



## Monthly Themes

Each month of the #Together4PASSHE Advocacy Campaign, we will share messages and data around an important theme that helps promote the impact and value of a State System Education. Use your social networks to share these messages, data, and your own stories with state legislators.

- October 2021: **Contributions to the State**
- November 2021: **Student Affordability**
- December 2021: **Student Progression and Completion**
- January 2022: **Workforce Alignment**
- February 2022: **Diversity, Equity, and Inclusion**
- March 2022: **Student Access and Enrollment**
- April 2022: **Economic and Social Mobility**

## April 2022: Economic and Social Mobility

The State System delivers value to students by providing opportunities for upward economic and social mobility. The degrees and credentials earned from a State System education help students from low-income families join the middle class and help others to continue climbing the economic ladder. A State System degree catapults graduates to good, family-sustaining jobs. Their higher incomes create economic security for their families, support their local rural or urban communities, and collectively provides a powerful boost to Pennsylvania's economy.

### Education leads to higher wages and improves economic mobility.

Education is a powerful factor for greater income and economic growth. Over their lifetime, college graduates earn 84% more than those with a high school diploma alone. On average, workers with a bachelor's degree earn about \$70,000 per year and \$2.8 million throughout their career. Each additional education level typically pays off with higher income jobs throughout a lifetime.

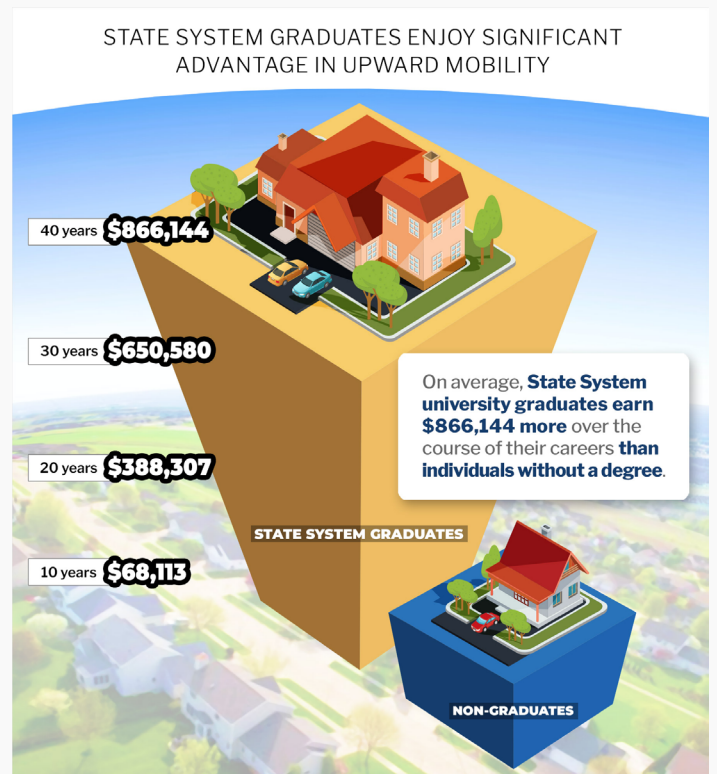
### State System universities are powerful drivers to help Pennsylvanians into the middle class.

- The State System's high-quality education is aligned to meet the needs of Pennsylvania's workforce at the lowest possible cost, which drives individual and community economic and social mobility.
- On average, State System graduates earned more than the average high school graduates, regardless of family income, race/ethnicity, program of study, and System university.
- 75% of students from low income families climb into the middle class within a decade after graduation from a State System university.
- State System graduates earn \$866,144 more over their careers than people without a degree.

With significant additional investment in the State System and its students, Pennsylvania can restore and reinvigorate its affordable public higher education option for students, enhance its economic competitiveness, expand opportunities for economic and social mobility, and respond to employers' urgent need for the talent they need.

Investment in the State System will drive continuing transformational change that is currently underway with the implementation of System Redesign so it is here to serve students, the community, and the Commonwealth for years to come.

### April 2022 Poster Graphic



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