WHEREAS: The Oregon State Legislature approved the ambitious “40-40-20 Goal” in 2011, enshrining the importance of increasing the postsecondary aspirations and credentials of all Oregonians; and

WHEREAS: According to the United States Department of Education, the annual median income of someone with a bachelor’s degree or higher outpaces the earnings of someone with only a high school diploma or its equivalent; and

WHEREAS: According to the United States Department of Labor’s Bureau of Labor Statistics, the unemployment rates for individuals holding an associate’s degree or higher are significantly lower than for those workers with no postsecondary credentials; and

WHEREAS: Successful college access and readiness begins early, with an emphasis on students and families striving to achieve in the classroom, engage in positive activities, and explore higher education options during pre-adolescence and beyond; and

WHEREAS: More than 100 Oregon high schools and community based organizations have committed to host Oregon College Application Week and Oregon College Cash Campaign events during the month of November 2018, ensuring their seniors complete college and financial aid applications with the assistance of trained school staff and volunteers.

NOW, THEREFORE: I, Kate Brown, Governor of the State of Oregon, hereby proclaim November 2018 to be

OREGON GOES TO COLLEGE MONTH

in Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, September 20, 2018.

Kate Brown, Governor

Dennis Richardson, Secretary of State