Governor Nathan Deal, University System of Georgia and Technical College System of Georgia Announce “Go Back. Move Ahead.” Campaign

New plan makes returning to college easier for 1.1 million Georgians

ATLANTA (July 29, 2014) — Georgia Governor Nathan Deal, University System of Georgia (USG) Chancellor Hank Huckaby and Technical College System of Georgia (TCSG) Commissioner Ron Jackson announced Georgia’s “Go Back. Move Ahead.” campaign today. The campaign will encourage many of the more than one million Georgians who have completed some college to return and finish their degrees.

“In order for Georgia to remain economically competitive, we must have an educated work force, and focusing on college completion is one way we intend to do that,” said Gov. Deal. “‘Go Back. Move Ahead.’ provides resources for prospective students and makes it easy for any Georgian who has started college to go back to school and earn a degree or certificate.”

“Go Back. Move Ahead.” is a part of Gov. Deal’s “Complete College Georgia” initiative, which launched in 2011. It is projected that by 2020, more than 60 percent of jobs in Georgia will require a college certificate or degree. Presently, however, only 42 percent of the state’s young adults have earned a college credential — creating a need for an additional 250,000 graduates.

The University System of Georgia and the Technical College System of Georgia serve more than 300,000 students each year and are a major component of Georgia’s economy. Gov. Deal and higher education administrators recognize that the state must do more to make it easier for Georgia adults to return to school and complete their
degrees. This group includes approximately 1.1 million working-age adults, or 22 percent of the state’s population, who attended college for some time but did not finish.

The initiative will offer Georgians a simpler enrollment process, more flexible ways to transfer earned college credits, additional course schedule options and a personal academic advisor. Options for returning to college in Georgia include enrolling on campus, taking classes at a satellite location or using the online options available at many of Georgia’s public institutions.

The USG and TCSG are collaborating on the effort, which will include unprecedented public outreach to every part of Georgia. A significant media buy will purchase billboards, radio, video, print, and online digital media. There will also be grassroots community outreach and operational improvements at key campuses to make it easier for Georgia adults to return to college and earn their degrees. Interested students can be connected to a college representative online at www.gobackmoveahead.org or by calling 1-844-GOBACKNOW.

“Many Georgians choose not to return to college because they believe it is too difficult, too expensive or simply inconvenient,” said Gov. Deal. “I have challenged our University System to make it easier for these Georgians to go back, and I’m pleased with the response. Regardless of individuals’ personal or financial situations, we are committed to making it possible to go back, move ahead and make college work.”

For more information about Complete College Georgia and the “Go Back. Move Ahead.” campaign, visit www.gobackmoveahead.org. Follow us on Facebook and Twitter @gobackmoveahead.

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