

**Council on Postsecondary Education  
July 24, 2009**

## **Project Graduate Participation**

Project Graduate is a collaborative effort between the Council and the campuses to recruit and graduate former students still residing in Kentucky who have earned 90 or more credit hours from a Kentucky institution. The program was launched in November 2007 and the public universities began their outreach efforts in the spring 2008 term. Since that time, ten independent institutions have adopted the program.

The program is meeting with considerable success. As of this past May, 153 former students had earned their degrees at a public institution through Project Graduate. For just the spring 2009 term, 401 students were enrolled in the program at a public institution, taking 2,609 credit hours and generating \$730,000 in additional tuition revenue. The future for the program looks promising as new enrollments for the past spring term totaled 123. (Data for the independent institutions are not available.)

One of the reasons for the success of Project Graduate is that it is designed to meet the needs of a narrow slice of the adult learner population. Each campus provides incentives to encourage adults to reenroll, a campus advocate to guide them through the admissions process, and a campus response team. While the incentives vary by institution, they include application fee waivers, tuition assistance, priority enrollment, advising, and career counseling.

The outreach component of Project Graduate was designed to be sustainable, scalable and cost efficient. It consists of one standard brand identity that all campuses are required to use, accompanied by a suite of customizable marketing products. The products include a logo, postcards representing various student demographics, templates for letters from the campus president, brochures, and news releases. Project Graduate is located on the Web at [www.knowhow2goky.org](http://www.knowhow2goky.org).

To promote Project Graduate, campuses have held open houses, participated in college fairs, issued press releases, secured interviews by newspapers and radio and TV stations, conducted direct mail campaigns, presented to local groups, and distributed information through alumni magazines and Web sites, to cite a few examples.

The Council is pleased to continue its work to support campus efforts. The Council will soon issue approximately \$9,000 to each of the eight public universities to expand their programs and continue their outreach efforts.

Project Graduate students will be on hand at the July Council meeting to briefly discuss their experiences.