



# Thursday Notes

**Office of Vocational and Adult Education**  
**Troy R. Justesen, Assistant Secretary**

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## College Has Key Role in Americans' Upward Mobility

[A new study](#) from the [Pew Charitable Trusts](#) highlights the powerful role that college can have in helping people change their stations in life. Americans born into a family in the lowest fifth of U.S. earners and who graduate from college have a 19 percent chance of joining the highest fifth of earners in adulthood, the study says. A greater percentage of adult children with college degrees exceeded their parents' income than those without a college degree across the entire income spectrum, according to the study. Researchers found a disturbing trend as well: Hispanic and black Americans were falling behind whites and Asians in earning college degrees, making it harder for them to enter the middle class or higher. The study warns that widening gaps in postsecondary education between rich and poor, and whites and minorities could lead to a downturn in opportunities for the poorest families.

## County Data for State Plans Now Available Online

State directors conducting needs assessment for state planning have a [newly updated online resource](#) for county census data. USA Counties now features more than 5,900 data items for the United States, the 50 states (plus the District of Columbia), and all of the nation's 3,141 counties or county equivalents. Data are available on county residents' ages, ancestries, education, employment, and income, as well as poverty, the labor force, available social programs, and more. The Census Bureau manages this source for data on U.S. counties.

## Maryland Marketing Boosts 2006-07 GED Enrollments

Maryland's state adult education office used part of its Adult Education and Family Literacy Act (AEFLA) performance award to create *Stepping Up to the Future*, a marketing campaign to increase enrollment of young adults in adult education programs. Young adults responded to a survey online and in focus groups last year to identify the most effective ways to interest people in their age group in earning a General Educational Development (GED) credential. The campaign ran radio ads on stations in the Baltimore area 45 times weekly, and launched a new Web site and new toll free number, 1-888-goGEDgo. The hotline fielded over 841 calls in response to the radio ads in a 5-week period. The agency developed new marketing brochures and posters, which were distributed statewide. Enrollment of the target population in 2006-07 increased by almost 1,000 over the 2005-06 enrollment.

## Liu Joins DAEL Accountability Team

[Sue Liu](#) of OVAE's policy office is joining the Division of Adult Education and Literacy (DAEL). She will work with Mike Dean and the accountability team. Liu also will work on workforce and immigration related issues.