Working Together to Achieve Hawaii’s Education Goal
The Vision

Create a multi-year communications campaign that promotes participation from various sectors – education, business, community, government, non-profits and others – to support student and educator success and achieve Hawaii’s education goal of 55% of working age adults having a 2- or 4 year college degree by 2025.

Hawaii Goal

![Graph showing the current and goal educational levels for working age adults in Hawaii. The graph compares current educational levels (2000) and the P-20 goal (2025). The current levels show 8% Associates or Higher, 30% Postsec ed & trng (no degree), 21% Minimum HS Diploma, and 40% Less than HS. The goal for 2025 shows 20% Associates or Higher, 25% Postsec ed & trng (no degree), and 55% Minimum HS Diploma.](image)
Fewer Hawaii Residents Value a College Education

The Winter, 2012 People’s Pulse survey found the proportion of residents who do NOT value a college education, saying it’s “not necessary” has more than doubled, from 7% to 17%. This is a concern given the need to have a highly educated workforce in Hawaii.

Source: Winter, 2012 The People’s Pulse survey. Based on statewide telephone interviews among a random sample of 700 adult citizens (400 – Oahu, 100 each Maui, Kauai, Hawaii)
55 by ’25 Program Objectives

1. Increase urgency about the current educational and job issues facing Hawaii and the nation and communicate the necessity of achieving Hawaii’s education goal.

2. Encourage community-wide participation with calls to action, targeted at specific audience groups.
55 by ‘25 Program Strategies

1. Execute a multi-year, multi-media (traditional, online, social) campaign that informs Hawaii about our education goal, why it exists, where we stand, and how to participate in achieving it.

2. Execute a community-outreach program that provides information and opportunity for community involvement and feedback.

3. Measure and report progress.
55 by ‘25 Campaign Metrics

• Omnitrak People’s Pulse Survey on the “importance of a college degree”:
  – Year 1 (By Dec 2014): “Not necessary” will decrease from 17% to 15%; and “Absolute necessity” will increase from 32% to 35%.
  – Year 2 (By Dec 2015): “Not necessary” will decrease from 15% to 10%; and “Absolute necessity” will increase from 35% to 40%.
  – Year 3 (By Dec 2016): “Not necessary” will decrease from 10% to 6%; and “Absolute necessity” will increase from 40% to 45%.

• Number of business pledges:
  – Year 1 (By mid 2014): 15
  – Year 2 (By mid 2015): 35
  – Year 3 (By mid 2016): 55

• Number of web support pledges:
  – Year 1 (By mid 2014): 1000
  – Year 2 (By mid 2015): 1300
  – Year 3 (By mid 2016): 1700
Phase I: Completed

- $25,000 investment leveraged to $100,000 exposure on Clear Channel Communications stations
- Total 1207 radio spots on KSSK, KDDN (Island 98.5) and KHJZ (93.9 Jamz)
- Client testimonials – 10 spots per week on 3 stations, total 180 spots
- Rick Hamada interview on Community Matters
- Perry & Price Saturday morning show interview
- Howard Dicus morning show
- Opinion Piece in PBN
Phase II:

Discovery

• One-on-one meetings with people in education, tourism, business, marketing, media and communications
• Focus groups of parents and educators

Strategies

• Television, Radio and Print Media
• Website Improvements
• Speaking Engagements
**55 by ‘25 Introduction :30**

Please note that storyboard graphics are representational and will be improved and expanded upon in production.

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**ANNCR:** Education is the key to success...

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**ANNCR:** Graphics from frame 1 morph into bar graph showing 55% goal.

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**ANNCR:** Bar graph turns into arrows, arrows morph into silhouettes of adults. The 55 by ‘25 logo appears.

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**ANNCR:** Open on a graphic of a key, as the key turns, books, laptops, numbers and letters are released.

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**ANNCR:** For a successful Hawai‘i, leaders in education have set a goal.

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**ANNCR:** 55 percent of adults have a 2- or 4- year college degree by the year 2025.

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**ANNCR:** The logo bounces and turns into graphics that emphasize the benefits of college.

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**ANNCR:** A college degree leads to better jobs, better pay...

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**ANNCR:** The words “Better Health” appears with number of smiling faces over a graphic of the Hawai‘i island chain.

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**ANNCR:** ...even better health! And that’s good for all of us.

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**ANNCR:** On camera, a group of students of mixed ages are seen and speak to the camera.

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**STUDENTS:** Help us achieve Hawai‘i’s education goal. Find out how at 55 by ‘25 dot org.
55 by ‘25 Early Childhood: 30

Please note that storyboard graphics are representational and will be improved and expanded upon in production.

ANNCR: Getting a good job and earning a steady income requires early planning.

ANNCR: Because learning starts the moment a child is born.

ANNCR: A child who hears more words in their early years is better prepared when they start school...

ANNCR: Read to your child 20 minutes a day and put them on the path to college and a bright future.

STUDENTS: Help us achieve Hawaii’s education goal. Find out how at 55 by 25 dot org.
55 by ‘25 Common Core :30
Please note that storyboard graphics are representational and will be improved and expanded upon in production.

**ANNCR:** Hawaii’s students from kindergarten through twelfth grade are learning to a higher standard.

**ANNCR:** The Common Core State Standards define clear learning goals that empower students to think critically...

**ANNCR:** ...and apply their knowledge to real-world scenarios.

**Hawaii’s Education Goal**

The 55 by 25 logo appears.

**ANNCR:** Created with the input of Hawaii’s educators, the standards prepare students for college, career and community success.

**ANNCR:** And puts Hawaii closer to reaching our education goal.

On camera, a group of K-12 teachers.

**TEACHERS:** Help us achieve Hawaii’s education goal. Find out how at 55 by ‘25 dot org.
55 by ‘25 College Completion: 30

Please note that storyboard graphics are representational and will be improved and expanded upon in production.

**ANNCR:** Research shows that full-time college students who take 15 credits per semester are more likely to earn better grades.

**ANNCR:** And to complete college with a degree.

**ANNCR:** Students with a college degree are on track for higher salaries...

**ANNCR:** If you’re in college, take 15 credits per semester. Graduate on time and get ahead.

**ANNCR:** Help us achieve Hawaii’s education goal. Find out how at 55 by 25 dot org.
Sample Tips for Parents at www.55by25.org

- Birth to Pre-K
  - Read to your child 20 minutes every day
  - Research college savings plans

- Elementary School
  - Make sure your child has a healthy breakfast
  - Get involved in your school PTO or PTSA

- Middle School
  - Talk to your child about school, what they are learning, their activities and friends
  - Check your child’s homework, but don’t do it for them

- High School
  - Talk to your child about college options and visit a college fair or college campus, locally or virtually
  - Encourage your child to get involved with extra-curricular activities outside of school

- College
  - Help your child create a budget, and help them to manage it
  - Familiarize yourself with your child’s graduation requirements and deadlines and help your child plan for post-college
Hawai‘i’s goal to have 55% earn a college degree by year 2025

Partnership Packages

and

Media Schedule