

**Idaho Learning Partnership  
Program Core Messaging  
Approved January 2020  
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**Mission**

The Idaho Learning Partnership Program's mission is to develop a network of library staff who can expand awareness of educational opportunities for those living in Idaho's rural communities. Through this network, Idaho's rural residents will ultimately enhance their career options and economic opportunities.

This Program develops and trains rural library staff, referred to as "higher education coaches," to increase awareness of higher education programs, facilitate basic advising, and function as a local resource for veterans, parents, traditional students, nontraditional students, and underrepresented residents of rural Idaho.

Higher education coaches will undergo formal training as part of the Program. The training is strategically designed to ensure all coaches are able to guide community members using current data, best practices, information specific to individuals' circumstances, and consistent delivery of high- quality services.

**Target Audience**

The target audience for the Idaho Learning Partnership Program is Idaho residents living in rural communities. This audience may also share one or more of the following characteristics:

- Individuals with some college but no degree
- Individuals with no college experience
- First-generation individuals (i.e., one or more parents/guardians did not complete a four- year degree)
- Working individuals
- Individuals with families (spouse, children, and/or extended family members in

the home)

- Veterans and current servicemembers

In addition to demographic identifiers, the Program's target audience often shares educational experiences as well as common roadblocks to their educational goals. These may include:

Previous

- Having to leave college for personal reasons (e.g., having a baby, military deployment)
- Having to leave college for financial reasons (e.g., needing to work to support a family)
- Having to leave college for academic reasons (e.g., poor academic performance)
- Never having been to college before

Current

- Fear of not being able to balance work, life, and other commitments while in school
- Fear of not being able to afford school
- Fear of student debt
- Fear of not being able to perform academically
- Fear of being "too old" to go back to school
- Fear of the cost of a degree not being "worth it"

Future

- Motivated to graduate to fulfill a personal goal
- Motivated to graduate to set an example for their family
- Motivated to graduate to improve career options and/or opportunities for advancement
- Motivated to graduate to change careers
- Motivated to graduate to better contribute to their community and/or family

## **Key Message**

The Idaho Learning Partnership Program empowers library staff to help rural Idahoans learn more about Idaho's higher education opportunities.

## **Values**

The Idaho Learning Partnership Program is **nonjudgmental**: Program coaches and materials do not judge community members' previous educational experience(s) or current life situation(s); instead, they focus on helping individuals pursue their future educational and career goals.

The Idaho Learning Partnership Program is **supportive**: Coaches in the program deliver information, programs, and other resources in a helpful, friendly, and warm way.

The Idaho Learning Partnership Program is **Idaho centric**: The Program and its coaches will present information on Idaho's higher education opportunities that is directly and uniquely relevant to rural Idahoans.

The Idaho Learning Partnership Program is **individualized**: When Idaho's rural residents interact with the Program, the advice and resources they receive will be specific to their individual goals, challenges, and life circumstances.

The Idaho Learning Partnership Program is **reliable**: Individuals will come to depend on the Program's information and resources as consistently accurate, current, relevant, and helpful.