



MICHIGAN DEPARTMENT OF  
**LABOR & ECONOMIC  
OPPORTUNITY**

**WORKFORCE  
DEVELOPMENT**

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# **2020 Learn More, Earn More *Adult Education Provider Toolkit***

**Talent Development Division  
Adult Education  
Fall 2020**



## 2020 Learn More, Earn More Campaign Adult Education Provider Toolkit

This toolkit is intended to support localized communication and marketing efforts by Adult Education Providers for the 2020 Learn More, Earn More campaign. Together with efforts by Workforce Development, this campaign should engage relevant audiences and express the value of pursuing all levels of education.

The pieces of this toolkit may be modified by you to best meet your local needs. The components simply serve as starting points and guidance.



**Learn More, Earn More!**  
Michigan.gov/LearnMoreEarnMore

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### Mock Language for Website

Feel free to use the following language, or modify accordingly, on your relevant website(s):

*It's a simple concept that the more you learn, the more you can potentially earn.*

*Those with a high school credential can earn more than \$6,000 more per year than those without one. And those with a two-year degree can earn more than \$7,500 more per year than those without.*

*Additionally, a strong state – and a strong economy – requires a concentration of talented people who are prepared to compete. Michigan has a goal of increasing the number of working-age adults with a skill certificate or college degree from 45% today to 60% by 2030. Learn more at [SixtyBy30.org](http://SixtyBy30.org).*

*There are many paths by which to learn more – including formal adult education programs and services. Discover what you can do right here in <INSERT COUNTY/COMMUNITY NAME> through <INSERT PROVIDER NAME>.*

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### Mock Press Release for Local Distribution

Feel free to use the following language to build a press release you can share with local media outlets:

*Adult education provides opportunities for adults to improve education levels (especially in math, reading or writing), obtain a high school credential, or become better English speakers.*

*These types of services are offered by official adult education providers throughout Michigan, including <INSERT PROVIDER NAME>. Providers offer a chance to improve*

or achieve education levels, and instruction is tailored to meet the individual needs of adult students.

<INSERT PROVIDER NAME> provides the following adult education services:

- <INSERT SERVICE and BRIEF DESCRIPTION>
- <INSERT SERVICE and BRIEF DESCRIPTION>
- <INSERT SERVICE and BRIEF DESCRIPTION>

Additionally, <INSERT PROVIDER NAME> offers an opportunity to prepare for one of Michigan's high school equivalency testing options – GED or HiSET. Following testing preparation, you can obtain a voucher through the State of Michigan's [HSE-to-School Program](#) which covers the cost of one attempt on each subject area for those three test options. The program is open to Michigan residents who meet the eligibility requirements, including being 16 years of age or older.

Learn more about the various adult education services available through <INSERT PROVIDER NAME> by visiting <INSERT WEBSITE> or calling <INSERT PHONE NUMBER>.

<INSERT PROVIDER NAME> receives Adult Education and Family Literacy Act Grant funding from the Michigan Department of Labor and Economic Opportunity's Office of Employment and Training, Workforce Development.

For more information about adult education in Michigan, visit [Michigan.gov/LearnMoreEarnMore](http://Michigan.gov/LearnMoreEarnMore).

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### **Mock Social Media Language**

Feel free to use the following messages, or modify accordingly, to share on your social media platforms:

*Did you know those with a high school diploma or equivalent earn over \$6,000 more per year than those without one? Learn more at [Michigan.gov/LearnMoreEarnMore](http://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*There are many paths to learning – including formal adult education programs and services, internships, registered apprenticeships and much more. Explore your options at [Michigan.gov/LearnMoreEarnMore](http://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*What can a High School Equivalency Certificate do for you? It can allow you to enroll in college or a training program. Learn more at [Michigan.gov/LearnMoreEarnMore](http://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*In Michigan, 100+ Adult Education programs provide a range of free or low-cost services designed to improve your reading, writing and math skills that can prepare you*

*to earn an adult high school diploma or its equivalent. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Did you know those with a two-year degree can earn more than \$7,500 more per year than those without? Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Adult Education helps you to improve your reading, writing and math skills, and to get a high school diploma or equivalent. Classes can lead to training and good jobs through partner programs. [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore) #LearnMoreEarnMore*

*Today's good jobs and most training programs require more than a high school diploma or equivalent. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Adult Education is an opportunity to develop the skills necessary for college, training, or employment. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Basic Education programs help adults improve their reading, writing and math skills for those below the ninth-grade level. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*What can a High School Equivalency Certificate do for you? It can increase your ability to get a job or be promoted. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Secondary Education helps adults achieve the education needed to obtain a high school equivalency credential and transition to college, training and/or employment. Explore your options. [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore) #LearnMoreEarnMore*

*What can a High School Equivalency Certificate do for you? It can result in personal satisfaction and sense of accomplishment. Learn more at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Did you know workers who complete apprenticeship programs can earn, on average, \$300,000 more over the course of their career than those who do not? [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*English Language Acquisition helps non-native speakers improve their English skills to be able to further their education, help their children with schoolwork and activities, and/or obtain training and employment. [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore) #LearnMoreEarnMore*

*Want to find a program near you that offers free or low-cost adult education services? Discover your options at [Michigan.gov/LearnMoreEarnMore](https://Michigan.gov/LearnMoreEarnMore). #LearnMoreEarnMore*

*Apprenticeships combine classroom studies with extensive on-the-job training under supervision of a journey level craftperson or trade professional.  
Michigan.gov/LearnMoreEarnMore. #LearnMoreEarnMore*

*For those transitioning into a new field, internships offer a great opportunity to get your foot in the door. Internships often provide the springboard to a full-time or permanent position within an industry. Michigan.gov/LearnMoreEarnMore. #LearnMoreEarnMore*

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### **Mock Email Language**

Feel free to use the following language, or modify accordingly, to share through your email distribution tool:

*It's a simple concept that the more you learn, the more you can potentially earn.*

*Those with a high school credential can earn more than \$6,000 more per year than those without one. And those with a two-year degree can earn more than \$7,500 more per year than those without.*

*There are many paths by which to learn more – including formal adult education programs and services. Discover what you can do right here in <INSERT COUNTY/COMMUNITY NAME> through <INSERT PROVIDER NAME>.*

*<INSERT PROVIDER NAME> provides the following adult education services:*

- *<INSERT SERVICE and BRIEF DESCRIPTION>*
- *<INSERT SERVICE and BRIEF DESCRIPTION>*
- *<INSERT SERVICE and BRIEF DESCRIPTION>*

*Learn more about the various adult education services available through <INSERT PROVIDER NAME> by visiting <INSERT WEBSITE> or calling <INSERT PHONE NUMBER>.*

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**Thank you for your support!**