



OREGON ADULT LEARNER OUTREACH TOOLKIT: MESSAGING FRAMEWORK, Somali 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.).

- **Waxaa jira barnaamij kulleej ama tababar ah oo adiga diyaar kuu ah.** Meel kasta oo aad ka joogto noloshada, waxaa jira barnaamij kaa caawin kara buuxinta baahiyahaaga. Baahidan waxay noqon kartaa wax kasta laga bilaabo shahaadada xirfadeed ilaa tababar shaqo iyo ilaa digrii laba sano ama afar sano ah iyo ilaa Ph.D.

- **Digrii ama shahaado ayaa sare u qaadi kara shaqadaada iyo dakhligaaga.** Kuleejka saxda ah ama barnaamijka tababarka ee saxda ah ayaa kaa caawin karta inaad hesho shaqo mushahar fiican lagu qaato, inaad hormar ka samayso shaqadaada hadda, ama inaad bilowdo shaqo cusub.
- **Kuleejka iyo tababbarku waxay la jaan qaadi karaan nololahaada iyo jadwalkaaga.** Kuleejyada bulshada iyo jaamacadaha Oregon intooda badan waxay bixiyaan koorsooyin onlayn ah, waxay goobo waxbarasho ku leeyihiin gobolka oo dhan, waxayna bixiyaan barnaamijyo waqti-dhiman ama waqti-buuxa ah oo daboolaa baahiyahaaga.
- **Caawimaadda maaliyadeed waxay waxbarashadaada ka dhigi kartaa mid aad awoodi karto inaad iska bixiso.** Deeqaha waxbarasho iyo deeqo kale ayaa la heli karaa si ay kaaga caawiyaan inaad iska bixin karto lacagaha waxbarashada, buugaagta, iyo kharashyada kale.
- **Kuleej iyo tababbar ayaa halkan kuugu diyaar ah - haddii aad dib u bilaabeysid ama haddii aad hadda uun bilaabeysidba.** Marna ma jirto wax la dhaho waan ka daahay kasbashada digrii ama shahaado, ama inaad dhamaysato barnaamij tababar ah! Waxaa laga yaabaa inaad bilowday, laakiin aadan dhamayn. Waxaa laga yaabaa inaad tixgelisay inaad codsato, laakiin aad ku fakartay in adiga aan laguugu talagelin. Waddo kasta oo aad qaado, waxaad haysataa xulashooyin.
- **Ma jirto hal wado oo keliya oo aad ku noqon karto arday kuleej. Raadi wadada kugu haboon adiga.** Shaqaalaha kuleejku waxay kaa caawin karaan inaad doorato barnaamijka kuugu fiican, inaad hesho xulashooyinka kaalmada maaliyadeed, inaad ogaato sida buundooyinkii hore loo soo wareejin karo, oo inaad dhamaysato digriigaaga ama shahaadadaada.

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.

- **Kuleejyada waxay halkan diyaar ugu yihiin inay daboolaan baahiyahaaga inta lagu jiro cudurka faafa ee COVID-19 iyo wixii ka dambeeya.** Waxaan bixinaa barnaamijyo iyo fursado kala duwan, haddii aad rabto inaad kasbato digriigaaga ama aad yeelato xirfado si aad fursadooyinka shaqo ugu soo weeciso dhankaaga.
- **Fasallada khadka tooska ah iyo kuwa onlaynka ah ayaa ka dhigi kara kuleejka mid la gaari karo.** Inta aan ka shaqeyneyno la qabsiga nololaha cusub, kuleejyada iyo barnaamijyada tababarka waxaa loo bedelayaa khadka tooska ah. Taas macnaheedu waxa weeye haddii aad hesho kombuyuutar iyo khad internet ah inaad dhammaynsan karto waxbarashadaada ama tababarkaaga.
- **Caawinaad lacageed ayaa wali la heli karaa inta lagu guda jiro cudurkan faafa iyo kadib intaba.** COVID-19 wuxuu aduunkaan ka abuuray hubin la'aan badan. Laakiin, weli waxaad heli kartaa deeqo waxbarasho, deeqo kale, iyo kaalmooyin kale oo maaliyadeed si aad u dhammaystirto kuleejyada, barnaamijyada shahaadada, ama tababarada-haddii ay noqoto mid qof ahaan looga xaadiro ama mid khadka tooska ah laga barto.

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.

- Ma jirto hal wado oo keliya oo aad ku noqon karto arday kuleej. Taasi waa sababta aan ugu dadaalno inaan abuurno dhaqan ka-mid noqosho oo qof walba dareemo inuu ka tirsan yahay kana guul gaari karo kuleejka.
- Waad ku guuleysan kartaa kuleejka. Waxaad yeelan kartaa hibooyin aad dadka la wadaagto, waxaana jira kulleejo ama barnaamij tababar oo kaa caawin kara inaad sida ugu badan uga faa'iideysato hibooyinkaas.
- Waxaa jira barnaamij kulleej ama tababar ah oo adiga diyaar kuu ah. Haddii aad haysato digrii ama shahaado, waxaad heli kartaa shaqo fiican oo waxaad kasban kartaa lacag badan.
- Waad ku guuleysan kartaa kuleejka. Waan kaa caawin doonaa inaad halkaas gaarto. Iyada oo la isticmaalayo deeq waxbarasho, umeerin, la talin, iyo adeegyada kale ee ardayda sida daryeelka caafimaadka, waxaad heli kartaa taageerada aad u baahan tahay si aad u hesho digrii ama shahaado.
- Waxaad dhiirrigelin doontaa carruurtaada, qoyskaaga, iyo bulshadaada markaad raadsato digrii ama shahaado. Adigoo galaya kuleej ama tababar waxaad qaban kartaa wax badan waxaadna noqon kartaa wax badan.

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.

Loogu talagalay waalidiinta iyo dadka ardayda masuulka ka ah:

- Haa, waxaad noqon kartaa waalid ama masuul iyo sidoo kale arday. Kuleejyada bulshada iyo jaamacadaha dadweynaha ee Oregon waxay bixiyaan barnaamijyo tababar ama koorsooyin khadka tooska ah iyo onlay ku baxa, waxay goobo waxbarasho ku leeyihiin gobolka oo dhan, waxayna bixiyaan fursado waqti-dhiman iyo waqti-buuxa ah oo kaa caawinaya inaad hesho digrii ama shahaado.
- Waad ogtahay in waxbarashada carruurtaadu ay muhiim tahay. Waxbarashadaadana waa sidoo kale. Waxaad hogaan ka noqon kartaa wadada aad ku heli lahayd digriiga ama shahaadaada. Goobaha kaambaska ee gobolka iyo koorsooyinka khadka tooska ah waxay suurto gal ka dhigayaan in aad kasbato shahaadooyin.
- Waxaad dhiirrigelin doontaa carruurtaada, qoyskaaga, iyo bulshadaada markaad raadsato digrii ama shahaado. Gelitaanka kuleej ama tababar waxaad nasiibsana kartaa fursado xirfadeed oo horey kuu dhaqaajinaya.

Loogu talagalay ardayda isdiiwaangelisey kadibna iska tegey

Farrimahan ayaa noqonaya kuwa ugu fiican haddii la dhaqangeliyo oo la habeeyo iyadoo lagu saleynayo barnaamijyada iyo deeqaha hay'adda.

- Ma heysataa buundooyin kulliyadeed laakiin shahaado la'aan ma tahay? Marnaba lagama habsaamin in la dhammeystiro. Raadi sida buundooyinka loogu wareejin karo kuleejka bulshada Oregon ama jaamacadda dadweynaha.
- Marnaba lagama habsaamin in la dhammeystiro kuleej! Haddii aad horey u qaadatay koorso kuleej, raadi sida buundooyinka loogu wareejin karo kuleejka bulshada Oregon ama jaamacadda dadweynaha.
- Ma dooneysaa inaad wareejisato? Ka faa'iideyso buundooyinkaaga kuleejka! Ogow sida buundooyinka loogu wareejin karo jaamacadda dadweynaha Oregon oo aadna u dhammaystiran karto digriigaaga ama shahaadadaada.

- Weli waad dhameysan kartaa waxbarashada. Haddii aad qabto buundooyin hore, waxaad u isticmaali kartaa inaad ku hesho digriiga kuleejka ama shahaado taasoo kuu horseedi karta shaqo mushahar fiican leh.
- Ma tixgelinaysaa ku laabashada dugsiga? Shaqaalaha kulleejka ayaa kaa caawin karaan inaad marto habraaca wareejinta buundooyinkaaga, koorsooyinka aad qaadanaysid, iyo sida loo helo kaalmada dhaqaale ee lagu taageerayo waxbarashada.

Loogu talagalay kuwa aan waligood is diiwaangelinin:

- Waxaa jira xulashooyin aad u tiro badan oo loogu talagalay tababarka iyo waxbarashada, laga bilaabo tababar shaqo ilaa shahaadooyin xirfadeed illaa digrii laba iyo afar sano ah iyo illaa PhD. Hel barnaamijka saxda ah ee kaa caawinaya inaad hesho xirfadda shaqo ee aad rabto.
- Waxaa jira barnaamij kulleej ama tababar ah oo adiga lagugu talagalay. Isku diyaari xirfada shaqo ee aad rabto, iyadoo ay jiraan xulashooyin badan laga bilaabo tababar shaqo ilaa shahaadooyin xirfadeed illaa digrii laba iyo afar sano ah iyo illaa Shahaado sare.
- Digriigaaga ayaa laga yaabaa inuu kaaga dhowdahay sida aad moodid. Haddii aad hesho caawinaad lacageed, jadwallo dabacsan, iyo xulashooyin badan oo digrii iyo shahaadooyin ah, waxaa laga yaabaa inaad ku dul degto xirfada shaqo ee aad rabto.
- Waxaad buundooyin kuleej ku heli kartaa waxyaaba aad horey u taqaanay. Adiga buundooyinka ka helaya waxbarashadii hore, digriigaaga ama shahaadadaadu way kaaga soo dhowdahay sidii hore.
- Koorsooyinka kulleejadu waa inay kuu noqdaan kuwa ku tartarn geliya! Inaad codsato kuleejka maahan inay caqabad kugu noqoto. Waxaan kuu fududeyneynaa inaad bilowdo oo aan kugu taageerno safarkaaga kuleejka si aad u dhammaystirto waxbarashadaada oo aad u hesho digriigaaga ama shahaadadaada.

Ardayda aan sharciyeysnayn:

- Waxaa jira xulashooyin gargaar lacageed oo loogu talagalay ardayda aan sharciyeysnayn iyo ardayda DACA. Oregon, waxaa laga yaabaa in lagu ogolaado barnaamijyada kaalmada maaliyadeed ee gobolka. [Sahmin ku sameey xulashooyinkaaga](#), ay ka mid tahay soo gudbinta [Codsiga Gargaarka Ardayda ee Oregon \(ORSAA\)](#).

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.

Xiriirka ka dhaxeeya shaqada/iskuulka:

- Ma doonaysaa inaad horumariso xirfaddaada adigoo shaqeynaya? Tababbarka, shahaadada, ama barnaamijka kuleejka ee saxda ah ayaa kaa caawin kara inaad gaarto halkaad rabto. Xulashooyinka dabacsan waxay ka dhigan tahay inaad wax ka baran karto khadka tooska ah ama inaad aadi karto dugsiga waqti-dhiman si aad shaqada u sii wadato.
- Tababbarka saxda ah ama waxbarashadu saxda ah waxay kaa caawin karaan inaad hesho shaqo mushahar fiican lagu qaato- haddii ay tahay shahaado jaamacadeed ama barnaamij shahaado ku bixiya 10-usbuc.
- Ma xiiseyneysaa inaad si dhakhso leh uga kobacdo shaqadaada? Barnaamijka saxda ah ee digriiga ama shahaadada ayaa ku caawin kara. Xulashooyinka dabacsan waxay ka dhigan tahay inaad wax ka baran karto khadka tooska ah ama inaad aadi karto dugsiga waqti-dhiman si aad shaqada u sii wadato.

- Inaad kasbato shahaadada ama digriiga kuleejka waxay kuu horseedi kartaa mushahar fiican, waxay yareyn kartaa halista ah inaad shaqo la'aan noqoto, waxayna ku siin kartaa dhaq-dhaqaaq dhaqaale oo fiican. Digrii ama shahaado ayaa kaa caawin karta inaad hesho xirfad shaqo oo aad mushahar fiican ku qaadan karto waxayna adiga, qoyskaaga, bulshadaada idinka kaa caawin kartaa inaad guuleysataan.

Walaacyada dhaqaale:

- Miyaad ka walwalsan tahay inaad iska bixin karto kharashaadka kuleejka? Waxaad haysataa xulashooyin aad ku suurta gelin karto. Deeqaha waxbarasho iyo deeqaha kale ayaa kaa caawin kara inaad iska bixiso kharashaadka waxbarashadaada ama tababarkaaga si aad u hesho shaqo mushahar fiican lagu qaato.
- Gargaar maaliyadeed ayaa la heli karaa si ay kaaga caawiso inaad hesho digriiga ama shahaadada kuleejka. Ogow xulashooyinka la heli karo ee kaa caawin kara inaad iska bixiso kharashaadka waxbarashadaada.
- Kahor intaadan gaarin go'aanka ugu dambeeya ee ku saabsan kuleejka ama barnaamijka tababarka, waqti ku qaado inaad wax ka ogaato wadarta kharashka ku kacaya kaqeybgalka barnaamijka. Fiiri xulashooyinka kaalmada maaliyadeed ee Oregon oo samee qorshe aad wax uga qabanayso wadarta kharashyada ku kacaya barnaamijka oo gaar yoolalkaaga waxbarasho.
- Ka faa'iideyso noocyada badan ee kaalmada lacageed ah ee la heli karo! Waxaad haysataa xulashooyin kaa caawinaya inaad iska bixiso kharashyada kuleejka.
 - Sannad kasta, Gobolka Oregon wuxuu abaalmarin ka badan \$100 milyan oo deeqo ah siiyaa ardayda wuxuuna maamulaa in ka badan 600 deeqo waxbarasho ah oo gaar ah. Raadi oo codso deeqaha gobolka iyo deeqaha waxbarasho ee aad u-qalanto adigoo booqanaya OregonStudentAid.gov.
 - Ha moogaanin kaalmada federaalka iyo mida gobolka. Buuxi Arjigaaga Kaalmada Federaalka ee loogu talagalay Ardayda (FAFSA) ama Arjiga Kaalmada Ardayga ee Oregon (ORSAA).
 - La hadal xafiiska kaalmada maaliyadeed ee dugsiga ama barnaamijka aad xiiseyneyso.

Waajibaadka qoyska:

- Waxaad u shaqeysaa si adag si aad u taageerto qoyskaaga. Haddii aad haysato digrii ama shahaado, waxaad heli kartaa shaqo mushahar fiican leh oo waxaad wado wanaagsan u raadin kartaa qoyskaaga.
- Koorsooyinka khadka tooska ah ama onlaynka ah, goobaha kuu dhow, iyo barnaamijyada waqtiga-dhiman ah waxay la micno yihiin inaad kasban karto digrii ama shahaado kaa caawin doona inaad hesho shaqo mushahar fiican lagu qaato, adigoo weli haysta waqti aad ku daryeesho qoyskaaga.

Helitaanka/dabacsanaanta:

- Oregon waxay leedahay boqolaal fursado oo ah waxbarashadaada sare. Haddii aad dooneysid inaad kobacdo adigoo isticmaalayo tababarka xirfadeed, inaad kasbato shahaado, dhammaystirto shahaadada koowaad, ama aad raadsato waxbarasho qalanjebinta iyo xirfadaha, barnaamijyo badan oo kala duwan ayaa ku sugaya.
- Kumaan kun oo arday ah ayaa sanad walba u kala goosha kuleejyada iyo jaamacadaha Oregon. Ogow sida koorsooyinkaagu loogu wareejin karo iyo si aad uga faa'iideysan karto buundooyinkaaga iyo inaad ka fogaato inaad waqti iyo lacag ku bixiso koorsooyinka aan la wareejin doonin.
- Kuleejka afarta sano ah maahan xulashadaada kaliya ee loogu talagalay tacliinta sare. Waxaa jira noocyo kala duwan oo waxbarasho iyo xulashooyin tababar, laga bilaabo tababar shaqo ilaa shahaadooyin xirfadeed illaa digrii laba-iyo afar-sano ah ilaa PhD.

- Qof walba wadadiisa waxbarashado waa u gooni. Nagala hadal waxyaabaha ku saabsan koorsooyinka la qaadan karo, sida loo helo kaalmada dhaqaale, iyo wixii su'aalo ah ee aad qabto. Waxaan halkan u joognaa inaan kaa caawino inaad gaarto himilooyinkaaga waxbarasho.

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.

Walaacyada dhaqaale:

- Inaad awoodo iska bixinta kharashyada kuleejka way kuu dhowdahay. Waxaan bixinaa kaalmada maaliyadeed ee waxbarashada, buugaagta, iyo kharashyada kale. Si aad wax uga ogaato barnaamijyadayada kaalmada maaliyadeed, booqo [X/la xiriir Y](#).
- Waxaan kaa caawin karnaa inaad iska bixisid kharashaadka waxbarashadaada ama tababarkaaga. Waxaan bixinnaa barnaamijyo kaalmo dhaqaale oo kaa caawin kara inaad iska bixiso kharashaadka waxbarashada, buugaagta, iyo kharashyada kale. Si aad wax uga ogaato barnaamijyadayada kaalmada maaliyadeed, [visit X/la xiriir Y](#).
- In ka badan boqolkiiba [XX](#) ee ardaydayadu waxay helaan nooc ka mid ah kaalmada maaliyadeed. Si aad wax uga ogaato barnaamijyadayada kaalmada maaliyadeed, booqo [X/la xiriir Y](#).

Hogaamin/la-talin:

- Codsashada kuleejka ama barnaamijka tababarka waxay ku dareensiin kartaa xoogaa cabsi ah. Laakiin, caawimaad ayaa halkan laga helaa. Waxaan kugu hagi karnaa wareejinta buundooyinka, codsashada kaalmada maaliyadeed, iyo go'aan ka gaarista barnaamijka kaa caawin doona xirfaddaada shaqo. [La hadal/ la xiriir X maanta](#).
- Waxaan halkaan u joognaa inaan kugu hagno safarkaaga kulleejada. Waxaan kaa caawin doonaa xaqiijinta inaad dhammaystirto barnaamijkaaga oo aad hesho digriigaaga ama shahaadadaada. [La hadal/la xiriir X maanta!](#)
- Ma hubtid miyaa barnaamijka kuga habboon adiga? Ma isweydiineysaa haddii buundooyinkaaga la wareejin karo? Waxaan halkan u joognaa inaan ku caawinno. [La xiriir X](#) ama [booqo Y](#) si aad wax badan uga ogaato.
- Lataliyahaaga ayaa halkaan u jooga inuu kaa caawiyo inaad sida ugu wanaagsan uga faa'iideysato waxbarashada kuleejkaaga. [La xiriir lataliyahaaga maanta si aad taageero uga hesho.](#)

Helitaanka/dabacsanaanta:

- Miyaad shaqeysaa waqti-buuxa? Miyaad kala dooran la'adahay iskuulka iyo xarunta daryeelka carruurta? Waajibaad qoys miyaa ku saaran? Waxaan bixinaa xulashooyin waxbarasho oo dabacsan si aad ula jaanqaadi karto jadwalka waxbarashadaada/tababarkaaga.
- Haddii aad tahay ardayga af Ingiriisiga ama arday luqado badan ku hadla, waxaad taageero ka heli kartaa [luuqadaha X](#).

Baahiyaha ardayga:

- Waan ognahay in ardayda kuwaas oo sidoo kale ah waalidiinta ama arday masuul ka ah ay u baahan yihiin inay ilmo daryeelaan iyo jadwalo koorso oo dabacsan si ay u dhamaystirtaan waxbarashadooda. Taasi waa sababta aan u bixinno [X program](#).

- Helitaanka la talinta tacliinta, umeerinta, iyo taageero ayaa muhiim u ah ardayda si ay u guuleystaan. Dhammaan ardayda dhigata X institution waxay helaan Y services.
- Helitaanka adeegyada daryeelka caafimaadka iyo caafimaadka maskaxda ayaa muhiim u ah ardayda si ay u guuleystaan. Dhammaan ardayda dhigata X institution waxay helaan Y services.

Barnaamijyada dhaqamada gaarka u ah:

- Waan ognahay in dadka leh asalo kaladuwan ay leeyihiin baahiyo kaladuwan markay aadayaan iskuulka. Taasi waa sababta aan u bixino A programs ee loogu talagalay ardayda ka soo jeeda Y background/race/ethnicity.
- Waxaan waaxda waxbarasho ee kala duwan ku haynaa macalimiin iyo shaqaale. Boqolkiiba X ee shaqaalaheenna iyo macallimiinteenu waxay isku aqoonsadaan inay yihiin Madow, Dadka Asalka ah, iyo Dad Midab leh.
- Waxaan ku dadaaleynaa inaan abuurno dhaqanka kambaska ee ka mid noqoshada ah. Waxaan arrintaas ku gaarnaa X.