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**Indiana Urges Hoosiers to Take Their Next Step with Education, Training Through New Campaign**

*YourNextStepIN.org provides a central hub of Indiana resources for education, employment and other support services*

**(Indianapolis)** – Indiana is encouraging Hoosiers to visit [YourNextStepIN.org](http://YourNextStepIN.org), a new central resource hub that allows them to easily connect with tools to take their next step to education and training or to a new or better job. The [Governor's Workforce Cabinet](#) launched the site and related marketing campaign today to increase awareness, break down barriers to available resources and support Hoosiers as they pursue education and training beyond high school.



“Skilling up hardworking Hoosiers for in-demand, high-quality jobs available across Indiana continues to be a top priority for my administration,” said **Indiana Governor Eric J. Holcomb**. “Your Next Step makes it simple for Hoosiers to find the right resources and information to take their career to the next level.”

The Your Next Step campaign is supported by the [Richard M. Fairbanks Foundation](#), the Governor's Workforce Cabinet, Indiana government agencies, higher education and training providers, Hoosier employers, state policymakers, local communities, faith-based organizations and other key partners. Marketing efforts will be primarily focused on adult Hoosiers without educational attainment beyond a high school diploma.

“Your Next Step will help Hoosiers locate the resources available in Indiana and get the assistance needed to take the next step in their career,” said **Governor's Workforce Cabinet Executive Director P.J. McGrew**. “By making it easier to navigate the state's education and career resources, the Cabinet seeks to increase individual's access, awareness and usage of the support available in Indiana for Hoosiers to pursue education and training beyond high school.”

The campaign is part of Indiana's efforts to reach its big goal of having at least 60 percent of Hoosiers with quality education or training beyond high school by 2025. The goal is tied to projected workforce needs and Indiana continues to make steady progress with recent gains from Lumina Foundation's [Stronger Nation](#) report bringing Indiana to 48.5 percent (the national average is 51.3 percent). Indiana began tracking attainment in 2008, when the state was at just over 33 percent. Recent increases moved Indiana up from 38th to 35th out of 50 states.

Education and training resources highlighted on [YourNextStepIN.org](http://YourNextStepIN.org) include the [Next Level Jobs](#) program, Learn More Indiana, You Can. Go Back, Ivy Tech Community College, Vincennes University and 180 Skills. Individuals can receive one-on-one support through live experts at INvestEd, the Commission for Higher Education's Financial Aid Support Center, and the Department of Workforce Development.

Hoosiers can also get connected to employment resources and supportive services, such as healthcare, childcare and local assistance.

“The Your Next Step campaign is part of a longer-term strategy to provide a clear and compelling message for Hoosiers to take that next step on their education journey. We want individuals to understand that Indiana has their back so they can move forward,” said **Indiana Commissioner for Higher Education Teresa Lubbers**.

An initial version of the Your Next Step site was launched in early June as part of Indiana’s “[Rapid Recovery for a Better Future](#)” initiative. Thousands of Hoosiers have accessed the earlier version of the site to connect to education and training options through the Next Level Jobs Workforce Ready Grant program and other opportunities. Since the Workforce Ready Grant began in 2017, more than 38,000 Hoosiers have enrolled and almost 18,000 have earned a certificate through the grant program.

“Increasing Indiana’s educational attainment is key to improving the lives of Hoosiers and continuing to have a thriving economy in Indianapolis and throughout our state,” said **Fairbanks Foundation President and CEO Claire Fiddian-Green**. “A critical step to achieving Indiana’s 60 percent goal is helping more Hoosiers access the resources they need to take their next step towards a meaningful career. The Foundation is pleased to help support YourNextStepIN.org and connect people with the information they need.”

Visit [YourNextStepIN.org](http://YourNextStepIN.org) to learn more and follow along on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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### **About the Governor’s Workforce Cabinet**

The [Governor’s Workforce Cabinet](#) (GWC) was formed in 2018 with the mission of addressing current and future education and employment needs for individuals and employers, strengthening Indiana’s economy by integrating and aligning state and federal resources, and ensuring a talent-driven education and workforce system. The membership of the GWC includes the business community, K-12 representatives, postsecondary institutions, Indiana lawmakers, and leaders from Indiana state agencies.