

sixtyby30

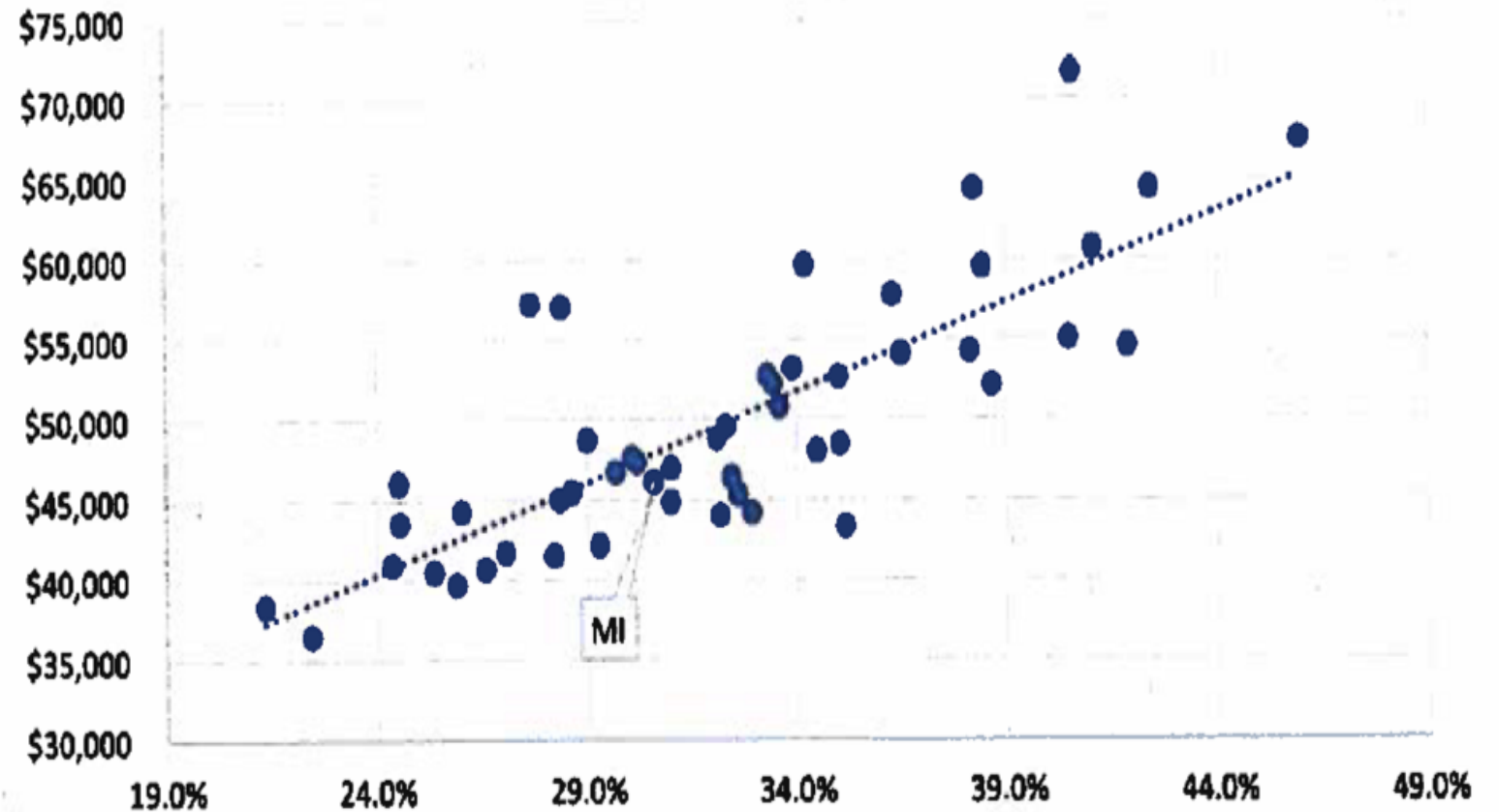
A PROPOSED PLAN TO MAKE IT HAPPEN

# Why Focus on Postsecondary?

Belief that Michiganders are  
under-consuming learning required  
for prosperity

# Reason #1

Personal Income per capita vs. Share of Population 25-64 with Bachelor's Degree or Higher (States, 2017 ACS)

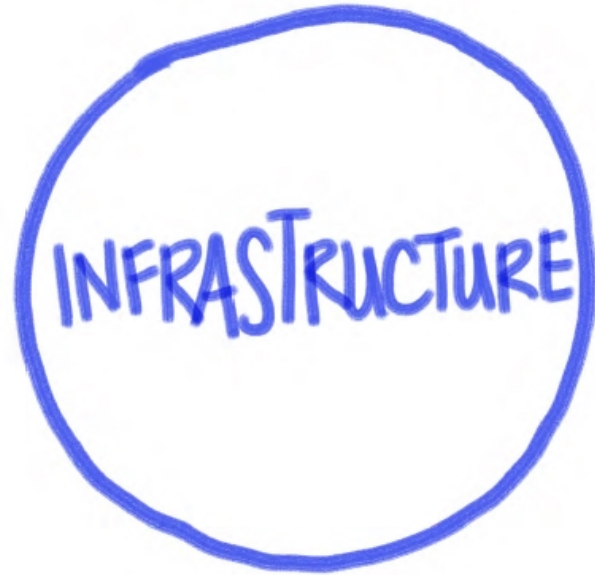


RSQE: February 2019

# Reason #2

- Michigan Skills Gap
- More than half-million jobs with skill filled by 2025
- Businesses to go elsewhere to expand

# THE FOUNDATIONS OF PROGRESS



FIX THE DAMN  
ROADS  
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SIXTY  
BY  
THIRTY



# BY THE NUMBERS

2018

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25-64 COHORT \_ 5 MILLION  
BA+ GRADUATE \_ 1.6 MILLION  
DEGREES  
ASSOCIATE \_ 500,000  
DEGREES  
CERTIFICATES \_ 200,000  
TOTAL \_ 2.3 MILLION  
OR 45%

2030

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25-64 \_ 5 MILLION  
COHORT  
60% \_ 3 MILLION  
GAP \_ 700,000  
(250,000  
DEMOGRAPHICS/  
TRENDS)

CHALLENGE: ADD 450,000 DEGREES/CERTIFICATES  
OVER THE NEXT DECADE BEYOND EXPECTED GROWTH



# The Four-Year College Calculus

- Need 500,000 additional BA and Grad Degrees by 2030
- Demographics may produce 200,000
- Leaves 300,000 from current 2.65 million 25-64 year-olds without degrees—1.5 million if limit to 25-50 year-olds
- Of 1.5 million:  $\frac{1}{2}$  have some college,  $\frac{1}{2}$  HS degree only

# The Question for You

Are those of you who primarily serve a student body coming directly from high school interested in entering this adult market on a larger scale (Davenport, Baker, Walsh already involved)?

If so, we'd like to explore ways with you to help.