

## Messaging for Students

Messaging should always revolve around “Literacy is for life” in some way.

Research has shown that many students believe that they are “literate enough” to get by, but don’t realize how limiting this attitude can be to their future college and career prospects.

In order to engage students in ways that are relevant to them, we are offering a number of communications tools for reaching students. These can be found in the Messaging for Students subsections like Posters, Student Project Ideas, etc.

## Facts of importance for students

- 3 out of 4 jobs in PA require education beyond high school. –Pennsylvania Partnerships for Children
- Kids who don’t read proficiently by 4th grade are 4 times likelier to drop out of school. – The Annie E. Casey Foundation
- 2/3 of students who cannot read proficiently by the end of 4th grade will end up in jail or on welfare. –U.S. Department of Justice
- Americans who are below average in literacy are struggling to find jobs, stay healthy, and support their families. –The Program for the International Assessment of Adult Competencies
- Between 1973 and 2008, the share of jobs in the U.S. economy requiring postsecondary education increased from 28% to 59%. –Washington, DC: Georgetown Center on Education and the Workforce