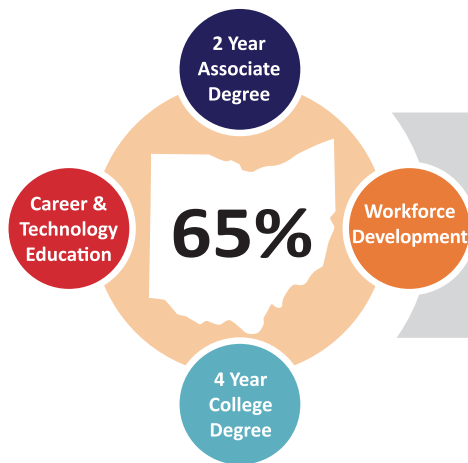


Elevator Speech



GOAL

By 2025, 65 percent of Ohioans ages 25-64 will have a degree, certificate or other postsecondary credential of value in the workforce.



TARGET: State of Ohio/Policymakers

Ohio faces a serious workforce problem. We don't have enough workers with the knowledge and skills needed to fill the state's high-skill jobs. To address this, Ohio has established an ambitious goal: *65 percent of Ohioans ages 25-64 will have a degree, certificate or other postsecondary credential of value in the workplace by 2025.* This will create more career opportunities, stronger communities, a healthier economy, and less reliance on public assistance, making Ohio a stronger global competitor for talent and investment. We must make this a state policy priority.

TARGET: Individuals

A high school diploma is not sufficient in today's economy. Most well-paying, family-sustaining jobs in Ohio require some kind of postsecondary education credential – a degree, a certificate or some other industry-recognized credential. Employability and average income increase with a postsecondary certificate or degree. Ohioans with postsecondary credentials will enjoy greater economic opportunity and security, more mobility, and a better quality of life, regardless of race, color, income, gender or geographic location. High school graduates and adult jobseekers alike need to be aware of the many career pathways and financial resources available to them.