



# EDUCATION MATTERS

## Southern Indiana

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The Education Matters Southern Indiana (“EMSI”) initiative is a program of the community foundations that serve Clark, Floyd, Harrison, Scott and Washington counties in Indiana to strengthen our workforce and improve the economic advantages of our region by increasing the educational attainment of those adults with some form of post-secondary education but no degree or certification.

Research shows that in this five county region, only 25% of the workforce has an associate’s, bachelor’s, or professional degree, compared to 38% nationally. Yet one in four – over 40,000 people – of the region’s adult workers has earned some college credits. Those 40,000 people in our five counties represent an opportunity to increase the economic advantages of our communities, lure new businesses to our region, and enhance the quality of life for this and future generations.

### Our Mission:

To strengthen our workforce and improve the economic advantages of our region by increasing the educational attainment of adults with some post-secondary education but no degree or certification.

### Goal: To increase attainment numbers by 25% in the next 5 years (10,000 people)

- o Make Southern Indiana more attractive for businesses
- o Create a better equipped workforce that lives here, has family ties and employment here
- o Decrease unemployment and other financial and service needs
- o Elevate economic advantages across the region
- o Help achieve Indiana statewide goal of 60% attainment by 2025

*An initiative of the community foundations of*  
**Clark, Floyd, Harrison, Scott and Washington Counties**





## ACTION STEPS *Moving the Needle*

### Public Awareness Campaign

**Establish a post-secondary attainment culture (public awareness campaign)**

Will target “stopouts” (those who started but never finished post-secondary education) with a range of media including: website, social media, news articles, publications, brochures, etc.

### Peer Mentor Program

**Coordinate an effective mentor program for returning students**

Peer mentor program would initiate a college coach/peer mentor program in each county to provide returning adult learners with an advocate who can assist and support them through their decision to return to school to obtain a degree or certification.

### One Stop Service

**Provide a one stop concierge service for returning adult learners**

In conjunction with regional institutions, develop a comprehensive delivery system to disseminate financial aid assistance, transcript and credit assessment, “best fit” post-secondary institution evaluation, career guidance and information.

### Make it Easy

**Make it simple to return and complete with convenient programs and innovative solutions**

Work with regional educational institutions to:

- provide convenient programs (online, workplace, etc) which provide dual and triple credit degree programs designed to make it easy and productive for adult learners;
- provide resources to help overcome barriers such as transportation, childcare, etc.

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