

**[COLLEGE] KICKS OFF ‘RECONNECT ON CAMPUS’  
WEEK FOR WORKING ADULTS TO EXPLORE  
EDUCATIONAL OPPORTUNITIES.**

**“School joins 26 other community and tribal colleges in Michigan Reconnect’s recruitment campaign to help adults 25 and older earn a degree or certificate.”**

**MEDIA ADVISORY DAY, JULY, XX, 2023  
CONTACT: CELL**

**WHAT** — In conjunction with the Michigan Department of Labor and Economic Development’s (LEO) **Michigan Reconnect** program, **[College name]** will host a week of events starting July 17 as part of a statewide campaign to connect working-age adults with postsecondary educational opportunities. **[Name of College]** and 26 other community and tribal colleges in Michigan will simultaneously host a variety of events the week of July 17 as part of “Reconnect on Campus,” a coordinated effort led by LEO and the colleges with support from other educational organizations, business leaders and former and current Reconnectors. Michigan Reconnect is the largest effort in state history to ensure that Michiganders who are 25 or older and do not have a college degree — more than 4.1 million in all — will have an opportunity to earn an associate degree or skills certificate with free or discounted tuition. Since the program’s launch in February 2021, more than 100,000 state residents have been accepted into the program. The campaign seeks to encourage all those who were accepted to enroll in the community college of their choice.

**WHO** — **[Insert names] Suggest using college official(s), admissions, financial aid, etc.**

**WHERE** — **[College name], [College address]**

<b>Date</b>	<b>Time</b>	<b>Events</b>	<b>Location</b>
Monday, July 17, 2023			
Tuesday, July 18, 2023			
Wednesday, July 19, 2023			
Thursday, July 20, 2023			
Friday, July 21, 2023			