Statewide Adult Education Campaign

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Funded by the Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP) and executed by MACAE and Full Capacity Marketing (FCM), the statewide marketing campaign is an 18-month initiative that will help reframe perceptions of postsecondary education by communicating its value, affordability, flexibility, and connection to career advancement while addressing common barriers that prevent adults from enrolling.

What is the purpose of the campaign?

The purpose is to help more adult learners transition from adult education programs into postsecondary education and training opportunities, including degrees, certificates, industry-recognized credentials, and apprenticeships.

Why is this campaign important?

The campaign will recruit adult learners within each of the ten prosperity regions in Michigan and highlight the important role adult education providers play in helping learners take their next step and connect them with education and training opportunities.

How does this benefit me?

There are three core benefits of this initiative.

1. **Marketing Toolkit & Professional Development:** An editable toolkit will be developed with your input to address your greatest marketing/outreach needs. Live webinars will be recorded and placed on MACAE's website, along with the toolkit.
2. **Lead Generation:** MACAE members will receive leads of prospective adult learners within each of Michigan's ten prosperity regions to boost enrollments.
3. **Marketing Certification Course - Ten Scholarships (Valued at $1,295 each):** MACAE members may submit an application to be accepted into FCM's online course, The Brand Amplifier for Workforce & Education Professionals. Elevate your team members' marketing skills in earning this valuable certification.

What are your next steps?

Use the links below to get started as a proud partner of this statewide campaign.

- **Marketing Toolkit & Professional Development:** Click here to make your voice count in this three-minute survey to let us know what marketing tools you need to be successful in raising awareness and recruiting adult learners. Due 10/23/26.
- **Marketing Certification Course - Ten Scholarships (Valued at $1,295 each):** Click here to submit an application to be accepted into FCM's online course, The Brand Amplifier for Workforce & Education Professionals. Elevate your team members' marketing skills in earning this valuable certification. Due 10/23/26.
- **Stay informed through our eNewsletter:** Opt in to MACAE's eNewsletter to get the latest on this 18-month initiative.
- **Watch the Kickoff Webinar:** Did you miss our September kickoff webinar? Click here to watch now and get caught up.