

OREGON ADULT LEARNER OUTREACH TOOLKIT: MESSAGING FRAMEWORK, Chuukese messages with English instructions, January, 2021

Background: TIE Partnership Grant

This outreach toolkit was created as part of a Talent, Innovation, and Equity (TIE) partnership grant awarded to The State of Oregon's Higher Education Coordinating Commission (HECC) by Lumina Foundation in 2018 to help eliminate disparities in postsecondary success rates between Oregon's overall student population and historically underrepresented students of color. The toolkit was created by Pyramid Communications, a contractor procured by the HECC in 2020, in consultation with HECC staff.

The grant supports a suite of state leadership activities aimed to improve postsecondary success in Oregon for African-American, Hispanic/Latinx, Native American/Alaska Native, and Native Hawaiian/Pacific Islander learners, with a particular focus on adult learners from communities of color.

About This Toolkit

The goal of this toolkit is to help institutions improve outreach to adult learners from underrepresented communities of color by providing them with messaging and recommendations around decreasing barriers to enrollment and completion, changing narratives that discourage adult learners from applying, and improving strategies for retention.

The messaging below speaks to the strengths of potential students and what they have to gain and offer, while also addressing some of the barriers mentioned by adult learners from communities of color in a report commissioned by the HECC, "[Exploring Experiences of Postsecondary Education for Adult Learners from Communities of Color in Oregon](#)".

While messaging alone cannot remove systemic barriers, these messages aim to address some of the concerns expressed, help normalize non-linear pathways, and promote equitable outcomes. Institutions are encouraged to choose the messages that best suit their needs and audiences, and customize them to speak to their own offerings for adult learners from communities of color.

Overarching messaging

The below messages aim to address the overarching concerns expressed by adult learners from communities from color. Together, these six messages create a narrative. Use them together or on their own. Customize them to your institution and add your own call to action (contact your advisor, visit our website, apply today, etc.).

- **Mei wor pwekin college ika programun train afen kawor fanitom.** Ese namot ifan nonnomum, mei chok wor sokun program mei tongeni anisi met ekewe kopwe menei. Mei tongeni epwe echo certificate non pwekin om angang tori ewe pwekin kaeo ngeni och angang tori ewe degree ruu-ier ika ruanu-ier tori ewe Ph.D.

- **Echo degree ika certificate epwe anapano pwekin om angang me moni tonong.** Ewe college me programun train e pungungeni om pwekin epwe tongeni anisuk om kopwe kunokun angang mei watte niwinin, anapano wisom non om iwe pwekin angang ka fen nom non ika poputani ew minafon pwekin angang.
- **Pwekin college me train mei tongeni kuchunong non kokkotun manawom me om fansoun iteitan ran.** Chommong ekewe community college me university non Oregon mei awora sukun online, mei kawor nenian non unusen kinikinin non ewe state, mei pwan awora ekewe sokun program mei part-time ika full-time ren met ekewe kopwe menei.
- **Aninisin pwekin moni mei tongeni efisata om kopwe naaf ngeni niwinin om sukun.** Ekewe pwekin Scholarships me grants mei kawor an epwe anisuk om kopwe naaf ren niwinum non sukun, mon book, me ekewe ekoch pwekin.
- **Pwekin college me train ici mei kawor fanitom—ika mo en chon poputa sefan ika keran poputa.** Ese tongeni kopwe era nge ka mang om kopwe angei noum degree ika certificate, ika awesi ew sokun programun train! Naman ka fen poputa, nge kose awesi. Naman en mei ekieki kopwe apply, nge ka ekieki nge kose naaf ngeni. Ese pwan nifinifin meni aan ka fiti, mei wor ekewe anan.
- **Esap ew chok anen om kopwe emon chon sukunen college. Kutta ewe an mei fich ngonuk.** Chon angangen non college mei tongeni anisuk ne fini meni program a kon fich ngonuk, kutta aninisin pwekin moni, kutta ifa usun om kewe credit minen nom epwe tongeni amweteno ian, pwan awesi noum degree ika certificate.

COVID-19 Add-Ons

These messages are meant to address the new reality that COVID-19 has created for us all. They can be customized and added to the overarching messaging as appropriate.

- **Ekei college ra kawor faniten met ekewe kopwe menei non ei fansoun nengatan COVID-19 pwan met pwekinon.** Kich mei awora waten sokopaten sokun program me ekewe kuten tufich, ika faniten chok noum degree ika kanapenon pwekin om sine ren an epwe ekesiwin om pwekin angang.
- **Pwekin online me ekewe sukun online a tongeni emecheresi om kopwe fiti college.** Nupwen sia angang ngeni ekei minafon kokkotun manauach, ekewe college me programun train ra poputa ne nongeni online. Wewen pwe nupwen a wor noum computer pwan om internet iwe ka tongeni awesi om pwekin sukun ika train.
- **Aninisin pwekin moni mei chiwen kawor nupwen pwan murin ei fansoun nengita.** COVID-19 a efisata chommongun tipemwaramwar non ei fonufan. Nge, en mei chiwen tongeni kunokun ekewe pwekin scholarship, grant, pwan ekewe ekoch aninisin pwekin moni om kopwe awesi college, certificate program, ika pwekin train—ika mo epwe fis om pusin etinong ika won online.

Cross-Audience Messaging

These messages speak across audiences and aim to speak to a sense of belonging. Choose the message that works best for you, customize it to your institution, and add your own call to action.

- **Esap ew chok anen om kopwe emon chon sukunen college.** Ina popun sia achocho ngeni sipwe efisata ew oreni an epwe faniten meinisin pwe meinisin repwe mefi nge ir mei pachenong iwe repwe pwan tongeni pwekin college.

- En mei tongeni pwekin college. Mei wor om sine ka tongeni aiti ekoch, iwe mei pwan wor pwekin college me programun train epwe tongeni anisi an epwe anapano met ekewe ka sine.
- Mei wor pwekin college ika programun train afen kawor fanitom. Nupwen epwe wor degree ika certificate, ka tongeni kunokun angang mei och pwan napeno niwinum.
- En mei tongeni pwekin college. Sipwe anisuk om kopwe tori. Nupwen awor ekewe scholarship, pwekin tutor, advise, me ekewe ekoch aninisin chon sukun ren pwekin pioing, epwe tongeni wor om aninis ren ekewe pwekin degree ika certificate.
- Ina kopwe apochokuna noum kewe semirit, om family, pwan chon non neniom nupwen ka angang ngeni noum degree ika certificate. Nupwen kopwe fiti college ika pwekin train a tongeni wateno om tongeni pwan napeno met faniter, pwan fanitom.

Messaging by Audience

These messages speak directly to concerns of specific audiences. Choose the message that works best for you, customize it to your institution, and add your own call to action.

Faniten ekewe sam me inn me kewe chon tumun:

- Ewer, en mei tongeni kopwe emon sam me inn ika chon tumun *pwan* emon chon sukun. An Oregon kewe college me university mei awora online ika pwekin sukun pwan programun train won online, pwan awora ekewe pwekin part-time ika full-time an epwe anisi om kopwe angei noum degree ika met ewe pwekin om sine.
- En mei sinei pun an noum semirit pwekin sukun mei auchea. Pwan om. En mei tongeni emwenir nupwen fansoun ka angei noum degree ika certificate seni college. Ekewe nenien sukun non unusen ei state me ekewe pwekin sukun online ra efisata an epwe ponueta om kopwe angei noum taropwen pwekin sine.
- Ina kopwe apochokuna noum kewe semirit, om family, pwan chon non neniom nupwen ka angang ngeni noum degree ika certificate. Nupwen kopwe fiti college ika pwekin train ka tongeni kunokun chommongun pwekin angang om kopwe mokutuno.

Ngeni ekewe chon sukun ra fen tonong iwe ra pwan tou

Ekei porouse repwe kon och ika pun awor chon afanir pwan ar repwe wenengeni pwekin an ewe sukun kewe program me met ekewe mei kawor.

- Mei wor ekoch pwekin om kewe credit nge ese mo wor noum degree? Ese tongeni kopwe era nge ese chiwen namot om kopwe awesi. Kutta ifan usun om kewe credit epwe tongeni amweteno ngeni ewe community college ika university an muun non Oregon.
- Ese tongeni kopwe era nge ese chiwen namot om kopwe awesi pwekin college! Ika ka fen tapin sukun non college me nom, kutta ifan usun om kewe credit repwe tongeni amwet ngeni ewe community college ika university an muun non Oregon.
- Kopwe amweteno ekis? Anamota om kewe credit seni om iwe college! Kutta ifan usun om kewe credit epwe tongeni amweteno ngeni ewe university an muun non Oregon iwe ka awesi noum degree ika certificate.
- En mei chiwen tongeni awesi om sukun. Ika mei wor om credit me nom, en mei tongeni nounou ngeni om pwekin college ren degree ika certificate iwe a tongeni epwe napeno niwinum non angang.
- Ekiekin niwiniti pwekin sukun? Chon angangen non college mei tongeni anisuk ne kutta ifan usun om kopwe amweta om kewe credit, meni pwekin kao kopwe fiti, pwan ifan usun om kopwe nounou ekewe pwekin aninisin moni an epwe anisi om pwekin sukun.

Faniten ekewe rese mo fan ew ar repwe fiti sukun:

- Amwen chommong sokun pwekin train me sukun, seni ewe sikan kaeo pwekin ew sokun angang tori ekewe certificate non pwekin angang tori ewe ruu-pwan ruanu-ier degree non college tori PhDs. Kutta meni sokun program a och ngonuk pwe epwe anisi om kopwe kuna ewe angang ka sani.
- Mei wor pwekin college ika programun train afen kawor fanitom. Amonoketa ren ekewe pwekin angang ka sani, ren ekewe pwekin kaeo non ew sokun angang tori ekewe certificatin pwekin om angang tori ewe ruu-pwan ruanu-ier degree non college tori tettenin doctorates.
- Noum ina degree ina kosap tepereni nge afen kan om kopwene angei. Nupwen a wor aninis ren pwekin moni, mecheres om fansoun, pwan a wor ekewe tettenin pwekin certificate pwan degree, ka tongeni tori om iwe angang ka sani.
- Mei tongeni wor om credit non college ren met ka fen sine. Nupwen afen wor noum credit minen om sukunen nom, noum certificate ika degree epwene chok kan om kopwene tori.
- Pwekin sukun non college mei aweires ngonuk! Om kopwe apply college ururun esap. Sia fori an epwe mecheres poputa pwan anisuk non unusen ierin om college pwe kopwe tongeni awesi om iwe sukun pwan angei noum iwe certificate ika degree.

Ekewe chon sukun ese wor nour taropwen nom non merica:

- Ekei aninisin pwekin moni ngeni ekewe ese wor nour taropwen ar tonong non merica pwan chon sukunen DACA. Non Oregon, en mei tongeni nounou ekewe sokun programun aninisin moni non muun state. [Katon ekewe sokun pwekin](#), pachenong om kopwe atouranong [ewe application itan Oregon Student Aid Application \(ORSAA\)](#).

Messaging by topic

These messages dive deeper into some of the major barriers and concerns expressed by adult learners from communities of color. Each topic has a few different options so you can pick the message that works best for you, customize it to your institution, and add your own call to action.

Angang/nefinom ngeni sukun:

- Kutta anen epwe wateno wisom non om angang nupwen en mei chok akangang? Ewe pungun pwekin train, certificate, ika pwekin programun college mei tongeni anisi ngonuk ian kopwe no ian. Amecheresin ekewe pwekin anan wewen ka tongeni kaeo won online ika nongeni sukun ren part-time pun kpwe tongeni pwan chok angang.
- Ewe pungun pwekin train ika sukun epwe tongeni anisuk om kopwe kunokun ochun angang mei wate niwinin—ika mo epwe echo degree seni ew college ika echo certificate seni ew program ekan 10-week.
- Ka pwapwaiti om kopwe fefeita non om angang? Nupwen a pung ewe certificate ika degree program atongeni anisuk. Amecheresin ekewe pwekin anan wewen ka tongeni kaeo won online ika nongeni sukun ren part-time pun kpwe tongeni pwan chok angang.
- Om kopwe angei noum degree ika certificate seni ew college epwe afetena an epwe wate niwinum, okukunano areren om kopwe tou seni angang, pwan watenon mecheresin angang. Echo degree ika certificate epwe anisuk om kopwe kunokun om angang mei wate niwinin pwan anisuk, om family, pwan chon neniom ren tongeni.

Osukosuken osupangen moni:

- Noninenin an esap naaf niwininin college? Mei wor ekewe sokun pwekin anan an epwe ponueta. Ekewe pwekin scholarship me grants mei tongeni anisuk ne moni om pwekin sukun ika train iwe ka tongeni kunokun angang mei wate niwinin.

- Pwekin aninisin moni mei kawor an epwe anisuk ne angei noum degree ika certificate non college. Kutta ikefan ekewe pwekin aninis mei kawor an epwe anisuk om kopwe naaf ngeni niwinin om sukun.
- Me mwen kopwe finata mefiom ren pwekin college ika programun train, awora fansoun ne katon epwe fite niwinin om kopwe fiti meni program. Katon ekewe pwekin noun Oregon aninisin moni iwe otaochu om kokkot ika kopwe tongeni fiti ewe program ren niwinin pwan ika kopwe tori om anean ren om pwekin sukun.
- Anamota ekewe chommongun pwekin aninisin moni mei kawor! Mei wor ekewe pwekin anen epwe anisuk ren niwinin college.
 - Ew me ew ier, ewe Muun Oregon State ekan awora napeseni \$100 million non pwekin grants ngeni chon sukun pwan awora napeseni 600 pwekin scholarship esap an muun. Kutta pwan apply ngeni ekewe grants me scholarship noun muun state ka tongeni nounou me ren ewe OregonStudentAid.gov.
 - Kosap tunano ekewe pwekin aninis seni muun state me federal. Awesi noum Application ren ewe Federal Student Aid (FAFSA) ika ewe Oregon Student Aid Application (ORSAA).
 - Porouse ngeni ewe ofesin aninisin moni non ewe sukun ika program ka sani.

Wisen family:

- Ka achocho ne angang faniten kopwe anisi om family. Nupwen epwe wor degree ika certificate, en ka tongeni kunokun angang mei watte niwinin pwan kuna anen mokutun om family.
- Pwekin online ika sukun won computer, neni mei kane ngonuk, pwan ekewe program mei part-time wewen en mei tongeni angei noum degree ika certificate iwe epwe anisuk om kopwe kunokun om angang mei wate niwinin, iwe epwe pwan wor fansoun om tumunu om family.

Touren/mecheresin:

- Oregon mei awora pukufite ekewe pwekin aninis ren pwekin watenon sukun. Ika mo kopwe kutta anen napenon om sine non pwekin train ren om angang, angei noum certificate, awesi noum degree ren bachelor, ika angang ngeni pwekin sukun wate pwan ekewe sokun pwekin kaeo, ekewe waten chommongun sokun program mei chok utuk.
- Ngorou chon sukun rekan amweteno pwan mwetefengen nefinen ekewe college me university non Oregon iteiten ier. Kutta ifa usun om iwe pwekin sukun ika mei tongeni epwe amweteno ngeni ekis pun epwe namot om kewe credit pwan kosap onusa om fansoun me moni won ekewe ese tongeni amwet ngeni ekis.
- Ruanu-ier non college esap ina chok ena pwekin ren waten koukun sukun. Amwen chommong sokun pwekin sukun me train, seni pwekin asukun ren non angang tori certificatin om angang tori ewe ruu-pwan ruanu-ier degree tori PhDs.
- An meinis anen pwekin sukun mei sokofesen. Kapwas ngeni kich ren meni pwekin sukun kopwe angei, ifa usun om kopwe nounou ekewe pwekin aninisin moni, pwan ese nifinifin kapwas eis epwe wor rem. Sia nom ikei ach sipwe anisuk om kopwe tori om ina anean ren pwekin sukun.

Fill-in-the-blank institutional messaging by subject

These messages aim to address concerns that are particular to the individual institution and cannot be adequately addressed by general or universal messaging. They provide an outline for how to speak to these concerns, and are meant to be adapted and customized based on the institution's programs and offerings.

Osukosuken osupangen moni:

- An epwe naaf niwinin college a chok kan. Kich mei awora aninisin moni faniten niwinin sukun, mon book, pwan ekoch pwekin. Om kopwe sinei porousen ekena pwekin program ren aninisin moni, nongeni X/kokori Y.

- Kich mei tongeni anisuk an epwe naaf niwinin om pwekin sukun me train. Kich mei awora ekewe pwekin program ren aninisin moni an epwe tongeni anisuk an epwe naaf niwinin om sukun, mon book, me ekoch. Om kopwe sinei porousen ekena pwekin program ren aninisin moni, visit X/kokkori Y.
- Napesen XX percent ekewe chon sukun ra angei ew sokun pwekin aninisin pwekin moni. Om kopwe sinei porousen ekena pwekin program ren aninisin moni, nongeni X/kokkori Y.

Emweni emon/kapwasen ottot:

- Om kopwe apply ngeni college ika ekewe pwekin programun train epwe nikinikin weires. Nge, aninis iei ikei. Kich mei tongeni aituk ifa usun om kopwe amweta om kewe credit, apply ngeni ekewe pwekin aninisin moni, pwan finata meni program epwe anisuk ren pwekin om iwe angang. Kapwas ngeni/koko X ikenai.
- Kich mei nom ikei ach sipwe emwenuk ren pwekin fetanin om college. Kich sipwe anisuk om kopwe fokun awesi om iwe program pwan angei noum certificate ika degree. Kapwas ngeni/koko X ikenai!
- Kose fat ika meni program epwe fich ngonuk? Ekieki ika epwe tongeni amwet om kewe credit? Kich mei nom ikei ach sipwe aninis. Kokkori X ika nongeni Y an epwe napeno met kopwe sinei.
- Ewe chon advise mei nom ikei an epwe anisuk om kopwe fokun anamota om pwekin sukun. Kokkori noum advisor ikenai om kopwe tingor aninis.

Touren/mecheresin:

- Angang full-time? Ochupa sukun me tumun semirit? Chommong wisom non family? Kich mei awora mecheresin om pwekin anan pun kopwe tongeni tawe ngeni om sukun/train non om fansoun.
- Ika en emon chon kaeo fosun Merica ika chommong fosun ekis en mei sinei, me tongeni wor chon anisuk X languages.

Met chon sukun a menei:

- Kich mei sinei pun ekewe chon sukun ir mei pwan sam me inn ika chon tumun mei menei aninisin tumunu semirit pwan amecheresin fansoun sukun an epwe tongeni awesi sukun. Ina wewen sia awora X program.
- Tour ngeni pwekin advise ren pwekin sukun, tutor, pwan ekewe aninis mei auchea ngeni ewe chon sukun an epwe tongeni. Meinsin chon sukun ren ewe X institution mei tongeni tour ngeni Y services.
- Tour ngeni pwekin pioing pwan ekewe pioingin semwenin non tupu mei auchea ngeni ekewe chon sukun ar repwe tongeni. Meinsin chon sukun ren ewe X institution mei tongeni tour ngeni Y services.

Programun pwekin ew me ew ekewe-Oreni:

- Kich mei sinei pwe aramas mei sokofesen ian ra etto me ian mei pwan sokofesen met ra menei nupwen ra nom non sukun. Ina wewen sia awora A programs faniten chon sukun seni Y background/race/ethnicity.
- Ekewe sense me chon angang non meinsin putai mei etto seni sakopaten kinikinin oreni. X percent ren chon angang me sense ir mei Chochon, chon winipos, pwan Aramas mei wor Onuwer.
- Kich mei achocho ngeni sipwe awora an ei nenien sukun epwe apachanong pwekin oreni. Sia fori ena ren X.