



Monthly Themes

Each month of the #Together4PASSHE Advocacy Campaign, we will share messages and data around an important theme that helps promote the impact and value of a State System Education. Use your social networks to share these messages, data, and your own stories with state legislators.

- October 2021: **Contributions to the State**
- November 2021: **Student Affordability**
- December 2021: **Student Progression and Completion**
- January 2022: **Workforce Alignment**
- February 2022: **Diversity, Equity, and Inclusion**
- March 2022: **Student Access and Enrollment**
- April 2022: **Economic and Social Mobility**

January 2022: Workforce Alignment

Our universities support economic development across the Commonwealth by preparing and graduating students in high-priority areas and partnering with businesses and industries that fuel our economy. And yet, Pennsylvania has a pressing need for more employees with some form of higher education. The proportion of jobs requiring a college degree is also growing.

To help meet the forecasted workforce needs, the State System must increase the number of individuals with credentials. Here's how a fully-funded budget request would enable the State System to further increase credentialing productivity, help meet the state's workforce demand, and boost our state and regional economies:

- A general appropriation increase of 15% (an increase of \$72m for a total of \$550m to the State System) may result in a 5% increase in enrollment and a corresponding increase in workforce-ready graduates.
- An additional \$201m state investment (\$2.3k per student) in new direct-to-student aid to State System students may result in an 8% increase in degree attainment.

State System universities provide relevant degrees: Of all State System graduates employed in Pennsylvania three years after graduation, 81% majored in high-priority program areas (based on high-growth occupations).

- Business
- STEM *
- Health
- Education
- Social Sciences

* Science, Technology, Engineering, and Mathematics

State System students are choosing high-demand fields: For more than ten years, the most popular areas of study for State System students have continued to be the high-priority areas of STEM, Business, Education, Health Professions, and Social Sciences.

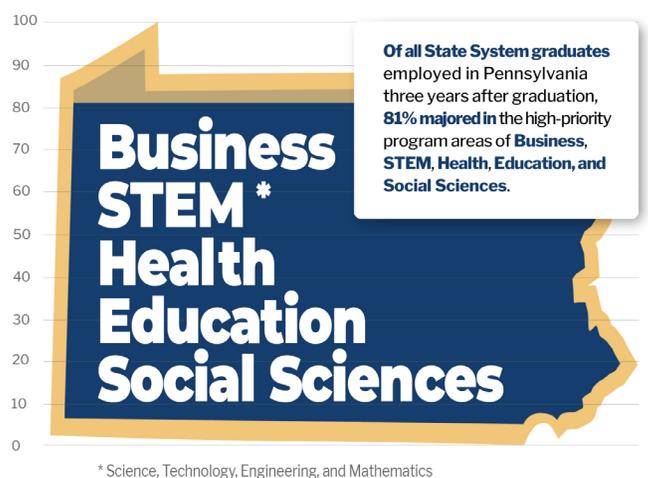
State System students are more focused than ever: Over the past ten years, the share of students majoring in high-priority areas increased from 71% to 78%.

Most State System graduates stay in Pennsylvania to live, work and support their communities: Three years after graduating, 71% of bachelor's degree recipients are working in Pennsylvania and have median annual earnings of \$54,708—contributing to local and regional economies.

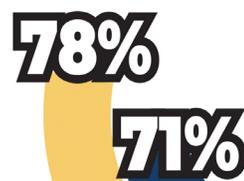
State System universities are providing flexible paths for working adults: In addition to increasing the number of bachelor's and master's degree recipients to meet workforce need, the State System's initiatives to offer stackable credentials, non-credit training, and certifications can help prepare Pennsylvania's talent. The State System's #Prepared4PA initiative is an example of a program that brings together employers and educators for successful transitions in the workforce.

January 2022 Poster Graphic

STATE SYSTEM UNIVERSITIES PRODUCE THE TALENT THAT DRIVES PENNSYLVANIA'S WORKFORCE



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