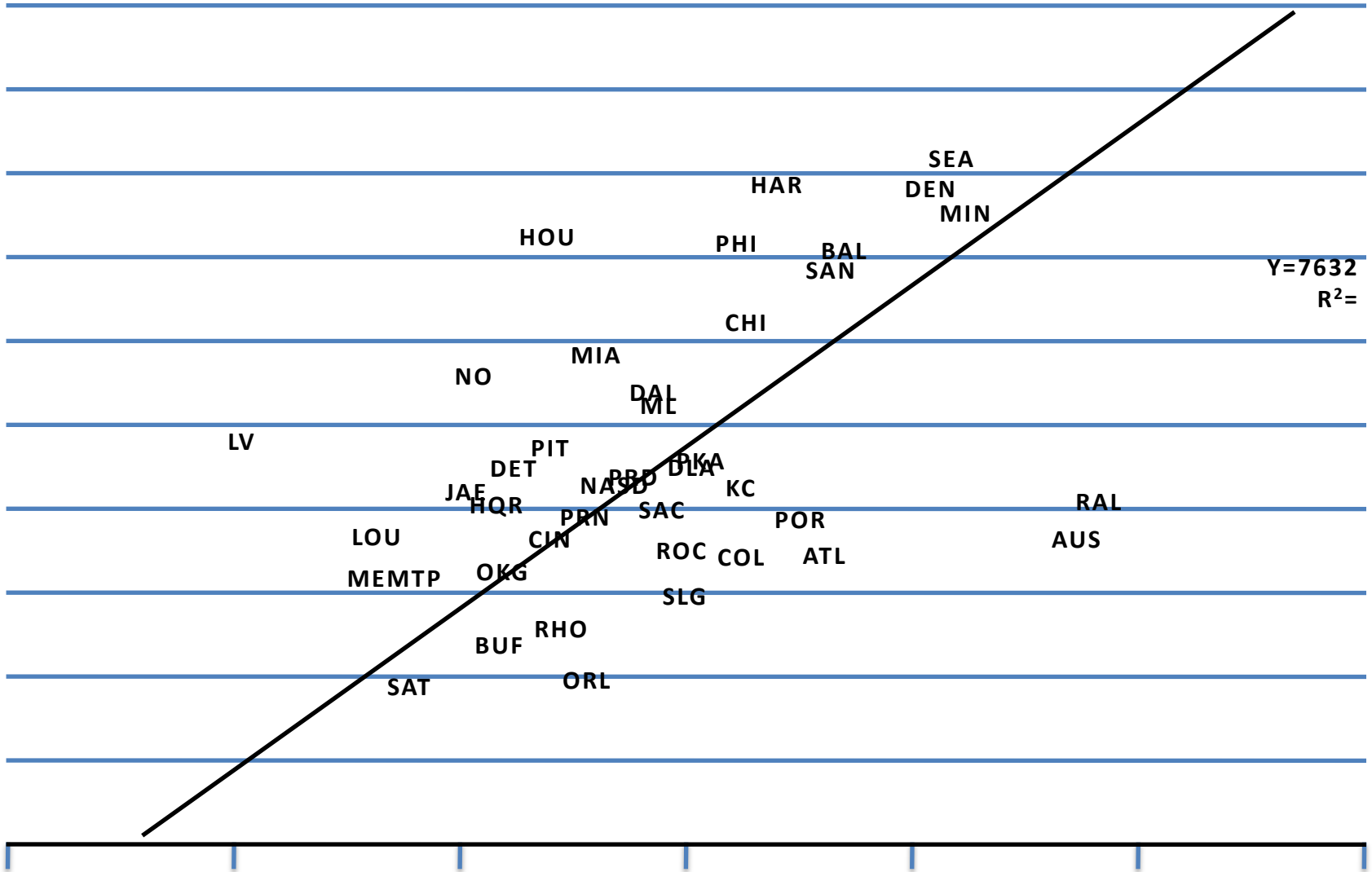
The link between poverty and lack of education has never been stronger.



The Theory

- Better-educated = higher incomes
- Better-skilled = more innovation and increased productivity

THE EVIDENCE

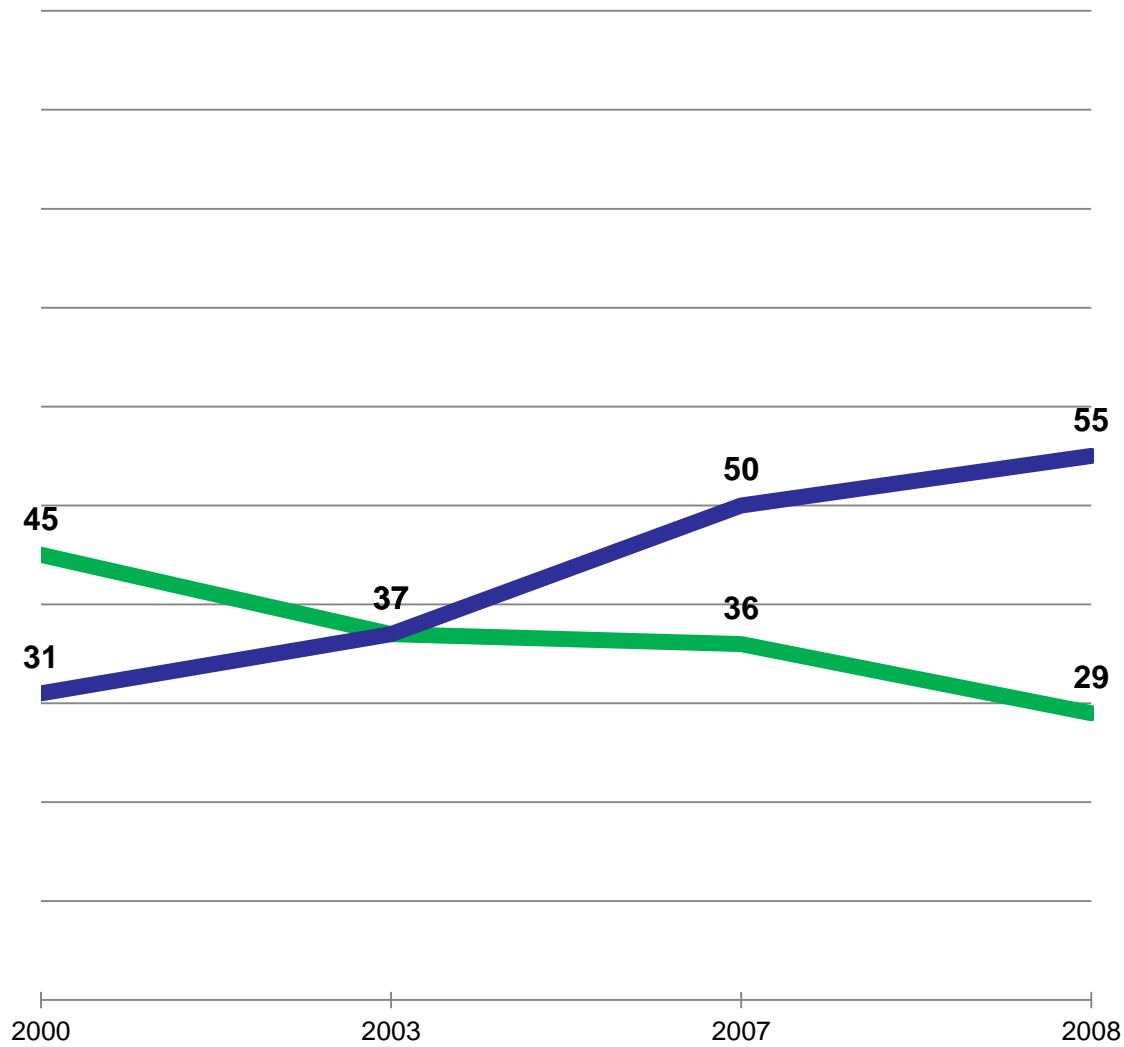


Estimating the Gain

Each 1% point increase is associated with a \$763 increase in income per person in the metro

Average household income would increase \$1,900-\$2,290 per year

If Berrien County increased its postsecondary attainment by 1% point to 32.2% (about 1,067 degrees), the estimated income increase is **nearly \$120MM.**



College is necessary to be successful in America

All qualified students have the opportunity to go to college

Source: Public Agenda and National Center for Public Policy and Higher Education

Setting Attainment Goals

- ✓ Quantifiable
- ✓ Challenging
- ✓ Long-term
- ✓ Address gaps

So, what now?

- 1) Don't underestimate the power of a goal
- 2) Don't underestimate the power of data
- 3) Don't overestimate the power of a plan
- 4) Find the right metrics to drive your work
- 5) Think BIG, but build the relationships you will need to sustain the work
- 6) Pat yourselves on the back



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