**STAND IN THE FUTURE COVER STORY**

***CHRONICLE OF HIGHER EDUCATION/NEW YORK TIMES***

**HEADLINE:**

* Reduced Remediation to 25%
* 50% of Arkansas Adults Have Post-Secondary Credential

**DOING WHAT IS BEST FOR STUDENTS**:

* Fewer barriers
* Ease of transfer credit for alternative modes of learning
* Shorter term, non-credit certificates

**REMOVING BARRIERS:**

* Identify and address remedial needs earlier
* Collaboration with K-12
* Entrepreneurship spurs innovation
* Reduced regulatory environment creates experimental space
* Employer collaboration

**STAKEHOLDER QUOTES:**

* **Employer –** “Finding skilled workers is no longer an issue.”
* **Policymaker –** “Lower unemployment and broader tax base.”
* **Student –** “Improved quality of life.”

**COVER IMAGE IDEAS:**

* Diverse group of graduates

**FINAL COVER:**

* Arkansas Higher Education: Doing What’s Best for Students

**STAND IN THE FUTURE COVER STORY**

***FORTUNE***

**HEADLINE:**

* Arkansas Leads the Way
* Changing the K-20 Education Culture Drives Economic Transformation in Arkansas

**STAKEHOLDER QUOTES:**

* **CEO Apple** - “We’re moving our operations to Arkansas because of the highly trained and diverse workforce.”
* **Recent Graduate – “**We’re excited about our futures. I had no idea a degree could make such a difference in my life.”
* **Arkansas General Assembly –** “We can’t think of a better place to invest state resources than higher education.”
* **Faculty Representative –** “We are proud to connect students to their communities and careers at our colleges and universities in Arkansas.”
* **Jamie Merisotis, President, Wal-Mart –** “The state higher education initiative is redefining how we think about philanthropy.”
* **Buddy Philpot, Walton Family Foundation –** “We agree.”
* **J. Q. Citizen –** “Better health. Safer communities. Availability of jobs. Good schools. Quality higher education institutions. That’s why I moved to Arkansas.”

**FINAL COVER:**

* Changing college-going culture
* Free college
* Prepared workforce
* Higher education driving economic development

**STAND IN THE FUTURE COVER STORY**

***BUSINESS WEEK/USA TODAY***

**HEADLINE:**

* Too Many Jobs, Not Enough People

**SIDEBARS**:

* Should be a state focus
* Highly skilled workforce
* Ways to pay for those credentials
* Lower cost pathways (connected across sectors)
* Change culture/cycles
* Create incentives

**STAKEHOLDER QUOTES**:

* Higher Education Finally Gets It!

**FINAL COVER**:

* Arkansas Higher Education Meets the Challenge!
* 75% Post-Secondary Completion

**STAND IN THE FUTURE COVER STORY**

***FAST COMPANY***

**HEADLINE**:

* Quality of Life Improvements Driven by Higher Education
* Arkansas Improves to 20th in Degree Attainment Per Capita

**SIDEBARS**:

* Industry: “New Silicon Valley”
* Increased affordability – more need-based aid
* Return on investment for taxpayers and students
* Better alignment with job placement - industry attracted

**STAKEHOLDER QUOTES**:

* **CEOs**: “We want to move to Arkansas. The new Silicon Valley.”
* **Brett Powell**: “I can’t believe it.”

**FINAL COVER:**

* FAST COMPANY – New U.S. Quality of Life Leader: ARKANSAS
* New Silicon Valley – Amazon moves to Arkansas
* CEOs want to move to Arkansas
* From 20 to 40 degree attainment:

1. Alignment of industry and training
2. ROI: taxpayers and students
3. Affordability

* Brett Powell: “I can’t believe it.”