

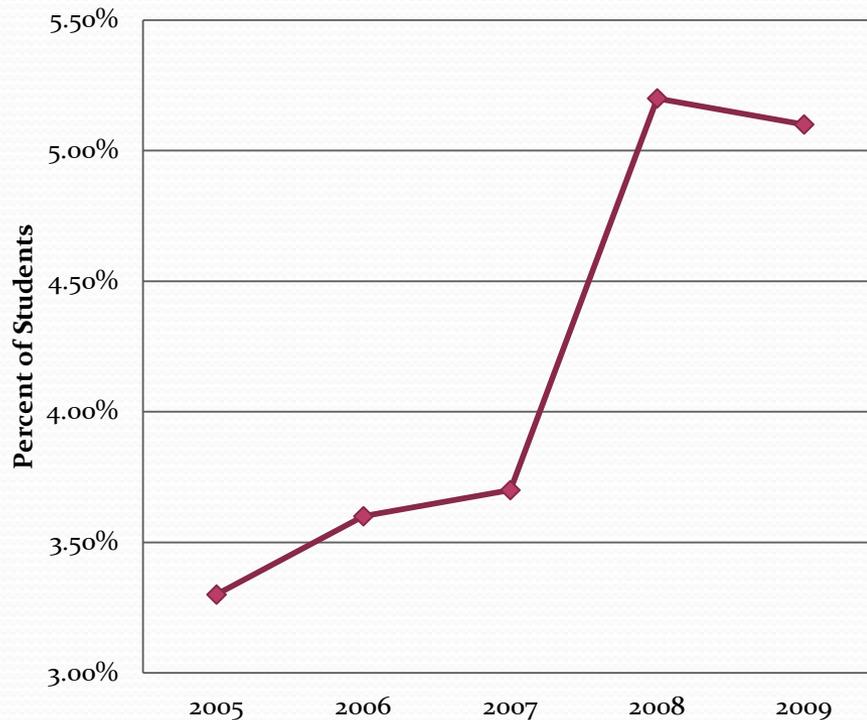


Montana Future ForGED

Initiative

Montana Dropouts

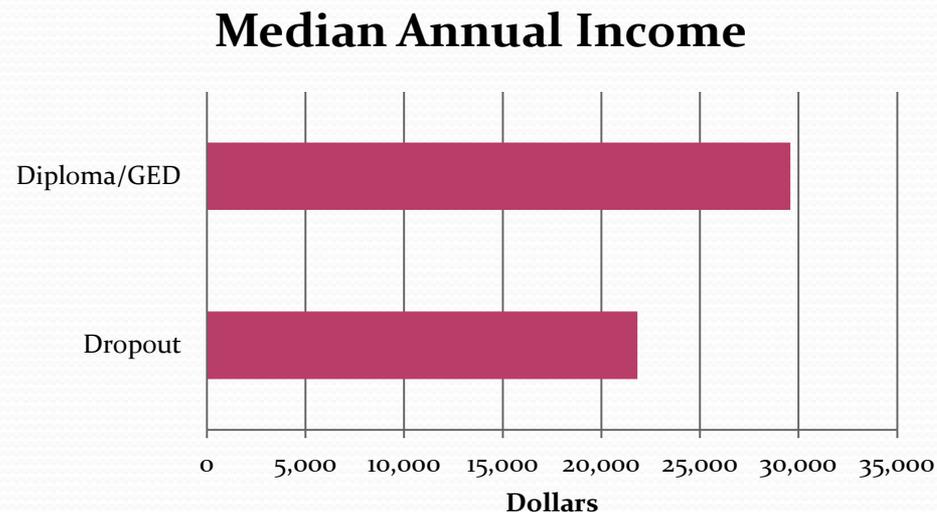
Montana High School Dropout Rates



- There are currently over 67,000 adults without a high school credential in Montana
- Current youth generation is the first group in America to be less educated than their parents

Montana GED

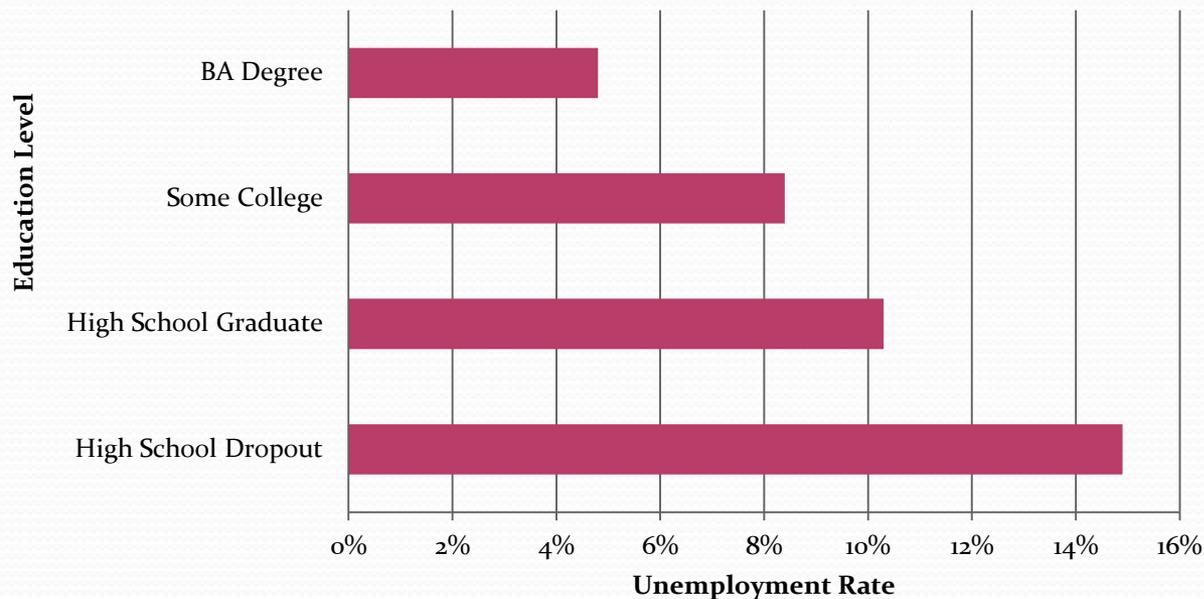
- Adults who lack a high school diploma are an economic drain to Montana
 - Lifetime earnings lost from Montana dropouts: \$830 million
 - 21% of dropout families are living below the poverty line



Montana GED

- Dropouts face an a higher unemployment than high school graduates

Unemployment Rate by Education Attainment

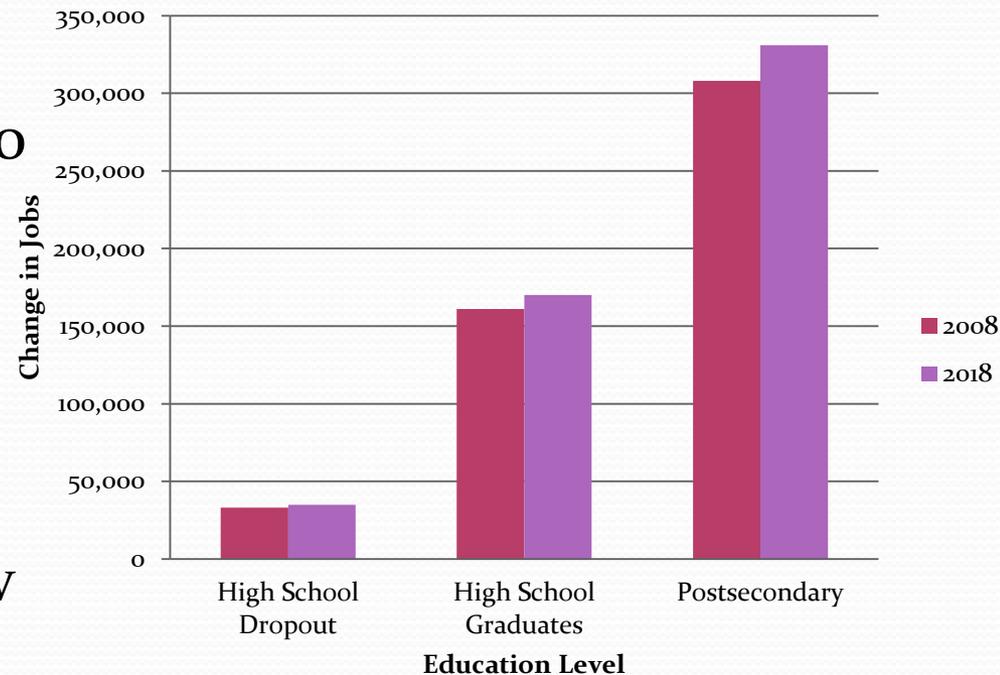


Montana GED

- Projected Job Growth
 - Dropout: 2,000
 - H.S. Graduate: 9,000
 - Postsecondary: 23,0000

- Jobs for dropouts will most likely grow in low skill/ low training jobs
 - eg. Food services

Change in Jobs by Educational Level



Montana GED

- Credentials Issued:

- Montana: 16,209

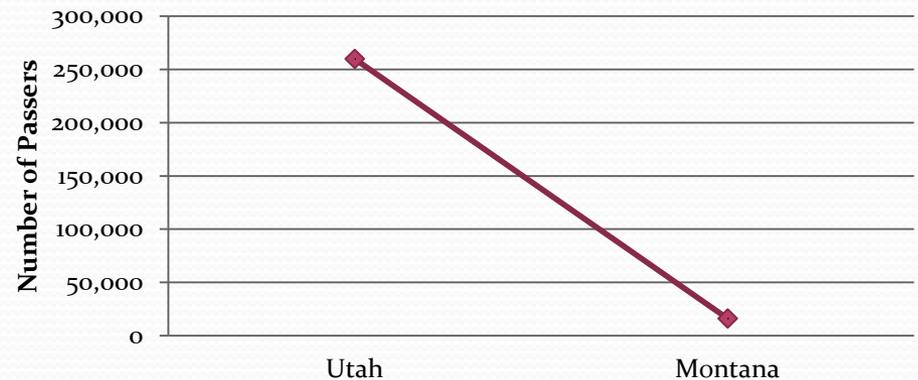
- Idaho: 25,585

- Utah: 259,810

**Number of GED Test Passers
2002-2009**



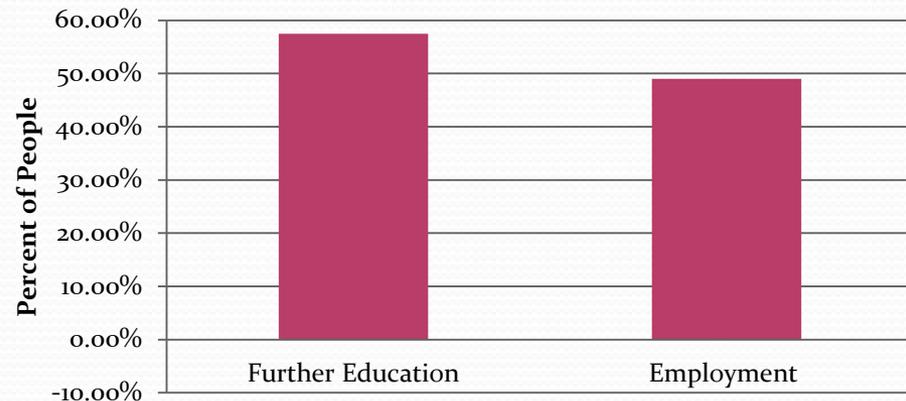
**Number of GED Test Passers
2002-2009**



Montana GED

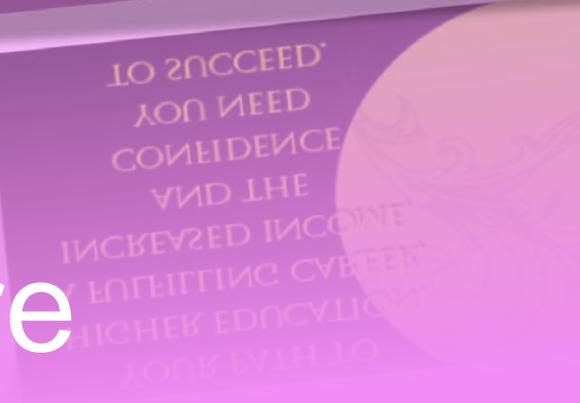
- Benefits of gaining GED
 - State tax revenue in MT would grow
 - \$1.8 million per year
 - Save \$30 million in lifetime healthcare
 - Citizens will be more equipped to enter the labor force/ post-secondary

Reasons for Taking the Montana GED





Montana Future ForGED Initiative



Launching the Campaign (Goals)

- 2 different press releases to 7 target county newspaper media
- Increasing the social media presence of the Future ForGED Initiative through a facebook page
- Increasing the social media presence of the Future ForGED Initiative through a twitter account
- Increase the amount of social media followers by 100 fans
- 1 video contest for the Future ForGED Initiative
- Update the current website, adding a tab for the Future ForGED social media accounts.
- Produce one public service announcement to be aired on the television.
- Produce one public service announcement to be aired on the radio.
- 7 radio breakfast shows highlighting the Future ForGED Initiative.
- 7 different TV news programs feature the Future ForGED Initiative.
- 7 community informational sessions on the Future ForGED Initiative.
- Establish 2 partners within every county

Progress Report

- Created launch materials
- Est. 2 team members in each town
- Est. 1 GED success story in each town
- Est. 2 social media pages
- Updated website
- List of potential partnerships
- Formulated
 - Talking points for interviews & events
 - Press releases

Future Outlook

- Distribute materials to potential partners
- Featured on:
 - Radio breakfast shows
 - Nightly news
 - Community events

Thank You

To the Future ForGED Initiative