# Higher Education Works!

## Future Forward

### Social Media Toolkit



**Overview:**

Higher Education Works! is a year-long campaign designed to elevate the perception and value of higher education as a key component of workforce development and building the talent pipeline. It showcases the benefits of earning a credential beyond high school and the incredible ways that our state’s higher education system works to support Colorado’s students, employers, workforce and economy.

**Talking Points:**

* Earning a credential results in greater median career earnings, employment stability, retirement and insurance security. Beyond finances, higher education is associated with better health outcomes, increased financial stability and increased civic participation.
* More than 60% of jobs in Colorado and 95% of top jobs in the state require a credential beyond high school. Postsecondary education and training are essential for preparing Coloradans for the careers of the future.
* Most degree and credential programs include work-based learning components, including internships and/or apprenticeships, which give students work experience and connect them to in-demand careers. These experiences serve to support both student career success and the health of Colorado’s workforce pipelines.
* Higher education serves as a space for learners to activate their potential, thrive and reach new heights.
* Most postsecondary students are working learners or hold jobs while pursuing education. Colorado’s higher education community recognizes the need for flexible, affordable and valuable educational opportunities.

**Sample Copy:**

* **General**
  + The Colorado Department of Higher Education launched Higher Education Works! this year. Watch a video welcome from Executive Director Dr. Angie Paccione at <https://www.youtube.com/shorts/xaTB1cS5iPM.>
  + No matter where you are in life or what drives you, Colorado’s postsecondary institutions offer pathways to success. Choose higher education – choose Colorado. Learn more about the ways that Colorado’s higher education system can work for you at <https://www.youtube.com/shorts/xaTB1cS5iPM>.
* **Student Stories**
  + Higher education works for our students! Completing postsecondary education or training prepares Colorado students for the jobs of today and the careers of the future. [Insert your student stories or other articles that relate to the campaign]
  + Colorado offers many educational options after high school, and finances should not be a barrier to pursuing your goals. The Colorado Department of Higher Education and Colorado’s colleges and universities are committed to creating affordable pathways to higher education. Learn more about affordability programs at <https://cdhe.colorado.gov/students/preparing-for-college/affordability-in-higher-education-and-promise-programs#tax-credit-reimbursement>.
* **Workforce-focused**
  + As Colorado’s labor market shifts, it is more important than ever that workers learn new skills, improve their current skills, and prepare to meet future demands. Postsecondary training can open doors to new opportunities and higher earnings. Find out more about how higher education works for Colorado’s workforce.
  + Higher education works to prepare Coloradans for fulfilling careers in in-demand industries. Ninety-five percent of Colorado’s Tier 1 top jobs and 62% of Tier 2 top jobs required postsecondary education or training in 2024.
* **Work-based learning/Talent Pipelines**
  + Students who complete an internship during college are 49% less likely to be underemployed after earning their bachelor’s degree according to the 2024 [Colorado Talent Pipeline Report](https://cwdc.colorado.gov/resources/colorado-talent-pipeline-report). Make your higher education work for you.
  + Work-based learning experiences advance career pathways and help learners build professional skills they will need in the workplace.

**Get Involved:**

Your campus works to support students, professors, staff and learners through various projects and programs. We encourage Colorado colleges and universities to join us in spotlighting and celebrating the ways that higher education works for our state.

Each month we will communicate a focus for our communications. We are aware that many events and observances are happening during the month outside of our subject of focus; please feel free to use your news, celebrations and announcements to tie into Higher Education Works! and amplify the positive work you do.

**January:** General Info/Overview of Higher Education Works!

**February:** Career and Technical Education Month; Highlight higher education and training opportunities in K-12 and the big blur (this month we’ll focus on our area technical colleges, community colleges, CTE programs and GEAR UP)

**March:** Highlight ways that higher education supports our state’s workforce demand and talent pipelines

**April:** Apprenticeship Month; Highlight Work-based Learning Opportunities

**May:** OER Week; Highlight flexibility, affordability and accessibility in the path to a credential at your institution

**June:** Highlight early career benefits and opportunities for recent graduates (internships, on-campus career resources)

**July:** Highlight alumni benefits (job boards, community groups, career networking, etc) and stories; ROI report

**August:** Back to School Edition; Highlight supports for students new to campus - major selection, career exploration and planning; student stories

**September:** Highlight support for learners at our institutions, campus designations/social determinants of student success; COSI, GEAR UP; transfer student support; student stories

**October:** Colorado Free Application Days and FAFSA/CASFA Launch; Highlight affordability measures at our institutions, financial aid options

**November**: Workforce Development Month; Highlight opportunities to re-skill, stack credentials, workforce training

**December**: Highlight economic benefits of earning a credential; how does/did/will higher education work for you (individual focus, prospective/current student and alumni stories)

**Hashtags:**

*Use the hashtags below to participate in conversations on social media!*

* #HigherEducationWorks
* #HigherEducationWorksCO
* #HigherEdWorksCO

**Graphics:**

* <https://drive.google.com/drive/folders/1XFe27Q9xTCPq5jJTTkrjhpCfjEP00yTa?usp=drive_link>

**Official accounts:**

Facebook: [Colorado Department of Higher Education](https://www.facebook.com/cohighered)

X (formerly Twitter): [@COHigherEd](https://twitter.com/CoHigherEd)

Instagram: [@CoHigherEd](https://www.instagram.com/cohighered/)

YouTube: [Colorado Department of Higher Education](https://www.youtube.com/channel/UCgC2ZAEDYb1JRpId9d8os_g)

LinkedIn: [COhighered](https://www.linkedin.com/company/cohighered/)

**Other Resources:**

* [Higher Education Works! webpage](https://cdhe.colorado.gov/higher-education-works%21)
* [Dr. Paccione’s Intro Video](https://www.youtube.com/shorts/xaTB1cS5iPM)