



Transforming Your Community Through Education

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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 Forest 18 de l'el rought de l'inder de l'internation l'étaire le l'étaire de states airs et l'interdété de l'étaire de l'étair

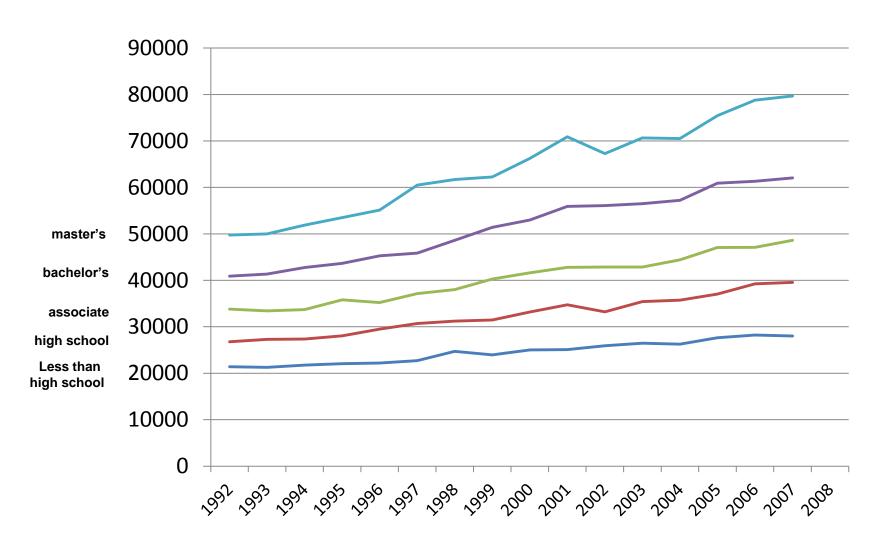
	50	Canada
Massachusetts	40	
0	48	US states
Connecticut	46	
New Hampshire Colorado, North Dakota, Minnesota		Israel 25 to 64 year olds
New Jersey, Maryland	44	Japan
New York, Vermont, Virginia	42	
Hawaii, Washington Rhode Island	42	United States
Illinois, Kansas, Nebraska, Utah	40	New Zealand
South Dakota		Korea
Iowa, California, Oregon, Wisconsin	38	Avetralia Finland Namusy IIV
Pennsylvania, US Average, Montana, Delaware North Carolina, Florida, Maine, Georgia, Wyoming	36	Australia, Finland, Norway, UK
Michigan	30	Estonia, Ireland Luxembourg, Switzerland
Missouri, Ohio, Idaho, Arizona, SC	34	Luxembourg, Switzerland
Indiana, New Mexico, Texas	20	Belgium, Iceland, Netherlands, Sweden
Parrian County Alabama Oldahama Tanasasa	32	
Berrien County Alabama, Oklahoma, Tennessee Nevada	30	Spain
Mississippi, Kentucky		France
	28	
Louisiana Arkansas	26	Cormony
West Virginia	20	Germany
Woot Ingilia	24	Chile, Greece
	00	
	22	Dolond
	20	Poland
		Austria
	18	
	16	Czech Republic, Mexico, Slovak Republic
	10	Italy, Portugal
	14	<i>y</i> , y
		Turkey

	62	Korea US states
	60	25 to 34 year olds
	58	
	56	Canada/Japan
Massachusetts	54	
	52	
	50	
Minnesota New York North Dakota/Iowa/Connecticut New Jersey Maryland New Hampshire/Nebraska South Dakota/Illinois/Pennsylvania/Vermont Virginia/Kansas/Rhode Island Colorado Wisconsin/Washington/Hawaii Utah Missouri/Montana/Ohio Michigan/Indiana/CA/DE/NC/ID Florida/Oregon/South Carolina/Maine Wyoming/Georgia	48 46 44 42 40 38 36 34	Ireland Norway/New Zealand United Kingdom/Australia/Denmark Luxembourg France/Israel Belgium/Sweden United States Netherlands/Switzerland Finland Spain Estonia Iceland Poland/Chile
Mississippi/Alabama KY/TN/OK/AZ/AK/TX New Mexico Nevada Louisiana/West Virginia Arkansas	32 30 28 26	Slovenia Greece Germany
7.11.10.1000		Hungary
	24	
	22	

	64	Korea	
Washtenaw	60	Michigan counties	
	56	Canada/Japan 25 to 34 years old (population over 20,000)	
Oakland	52		
Leelanau Midleyd (lock ow	48	Ireland Norway/New Zealand	
Livingston Marquette Emmet/Clinton/Kent Berrien Gratiot/Newaygo/Oceana/ Montcalm/Ionia/St. Joseph/Branch/Hillsdale Sanilac/Gladwin/Ogemaw Clare	44	United Kingdom/Australia/Denmark Luxembourg/France/Israel Belgium/Sweden	
	40	United States Netherlands/Switzerland/Finland Spain/Estonia	
	36	Iceland Poland/Chile	
	32	Slovenia	
	28	Greece	
	24	Germany/Hungary Portugal	
	20	Austria/Slovak Republic/Czech Republic Mexico/Italy	
	16	Turkey	
	12		
	8		

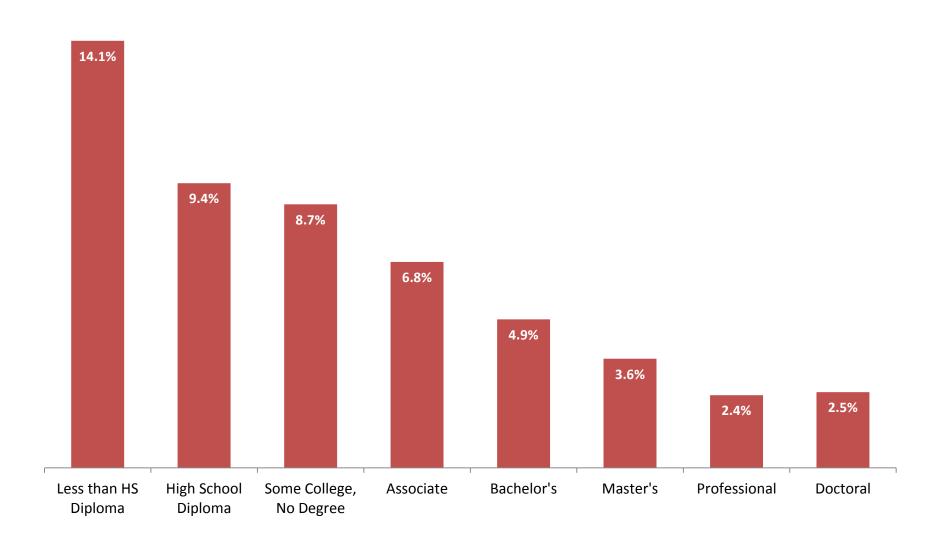
Income by level of education

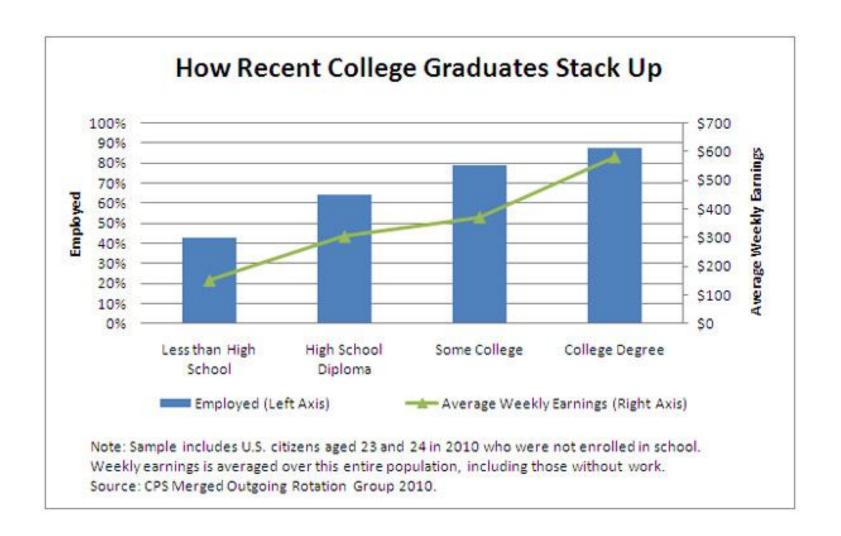
Source: US Census, Current Population Survey



Unemployment by level of education

Source: Bureau of Labor Statistics, 2011



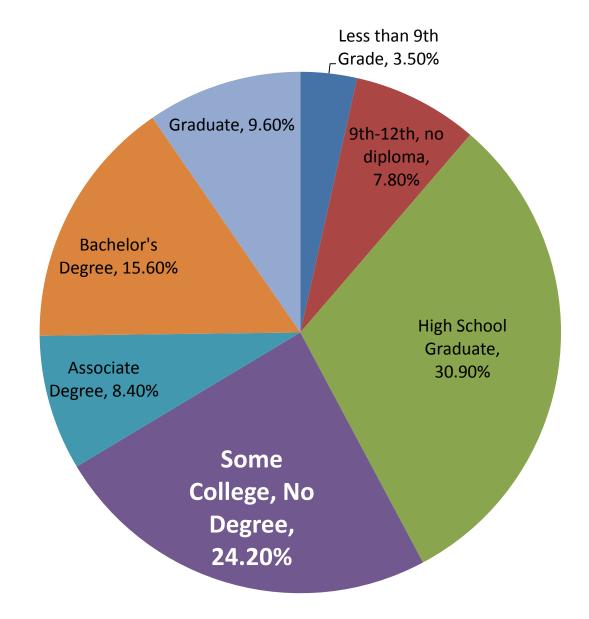


Michigan will have 1,300,000 job vacancies (new jobs and retirements) through 2018

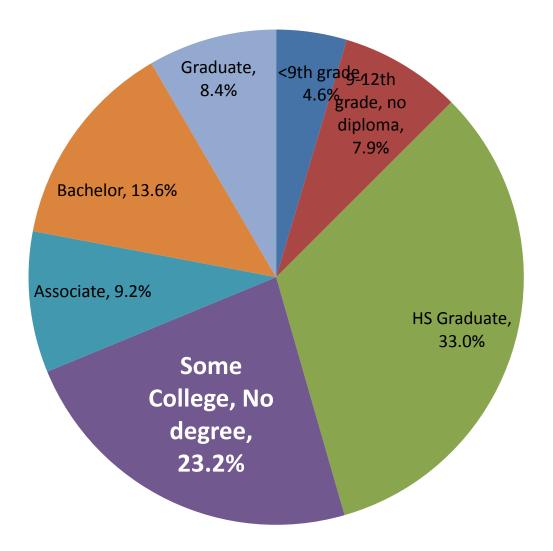
836,000 of them will require postsecondary education

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

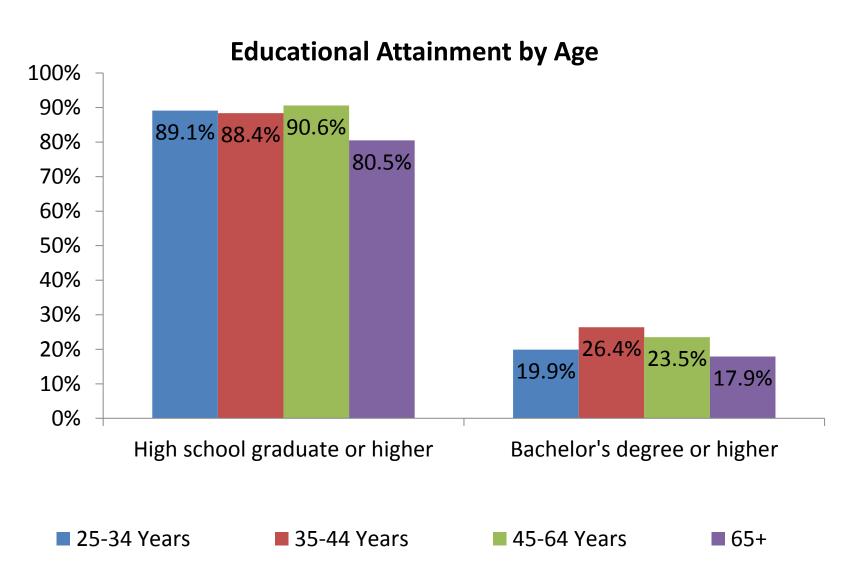
In Michigan, 1,590,000 working-age adults have attended college but don't have a degree.



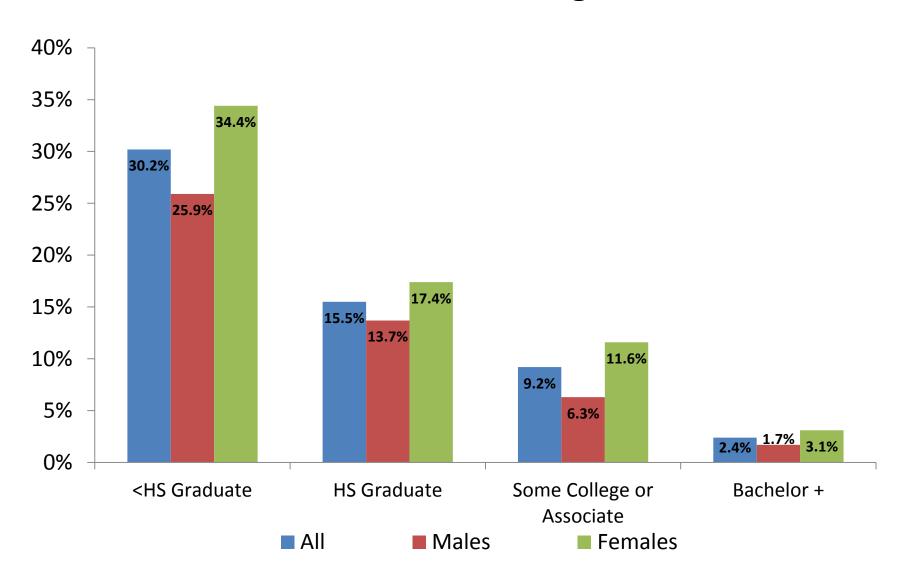
In Berrien
County, nearly
25,000
working-age
adults have
attended
college but
don't have a
degree.



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



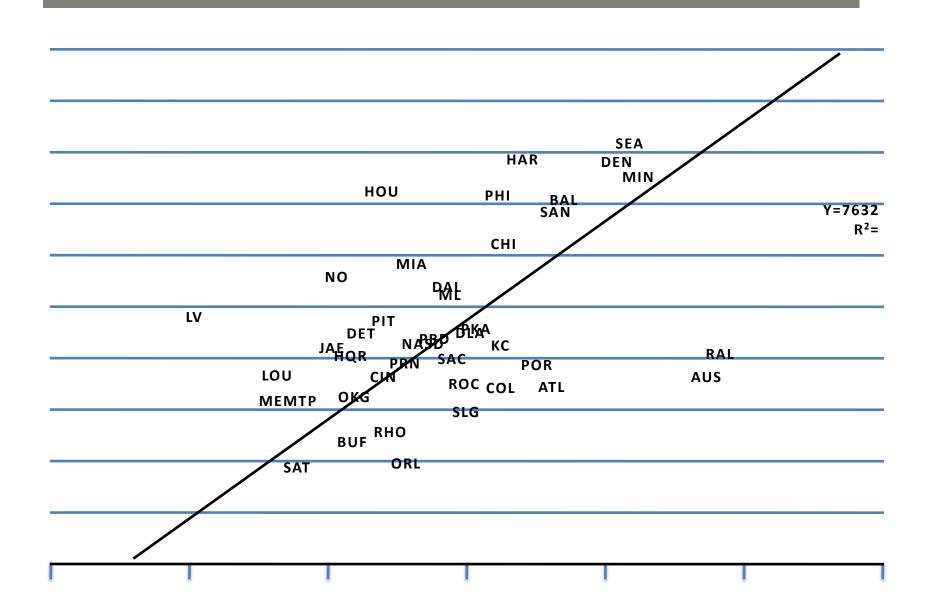
The link between poverty and lack of education has never been stronger.



The Theory

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

THE EVIDENCE

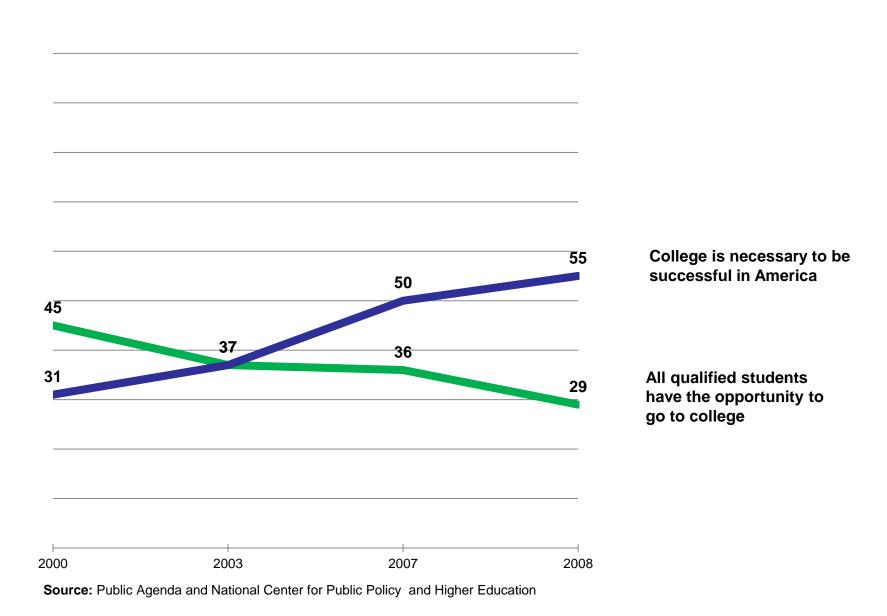


Estimating the Gain

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**.



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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