

[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."

FOR IMMEDIATE RELEASE JULY 17, 2023
[ADD CONTACT INFO]

[DATELINE]— 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, who will also be on hand throughout the week to answer questions.

[TBD college official] encouraged anyone already accepted in the Reconnect program but not yet enrolled, as well as those who want to learn

more about Reconnect, to attend any or all of the events throughout the week. **[College official]** said the college has enrolled **[supply number]** Reconnect students since the program's inception.

[INSERT QUOTE FROM COLLEGE OFFICIAL]

SAMPLE QUOTE: "Our mission here at **[College]** is to improve people's lives by providing high-quality, accessible and affordable educational opportunities. Reconnect is a great program for anyone pursuing higher education for the first time or going back to school while balancing everyday life. I encourage anyone looking to upgrade their education and skills needed to pursue and land a good-paying job in a rewarding career to apply for Michigan Reconnect."

Michigan Reconnect is the largest effort in state history to ensure that Michiganders who are 25 and 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 Reconnect on Campus campaign aims to bridge the gap for those accepted into the program but not yet enrolled. **[Plug in local numbers here].**

[TBD college official] pointed to some **[College]** Reconnect success stories as an example to those who are reluctant or apprehensive about enrolling.

[List three of more examples at your college]

The following are samples only.
[Please do not use them]

- **Brianne Alberts, 33, is married with three boys under the age of 11. She is taking prerequisite courses at Delta College and plans to transfer to Wayne State University next fall to study mortuary science. After graduating from Garber High School in Essexville in 2006, school early to care for her newborn baby.**



MICHIGAN RECONNECT ON CAMPUS

After spending 11 years as a stay-at-home mom, she went back to Delta College to finish her education. While she was enrolled, she heard about Michigan Reconnect on social media.

- **Ed Callens**, 31, is enrolled in Wayne County Community College’s computer information systems program while he works full time as an IT specialist for Detroit at Work. The 2007 graduate of Algonac High School in St. Clair County was previously a student at St. Clair Community College until legal troubles led to the loss of his Pell Grant and forced him to leave school in 2008. Michigan Reconnect gave him a second chance to pursue his dreams.
- **Maxwell Mercer**, 34, is a commissioning engineer for Horiba Automotive Tent Systems, an emissions testing company in Ann Arbor. The married father of two boys ages 2 and 9 months is enrolled in Washtenaw Community College’s accelerated business program. He plans to pursue his education after completing his associate degree to capitalize on advancement opportunities with his employer. The 2005 graduate of Memphis High School attended St. Clair Community College after high school but had to leave due to financial constraints. Mercer served in the U.S. Marines from 2008

- **Nate Spicer**, 35, recently enrolled in Alpena Community College. The married father of two young girls is currently taking prerequisite courses for the college’s nursing program, which he plans to enter next summer. After graduating from Alpena High School in 2004, Spicer took classes at Alpena Community College but had to leave to get a full-time job to support his mother. He said going back to school and finishing his degree seemed out of reach until his wife told him about Michigan Reconnect.

Michigan Reconnect pays the cost of in-district tuition for eligible adults 25 and older who want to pursue an associate degree or skills certificate at any of Michigan’s public community colleges or its three tribal colleges. More information is available at [MichiganReconnect](#).

The **[College]** Reconnect on Campus week events are as follows:

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