Goal 2025

Increase the proportion of Americans with high-quality postsecondary credentials to 60%
Getting to the Goal: Math!

Starting with Goal 2025 …

Estimated US population in 2025 (age 25-64)  
175.6 million

X 60%  
x 0.60

60% of estimated population  
105.4 million

How many people already have credentials?

Current credential holders, age 18-54  
64.8 million

New credential holders by 2025  
+24.2 million

Credential holders in 2025  
89 million  
(50.7%)
More Math!

**How many additional credential holders to reach Goal 2025?**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>60% goal</td>
<td>105.4 million</td>
</tr>
<tr>
<td>50.7% projected</td>
<td>– 89.0 million</td>
</tr>
<tr>
<td></td>
<td>= 16.4 million</td>
</tr>
</tbody>
</table>

**Who can help us get there?**

<table>
<thead>
<tr>
<th>Description</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 25-64 in 2025</td>
<td>175.7 million</td>
</tr>
<tr>
<td>Ages 25-64 with credentials in 2025</td>
<td>– 89.0 million</td>
</tr>
<tr>
<td>Opportunity population</td>
<td>= 86.7 million</td>
</tr>
</tbody>
</table>
Very Compelling Math!

Who makes up the opportunity population (86.7m)?
Students, age 16-24  24.2M
Adults, some college 18.6M
Adults, no college  43.8M

62.4 million adults
72% of opportunity population
New tool from **Stronger Nation**

The math for your state

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**How can Ohio reach 65% attainment among people ages 25-64 by 2025?**

View business as usual

Viewing path toward equity

Explore by: Race/ethnicity Age groups

View by: Attainment percentage Race/Ethnicity: All Populations View as: Graph Table

The percentages below should be seen as a unit. If all are reached, the overall goal is attained.

65% Goal

Ages 25-64

For ages 25-64, attainment will need to increase by 20.4 percentage points by 2025.

73% Goal

Ages 25-34

For ages 25-34, attainment will need to increase by 25.8 percentage points by 2025.

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[strongernation. luminafoundation.org](http://strongernation.luminafoundation.org)
Yesterday’s Learning: Institution-Focused

- Education
- Work
- Service
- Life Management
Today’s Learning: Learner-Centered
Adult Promise: From Project to Systems Change

- **Employers**
  - **INTEREST**: Financial aid commitments + dedicated outreach for adult learners

- **State leadership & agencies**
  - **ENROLLMENT**: Recognition of prior learning + support for costs beyond tuition

- **Institutions**
  - **RETENTION & COMPLETION**: Alignment with state workforce + academic refresh around adult learner needs

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**Equity**

**Advocacy partners**

**Community partners**
State Examples

**Rachelle Sharpe**, Deputy Executive Director, Washington Student Achievement Council

**Jodi Lewis**, Director of Strategic Initiatives, Foundation for California Community Colleges

**Randall Brumfield**, Chief Academic Officer, Idaho State Board of Education