Utah System of Higher Education
Value of Higher Education Campaign Case Study

The Utah System of Higher Education launched a statewide campaign in early 2024 promoting the value of higher education that engaged public institutions across the state, policymakers, and business leaders to champion the transformational impact of higher education.

The campaign was anchored around a policy brief document on the extensive benefits of a college education to graduates and society at large, detailing the impact of education on earnings, employment, poverty, health, civic engagement, the private sector, and tax revenue.

Value of Higher Education Campaign Talking Points:
- Higher education lifts Utah.
- More graduates means higher paying jobs, long-term career success, increased civic engagement, more innovation, and economic growth opportunities across every corner of our state.
- We want to empower every Utahn to take advantage of the varied and exceptional higher education opportunities in this state.
- A more educated citizenry creates dividends for everyone — the graduates, their families, the state, and society at large.

Press Releases:
- University System of Utah Press Release
- University of Utah Press Release

Earned Media Coverage:
- Desert News Joint Op-Ed by University of Utah and Utah State University Presidents: Why College Is Not a Waste of Time
- Salt Lake Tribune: Is Higher Education Still Worth the Cost? Here’s What the Data in Utah Shows.
- KUER: Utah Data Shows College is Worth It
- KSL: Higher Education Leads to Individual, Societal and Economic Benefits, Analysts Say
- Desert News Op-Ed by Salt Lake Chamber CEO: The Benefits of a College Education May Surprise You