

A photograph of the Edens Hall building facade, featuring a classical portico with four large columns and a pediment. The name "EDENS HALL" is inscribed on the frieze above the columns. The sun is shining brightly from the top center, creating a lens flare effect. A dark green semi-transparent banner is overlaid on the bottom half of the image, containing the title and speaker information.

Washington Student Achievement Council **Overview & Strategic Action Plan**

Dr. Brian Baird, Chair
Senate Higher Education Committee
January 22, 2013

Council Mission



The Washington Student Achievement Council was created by the Legislature in 2012 with three primary responsibilities:

- 1. Propose goals for increasing educational attainment in Washington, recommend the resources necessary to achieve the goals, and monitor progress toward meeting the goals.**

Council Mission



The Washington Student Achievement Council was created by the Legislature in 2012 with three primary responsibilities:

- 2. Identify improvements and innovations needed** to continually adapt the state's educational institutions to evolving educational attainment needs.

Council Mission



The Washington Student Achievement Council was created by the Legislature in 2012 with three primary responsibilities:

3. **Educate the general public** about the economic, social, and civic benefits of postsecondary education, and the consequent need for increased financial support and civic commitment in the state.

Council Overview



The nine-member Washington Student Achievement Council consists of:

- **Five citizen members** appointed by the Governor, including **one student**.
- **Four education sector** members representing:
 - Two-year public colleges
 - Four-year baccalaureate institutions
 - Independent Colleges of Washington
 - Office of Superintendent of Public Instruction

A state agency with about 95 staff supports the work of the Council.

Council Duties



Key **operational duties** include:

- Administration of 15 state **financial aid** and outreach programs.
- Administration of the **GET** prepaid tuition program.
- **Authorization** of out-of-state institutions and some in-state private institutions to offer degrees in Washington.
- Legislatively mandated **reports**:
 - National Tuition & Fee Rates
 - Regional Needs Assessment
 - A Skilled and Educated Workforce
 - Transfer & Articulation
 - Prior Learning

Council Duties



Key **strategic planning duties** include:

Developing a **10-Year Roadmap** for raising the state's educational attainment level by achieving and sustaining a viable, accountable, and effective education system.

The first 10-Year Roadmap is due to the Governor and Legislature in December 2013, with updates due every two years thereafter.

Council Duties



Key **strategic planning duties** include:

Preparing a **Strategic Action Plan** every two years to guide the development of the 10-Year Roadmap.


The purpose of the first Strategic Action Plan, due December 1, 2012, was to identify the priorities that need to be addressed in the 10-Year Roadmap, and to present the actions needed to prepare the Roadmap.

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Critical Crossroads: **A Call for Action**

The 2012 Strategic Action Plan
for Educational Attainment

Critical Crossroads

A photograph of a large, classical-style brick building with several tall, fluted columns. The name "EDENS HALL" is inscribed on the pediment above the columns. The building is set against a clear sky. A person is visible on a set of stairs leading to the entrance of the building.

To compete in today's information-based global economy, Washington must make sweeping reforms and improvements to its education system.

The Current State



Our Record of Performance: Students lack access to training and education needed to succeed in the new economy.

The New Economy: Employers cannot meet demand for skilled workers.

Our Growing Disparity: Demographic and economic forces create gaps in education and employment.

The Need for Planning: Washington lacks a strategic, coordinated, and comprehensive plan to address these challenges.

Levers for Change



The Council has identified five critical obstacles to student achievement and levers for fundamental change:

1. Readiness
2. Affordability
3. Institutional Capacity and Student Success
4. Capturing the Potential of Technology
5. Stable and Accountable Funding

Challenge 1: Readiness

Nearly 1/5 of our state's children live in families with incomes below the poverty level

30% of high school graduates do not enroll in higher education within five years of high school

- Early Learning
- Opportunities Lost in the K-20 Pipeline
- Aligning High School Graduation Requirements and College Admissions Standards
- Remedial Education

In 2008, 52% of high school graduates did not meet the minimum admissions standards of Washington's public baccalaureates

3/5 of high school graduates need remedial coursework at community and technical colleges

Challenge 2: Affordability

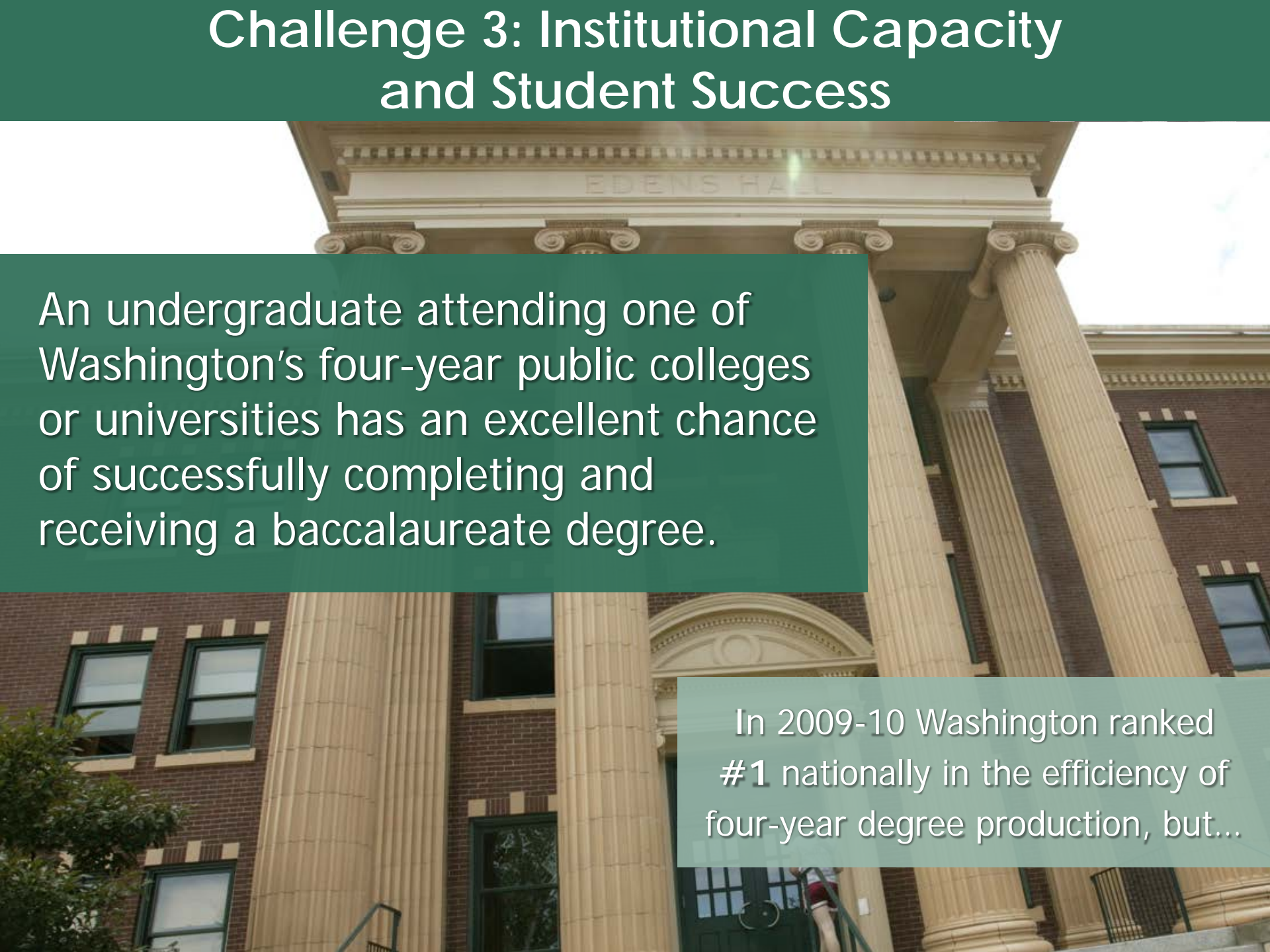


American public higher education is founded on the principle of shared responsibility.

In 2000, annual tuition and fees at Washington's public four-year institutions was about 5% of the state's median income for a family of four.

By 2012, it had more than doubled to 11%.

Challenge 3: Institutional Capacity and Student Success

A photograph of a large, classical-style building with a portico supported by tall, fluted columns. The name "EDENS HALL" is inscribed on the pediment above the columns. The building is made of brick with several windows. A person is visible on a set of stairs leading up to the entrance.

An undergraduate attending one of Washington's four-year public colleges or universities has an excellent chance of successfully completing and receiving a baccalaureate degree.

In 2009-10 Washington ranked **#1** nationally in the efficiency of four-year degree production, but...

Challenge 3: Institutional Capacity and Student Success

...Washington ranks 42nd of the fifty states in production of baccalaureate degrees, and 36th for graduate degrees.

We must increase capacity. Our first priority must be to find spaces for qualified Washington students, particularly in high-demand fields.



Challenge 4: Capturing the Potential of Technology



Information technology has become a core tool for providing education.

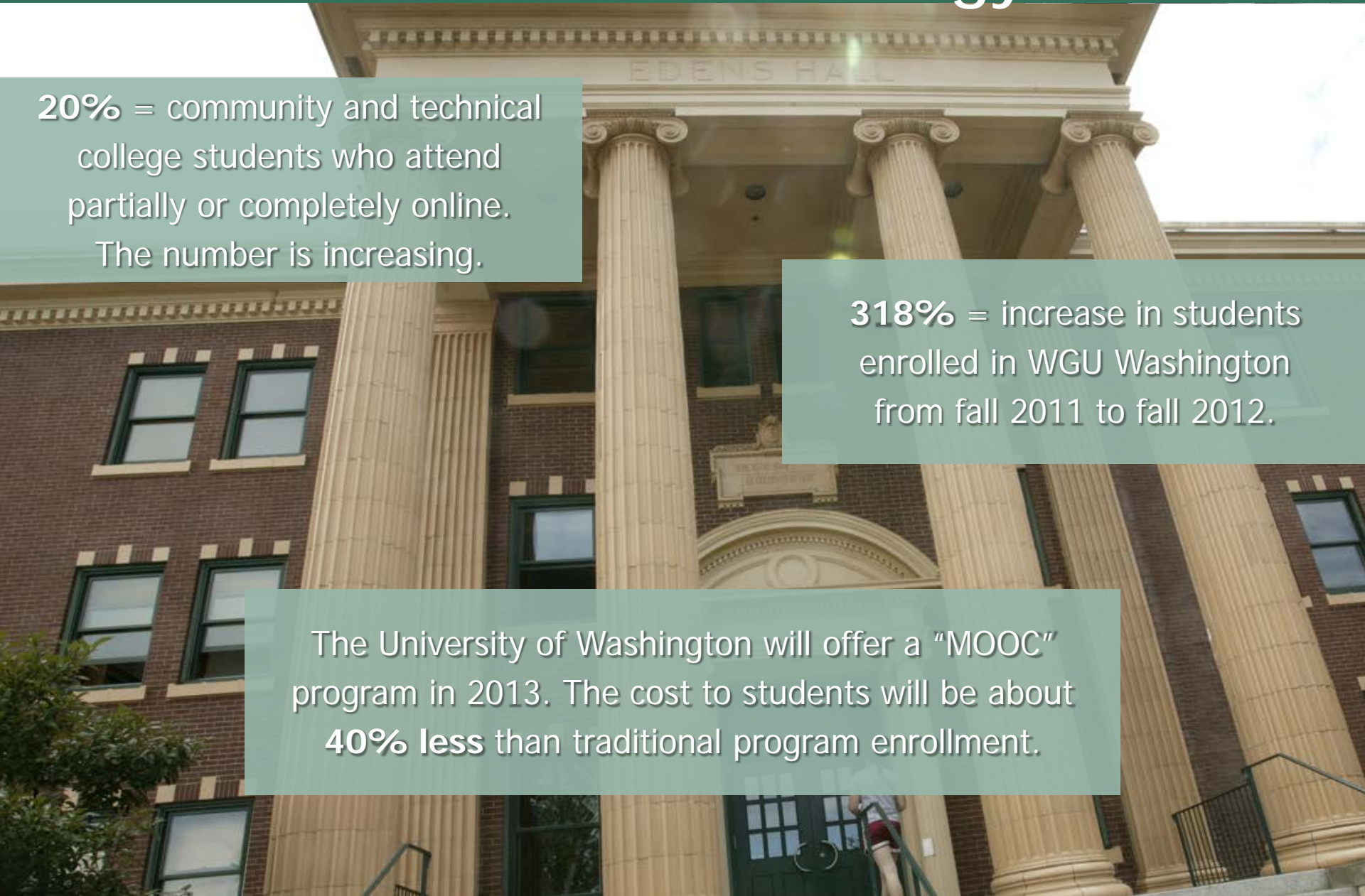
- e-Learning
- Educating working adults and students in remote areas
- "Bundling"
- Massive Online Open Courses (MOOC)

Challenge 4: Capturing the Potential of Technology

20% = community and technical college students who attend partially or completely online. The number is increasing.

318% = increase in students enrolled in WGU Washington from fall 2011 to fall 2012.

The University of Washington will offer a "MOOC" program in 2013. The cost to students will be about 40% less than traditional program enrollment.



Challenge 5: Stable and Accountable Funding




1. Unlike K-12, higher education is currently a “discretionary” area of the state budget.
2. State funding comes mostly from the General Fund, which is dependent upon property tax, sales tax, and other tax revenue.
3. Tax revenue is not stable. Economic downturns dramatically impact funding for higher education.
4. This funding base is not predictable. Consequently, planning for higher education expansion and enhancement is difficult.

Challenge 5: Stable and Accountable Funding



28%

State appropriations
to public institutions
since FY 2000




151%

Tuition revenue
since FY 2000



23%

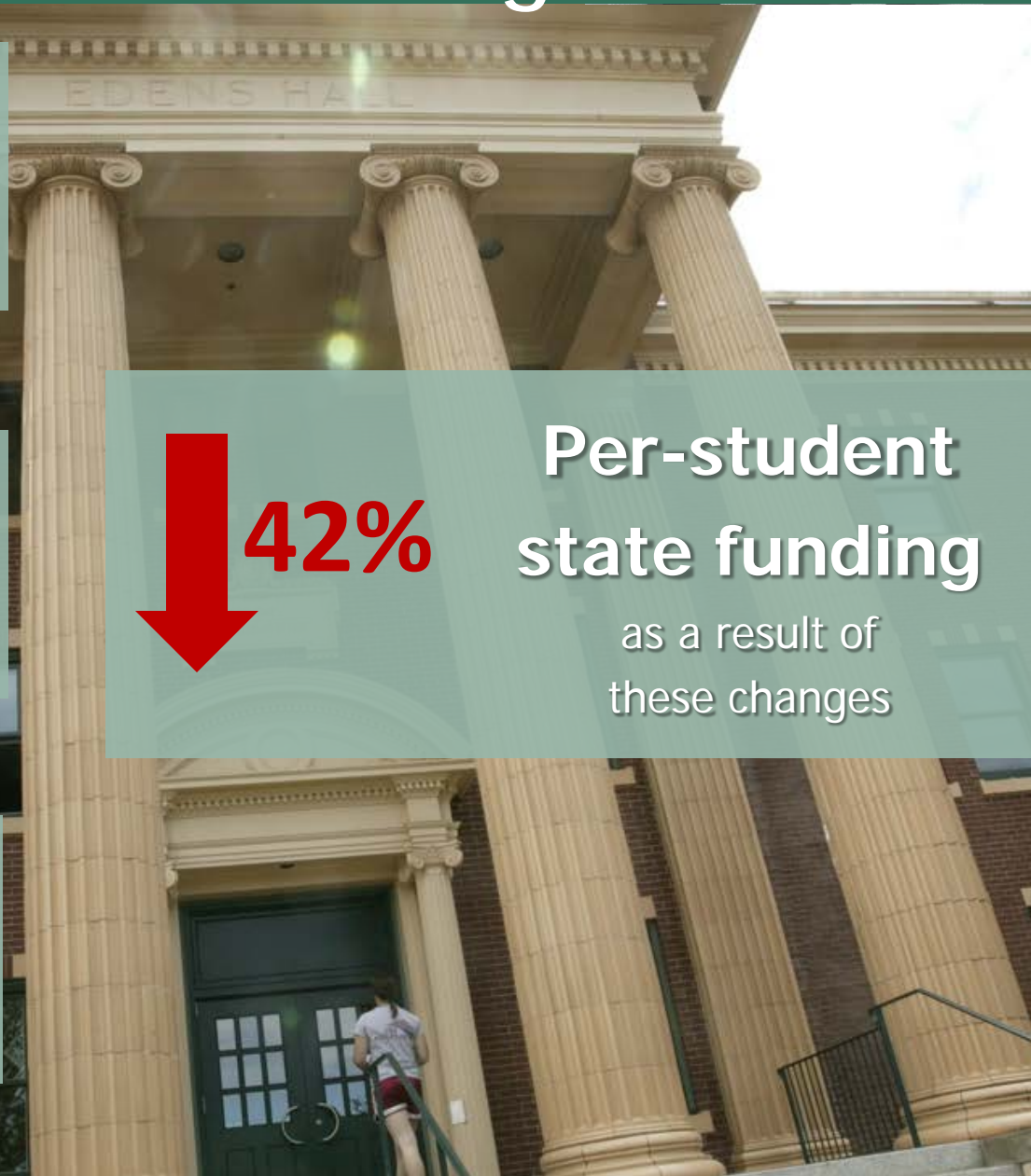
Student enrollment
(FTE) during the
same period



42%

**Per-student
state funding**

as a result of
these changes



A Call to Action

We **must** address these five critical obstacles if we are serious about **raising the educational attainment level of Washington students.**

1. Readiness
2. Affordability
3. Institutional Capacity and Student Success
4. Capturing the Potential of Technology
5. Stable and Accountable Funding

A Call to Action

Our shared vision:

- Policy-makers and taxpayers will have confidence in this plan and will invest resources where needed.
- Our state's employers will have access to a well-trained and qualified workforce.
- Every child and adult in Washington will be able to succeed in their education.

Going Forward: The 10-Year Roadmap



Over the next 11 months, the Council will collaborate with the Legislature and Governor's office to formulate **key policy recommendations** in the Strategic Action Plan's **five critical challenge areas.**

This will result in the **10-Year Roadmap for Higher Education in Washington State.**

Going Forward: The 10-Year Roadmap

Recommendations in the Roadmap will be based upon:

- Facts and evidence about what is being done today and needed improvements
- Objective, empirical data and careful analysis
- Evaluation of best practices within our state and beyond our borders
- Input from stakeholders

Roadmap Outreach



In developing the Roadmap, the Council will conduct an extensive two-way outreach process:

- **Educating** the public on education challenges
- **Listening** to and engaging with diverse constituencies:
 - Employers
 - Parents
 - Students
 - Faculty
 - Administration
 - Others interested in advancing education

Outreach Events



January 28

Bellingham

January 30

Spokane

February 6

Ellensburg

February 11

Vancouver

February 20

Seattle

February 22

Olympia

February 25

Pullman

February 26

Walla Walla