**Messages for Adults Considering Reconnecting**

* Taking the first step probably feels hard, but it is possible. We will be there for you every step of the way until you graduate! We are committed to helping you find flexible options that fit your needs and supporting you through completion. We recognize now more than ever the importance of a post-secondary credential to earn higher wages and increase career opportunities.
* There has never been a better time for adults in the Detroit region to complete a certificate or degree. Southeast Michigan institutions have a variety of flexible degree options, and many are focused on supporting adult learners. Employers are also looking for individuals who can demonstrate concrete skills and credentials for their higher-paying positions.
* Even if you are currently satisfied with your career, a degree can open new doors for promotion and increase your earning potential. We are here to help you build upon your previous experiences and knowledge so you can earn a degree in a way that best fits your needs.
* It may seem obvious that college graduates make more than those who only complete high school, but it's significant! Over a lifetime of earnings, college graduates, on average, earn more than a million dollars more than their high school counterparts. Think of college as an investment in not only your future but your family's future. It may cost you time and money in the short-term, but the long-term benefits are worth it.
* Competition for high paying, stable jobs is increasing. You already have the experience, but you will now have the knowledge, skills, and motivation that employers seek combined with education.
* One of the most significant predictors of a child completing post-secondary education is their parents' educational attainment level. When you earn your degree, you are also impacting the next generation.
* A post-secondary education also reaps benefits beyond increased wages. College graduates report having motivating jobs, enjoying their work, and gaining confidence. People with college degrees are also more likely to make healthy lifestyle choices such as exercising more and avoiding smoking. These are habits that can make a significant difference in your general well-being.
* Many adults report feeling like they may be too old to go back to school. But data indicates 1 out of 4 undergraduate college students are adult learners! You are not alone, and we will make sure you connect with a support system of peer adult learners.

**Messages for Employers on Why Supporting their Employees’ Continuing Education Should Matter to Them**

* Employer-based education initiatives are your company's opportunity to use your employee benefits to facilitate the earning of a postsecondary credential or industry training. A common example is reimbursing tuition. A less well-known example would be flextime – allowing your employees to remain on the clock while in class (on-site or off-site). These company practices can promote your employees' educational attainment and provide increased value to your company.
* You have the opportunity to build a talent pipeline for your company that will support its long-term sustainability. Investing in your employees will increase job satisfaction, increase productivity, and an enhance skill set to ensure your company meets future workforce demands.
* Educated employees mean increased productivity. Dedicating company resources to employee education can have many benefits, but one of the most compelling is that employees who receive educational support from their employers are more productive.
* Existing employees who earn a degree with employer assistance show higher rates of retention and loyalty. You can identify and cultivate the "right" employees for high-needs positions while enhancing your applicant pool for new positions with employees who are more likely to stay.
* Employees who earn a credential with your company's help gain a renewed sense of purpose in their careers and are likely to seek advancement opportunities internally. By retaining and developing these employees, you can benefit from the existing workplace knowledge and specialized experience. Additionally, you can lower the cost of recruitment both in real dollars and time.
* Improve your company culture by emphasizing the importance of college education and celebrating the achievements of your employees. You are providing a company culture that encourages and motivates employees to consider pursuing a degree and persist in completing their degree. These benefits of investing in existing employees' education are quantifiable and tangible.