

For Immediate Release
Sept. 12, 2018

For More Information Contact
Daniel Hurley 517-482-1563

The Michigan Association of State Universities kicks off statewide campaign to increase college going rates

LANSING — The Michigan Association of State Universities today unveiled a marketing campaign aimed at reminding high school students in Michigan and their parents that earning a college degree is a great way to ensure a good career and a chance to “make a difference” in their life and world—and that financial aid is available to many students to reduce the cost of attendance.

The campaign, which will use radio, television and social media channels, is targeted to high school juniors and seniors and their parents. The goal is to encourage students to learn more about college and financial aid by visiting a new web site, GetMIDegree.org. There, students will find information about the value of a college degree, links to all Michigan public universities and help in filling out the Free Application for Federal Student Aid (FAFSA), which opens the doors to financial aid at all levels.

“Our research shows that the vast majority of high school students and their parents understand that a four-year degree is important to obtaining a well-paying job and a satisfying career that can make a difference for the student, his or her family, and for the state and world,” said Daniel J. Hurley, CEO of the Michigan Association of State Universities. “We also know that a four-year degree from a Michigan public university costs an average of 40 percent less than the full price with scholarships and financial aid that can be unlocked by completing the FAFSA. “

Michigan today ranks in the bottom 20 in the nation in the share of college graduates in its working age population—a major reason it ranks 30th in the nation in per capita income—and below the national average in the share of its high school graduates going on to enroll at a two- or four-year college or university, according to federal data.

A recent report from Lumina Foundation found that Michigan needs 126,000 more workers with a two-year degree or certificate in the next 18 months—but needs 171,000 more workers with a four year degree. A state government analysis of the “Hot 50” careers in Michigan through 2026 shows that 35 of the professions will require at least a four-year degree.

National data shows that individuals with a four-year degree are paid better, have higher job satisfaction and are less likely to be laid off or require government support during their work life.

“If we can make it easier for high school students and their parents to enroll and find financial aid, we can help Michigan increase the number of college graduates in our state—a key to prosperity for them and for Michigan,” Hurley said.

The Michigan Association of State Universities serves as the coordinating board for Michigan’s 15 public universities, providing advocacy and fostering policy to maximize the collective value these institutions provide in serving the public interest and the State of Michigan.