

# THE MASTER'S DEGREES AT WORK CAMPAIGN

## THE CHALLENGE

- According to the U.S. Bureau of Labor Statistics, careers requiring a graduate degree are projected to be the **fastest growing segment** of our workforce through this decade. In fact, **entry-level jobs requiring a master's degree are expected to grow by 17 percent**.
- Many industries are challenged to **diversify** their master's educated workforce.
- Concerns about debt and cost among students, particularly underrepresented minorities.
- **Media and policy makers are exclusively focused on individual ROI** of a master's degree, overlooking the public value: current and future workforce needs.

## THE CAMPAIGN

The **Master's Degrees at Work** campaign seeks to communicate the value of master's education to state and national workforce needs, with a focus on five key areas: **Public K-12 education, manufacturing, healthcare, cybersecurity, and cultural institutions**.

To communicate the idea that master's degrees benefit all Americans, not just the Americans who hold them, we will tell stories of master's educated workers and how they impact our everyday lives.

Through **targeted media pitches, strategic opinion pieces, and social media posting**, our campaign aims to **increase positive communications and advocacy** on the value of master's education among key audiences. CGS will also promote those stories through our GradImpact series and newsletters. We will supply our university members and members of the CGS Employer Roundtable with toolkits and talking points to help communicate information and messaging on campus and in local contexts.

## TARGET AUDIENCES

**Policy Makers**

**CGS member universities**

**Higher Ed Influencers** (researchers, think tanks, member associations)

**Employer Roundtable members** and other allies from the employer community

**Graduate students and alumni**

## TARGET LENGTH: 18-20 MONTHS

Campaign planning began in October of 2022. Campaign launch is planned for April of 2023 and will continue into the second quarter of 2024.

## INTENDED OUTCOMES

- A **collaborative coalition** of our member universities, policy makers, and employers that supports access to, and retention in, master's education.
- Increase in **positive news articles and op-eds** about the benefits and impact of a master's education in areas of national need.
- Federal and state **legislative investments** and regulatory actions that support access to master's education.