

## Adult Reengagement Pilot Program – Washington Site Visit

Participating States: Maine, Minnesota, Oklahoma, Virginia, Washington

Agenda	
8:30 am	<p><b>Overview</b> (Andy Carlson, SHEEO)</p> <p>Introductions Goals of meeting Discussion of key issues for adult students</p>
9:15 am	<p><b>The State Landscape</b> (Sophia Laderman, SHEEO) – <b>Part I</b></p> <ul style="list-style-type: none"> <li>• Attainment goals</li> <li>• Data supports need for adult re-engagement</li> <li>• Characteristics of adult students</li> </ul>
9:45 am	<p><b>The State Landscape</b> (COP, SBCTC, ICW, WGU) – <b>Part II</b></p> <ul style="list-style-type: none"> <li>• Policies that support adult students</li> <li>• Institutional initiatives to retain and recruit adult students</li> </ul>
10:30 am	<b>Break</b>
10:45 am	<p><b>Scan of Other States’ Policy Approaches</b> (SHEEO)</p> <ul style="list-style-type: none"> <li>• Review of state-level and/or coordinated partnerships to serve adults</li> </ul>
11:15 am	<p><b>Understanding Framework Components - Discussion</b> (WSAC)</p> <p><i>What is the current state?</i> <i>What are the optimal features?</i> <i>What are the challenges?</i> <i>What is a state role versus institutional role?</i></p> <ol style="list-style-type: none"> <li>1. Information Clearinghouse (expanding and connecting online resources)</li> <li>2. Student Identification/Outreach (identification of students near completion)</li> </ol>
12:15 pm	<b>Lunch</b>
12:45 pm	<ol style="list-style-type: none"> <li>3. Affordability (availability of aid, previous debt, child care costs)</li> </ol>
1:30 pm	<ol style="list-style-type: none"> <li>4. Student Support (enrollment support, availability of child care slots)</li> <li>5. Delivery Models (flexibility, efficient pathways)</li> </ol>
2:00	Break

2:15 pm	<p><b>Framework Development Approach (WSAC)</b></p> <ul style="list-style-type: none"><li>• Create teams to develop strategies for components to<ul style="list-style-type: none"><li>○ Inventory current efforts</li><li>○ Recommend short and long-term solutions</li><li>○ Estimate costs for proposals where appropriate</li><li>○ Key participants (business, ESD, DSHS, institutions)</li></ul></li><li>• Sketch a timeline for the first two components</li></ul>
3:00 pm	<p><b>Discussion</b></p> <ul style="list-style-type: none"><li>• What are other suggestions for a successful adult reengagement framework?</li></ul>
3:15 pm	Wrap-up and summarize next steps (SHEEO)
3:30 pm	Adjourn



# SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

## Adult Reengagement Pilot Program Washington Site Visit

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September 14, 2016  
Olympia, Washington

With generous support from Lumina Foundation

## Original concept of Adult Promise Pilot Program

The purpose of this project is to develop a proof of concept and design documents for a “promise” type financial aid program geared towards adult students

- *Generally, “promise” type means promising free tuition and fees for eligible students (see TN program)*
- *Is the “promise” free tuition for adult students? Supports and services? All of the above?*

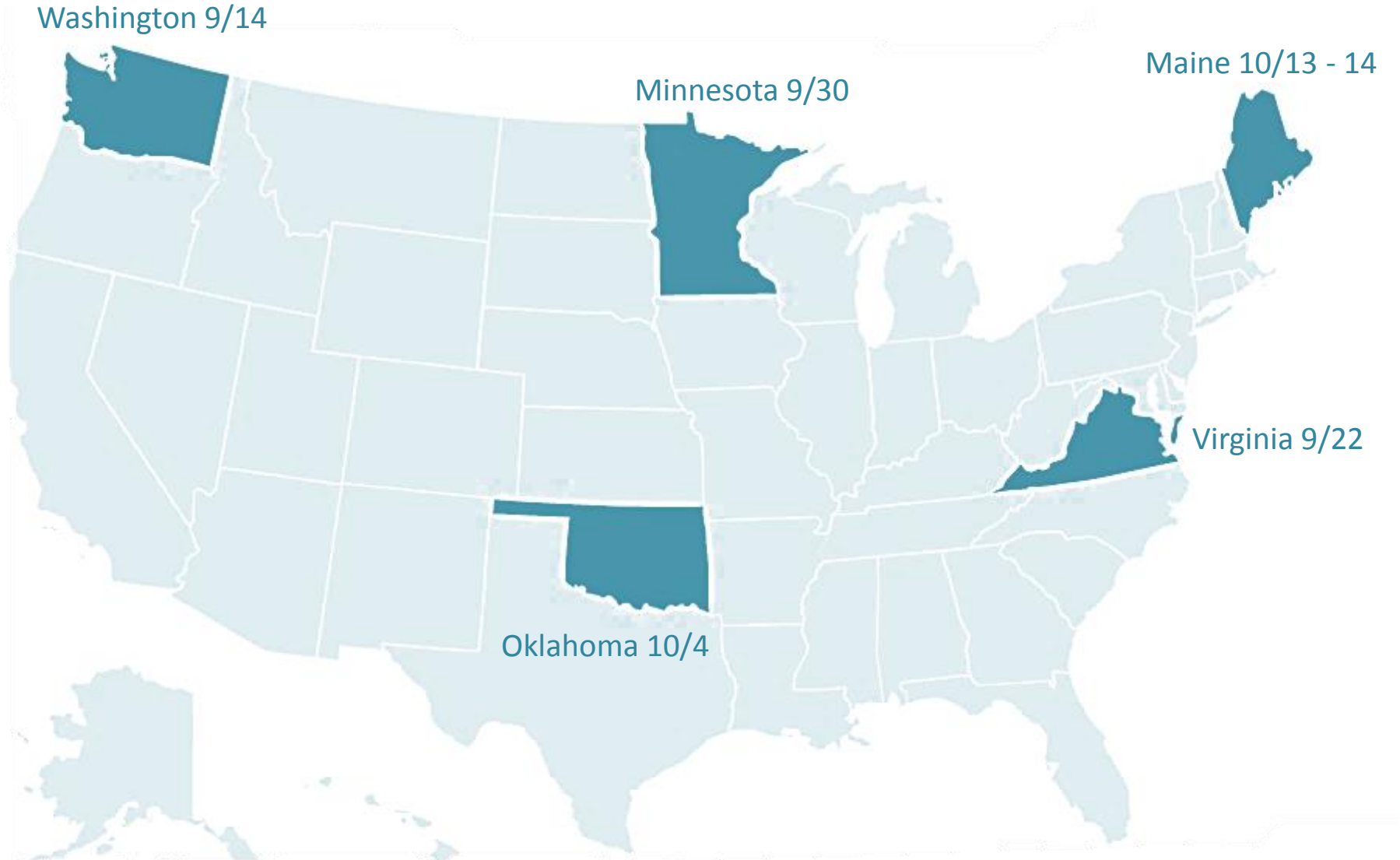
## Disconnect between promise programs and state attainment goals

- Traditional Promise programs in Tennessee, Massachusetts, Minnesota, Rhode Island, and Oregon
- 2016 legislation in many states to emulate these programs. Most limited to traditional students straight out of high school
- College Promise Campaign pushing the concept
- States will not meet attainment goals necessary for a strong economy without better serving adult students
- Is a “Promise” type aid program a means to help adult students succeed in postsecondary education? Can such a program address this disconnect between legislative interest in the promise concept with state attainment needs?

# Timeline

- Grant period – January through October 2016
- May 2016
  - Design Convening
  - Produced *design template* document for states looking to implement Adult Promise programs
- September and October 2016
  - Site visits to five selected states
    - Washington
    - Virginia
    - Minnesota
    - Oklahoma
    - Maine
  - Produce a customized *program implementation plan* for each state

# Participating States



## Possible Phase Two

- Possible second phase in CY 2017 and 2018. Proposal will be submitted in November
- Current idea
  - Two year grant with most of the funding going to pilot states for technical assistance and support.
  - Lumina funds cannot support direct student financial awards
  - Can support other program components, e.g., website development, outreach, student services support



## Main takeaways from May convening

- The “promise” of free tuition and fees became an afterthought. Convening discussion focused on the challenges adult students face and the necessary supports to improve their ultimate success to completion
- Pilot states are focused on this key demographic
- ***Hence, Adult Promise Pilot Program is now Adult Reengagement Pilot Program in Washington***

## Help us make this project a success

- This is the first site visit
- Engage and participate
- Make this day successful and increase the likelihood of a Phase Two (with funding to the states)!
  
- ***Thank you Lumina Foundation***

# Outlining the challenges to an adult reengagement program

- Schedule conflicts
- Work obligations
- Family obligations
- Outstanding debt
- Frustration from prior attempt
- Outreach challenges
- Remediation
- Unsure how to navigate traditional postsecondary environment
- No acknowledgement of or credit for learning outside of classroom
- No acknowledgement of or credit for learning outside of classroom
- Exhausted aid eligibility may drive up costs to provide financial aid for students otherwise eligible
- Institutional buy-in
- Cost to tailor services to adult students or expand hours to meet adult student schedules
- Other?

## **Critical Components: What additional services and supports will help adult students succeed?**

- MDRC program evaluation of CUNY Accelerated Study in Associate Programs (ASAP)
- Metro Card was key
- This program was/is geared towards traditional students

## What's the Metro Card(s) for adult students?

- Mentoring
- Prior learning assessment and awarding of credit
- Degree maps
- Structured schedules
- Year round enrollment
- Alternative instructional delivery
- Emergency aid fund
- On-campus child care
- Expanded hours of service

## The path to adult student success



### OUTREACH, MARKETING, AND ENROLLMENT

- Data challenges
- Targeting messaging
- Focus groups
- Debt forgiveness



### SUPPORTS FOR ADULT STUDENT SUCCESS

- Mentoring
- Credit for prior learning
- Degree maps
- Structured scheduling
- Alternative instructional delivery



### RETENTION AND COMPLETION

- Emergency aid funding
- On-campus child care or child care vouchers
- Extended hours for support services



**What will the program in  
Washington look like?**



# SHEEO

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## Scan of Other States' Policy Approaches

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Indiana  
Minnesota  
Tennessee  
Institutions



## You Can. Go Back.

- College completion campaign in Indiana
  - Began in 2016
  - Focused on returning adults with some college/no degree
  - 750,000 of these adults. Estimate 200,000 to get to their attainment goal
  - Started with the Indiana Commission for Higher Education, but really want this to be a statewide initiative with institutions, business, non-profit, and other government agencies involved

## Involving institutions

### Get them back...

- *You Can. Go Back.* Ambassador: single point of contact at each institution
- Tuition discounts or other incentives
- Academic and debt forgiveness

### Get them through...

- Prior learning assessment opportunities
- Predictable and/or consolidated schedules
- Transition of credit to associate or certificate programs
- Extended office hours for support staff

## Focus group findings

### Why do they want their degree?

- Opportunities for Advancement
- Make More Money
- Sense of Accomplishment
- Better Life for my Family

### Why don't they have their degree?

- No Time
  - Family Commitments (70% have children)
  - Work
- No Money
  - No Savings
  - Already in Debt
  - Impacted by Last Attempt

## Hard to know where to begin

- What careers should I consider?
- Which schools have online classes/degrees?
- Is there financial assistance available?
- Can I get class credit for my work experience?
- Where do I start?

## **Sour taste in mouth from last attempt**

- Poor academic performance/probation
- Financial aid issues
- Not meeting Satisfactory Academic Progress
- Not in good repayment terms for federal loans
- Debt to institutions

## Core Messages

- From focus group findings, a series of postcards were developed for outreach campaign
- Postcards point out that both individual and the institution have changed since their last attempt

A lot has changed since you left college.  
**LIKE YOUR REASONS FOR RETURNING.**

**LARGE  
INCOME  
BUMP**  
**+\$20K**

**HIGHER  
JOB  
SECURITY**  
**50%**

**MORE  
CAREER  
OPTIONS**  
**60%**

College Grads vs  
High School Grads

College Grads vs  
High School Grads

Jobs Requiring Education  
Beyond High School by 2018

Explore available programs and access your incentives  
[www.YouCanGoBack.com/Robert.Smith](http://www.YouCanGoBack.com/Robert.Smith)

An initiative of the Indiana Commission for Higher Education



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## Incentives for Returning Students.

The future starts now.

Robert, Indiana colleges and universities are making it easier to finish your degree.

### FLEXIBLE

ONLINE, EVENING  
& WEEKEND CLASSES



### UP TO 50%

TUITION  
DISCOUNTS



### FORGIVENESS

FOR DEBT/  
GRADES



- Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.

**GET  
STARTED**

Explore available programs and  
access your incentives.

Or call (844) GO-BACK-2  
(844) 462-2252

[www.YouCanGoBack.org/Robert.Smith](http://www.YouCanGoBack.org/Robert.Smith)

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### You Can. Go Back.

Indiana Commission for Higher Education  
302 West Clark Street #300, Indianapolis, IN 46204



ROBERT SMITH  
1234 ADDRESS DRIVE  
APARTMENT 2B  
ANYTOWN, IN XXXXX



You Can. Go Back.

## YOUR WISH LIST

3 WHAT'S YOUR DESIRED FIELD OF STUDY?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Arts & Communication



Business & Economics



Elementary / Special Education



Health



Social & Behavioral Sciences



Science, Technology,  
Engineering & Mathematics



Trades & Industry

Not Sure

PROGRESS





You Can. Go Back.



*These are the schools that match your wish list.*



Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

<input type="checkbox"/>  <p><b>Indiana State University</b> TERRE HAUTE, INDIANA</p> <p><b>Incentives</b></p> <ul style="list-style-type: none"> <li>Grade Forgiveness</li> <li>Work/Military Credit</li> <li>Online Programs</li> <li>Plus More</li> </ul>	<input type="checkbox"/>  <p><b>INDIANA UNIVERSITY</b> BLOOMINGTON, INDIANA</p> <p><b>Incentives</b></p> <ul style="list-style-type: none"> <li>Grade Forgiveness</li> <li>Online Programs</li> <li>Night &amp; Weekend Classes</li> <li>Get Details</li> </ul>	<input type="checkbox"/>  <p><b>INDIANA UNIVERSITY</b> KOKOMO, INDIANA</p> <p><b>Incentives</b></p> <ul style="list-style-type: none"> <li>Grade Forgiveness</li> <li>Online Programs</li> <li>Night &amp; Weekend Classes</li> <li>Get Details</li> </ul>	<input type="checkbox"/>  <p><b>IUPUC</b> COLUMBUS, INDIANA</p> <p><b>Incentives</b></p> <ul style="list-style-type: none"> <li>Grade Forgiveness</li> <li>Online Programs</li> <li>Night &amp; Weekend Classes</li> <li>Get Details</li> </ul>
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You Can. Go Back.

## WGU Indiana Next Steps

Hello s,

Thank you for your response to the *You Can. Go Back.* program and interest in WGU Indiana.

WGU has programs that make it easy for you to re-enroll in college and succeed. They will review your case individually to match you with the right program and best incentives available.

**The following programs and incentives are available to eligible returning students:**

- Application waiver worth \$65
- \$100 tuition certificate
- Scholarship opportunities solely for *You Can. Go Back.* participants
- Flexible, competency-based, and completely online programs giving students the opportunity to graduate faster
- Free e-textbooks and learning materials
- Generous transfer policies

**Next steps:**

Jenny Merritt, from WGU Indiana, will call you in three business days. In the meantime, she can be reached at [jenny.merritt@wgu.edu](mailto:jenny.merritt@wgu.edu) or [385-428-5899 ext. 5899](tel:385-428-5899).

Best of luck on your academic future!

**Indiana Commission for Higher Education**

## Key Takeaways

- Initial results still forthcoming
- ICHE staff wish a central point person had been involved, instead of sending potential students directly to institutions
- Potential students had a bad prior experience. Institutions need to understand and address this issue

## Graduate Minnesota outreach campaign

- Four-year grant funded by the Lumina Foundation
- Focused on degree completion among adult learners who had left MnSCU college and universities prior to graduating
- In 2011, 660,000 adults (23.1%) had begun college but not obtained a college degree
- Graduate Minnesota campaign launched to re-engage those who attended MnSCU institutions, and to raise their awareness about credit for prior learning options
- Campaign focused on postcard and email outreach
  - Email emphasized tuition freeze, no-cost course through the Alliss grant program, and linking degree completion to current career goals

# Outreach and results

- Outreach
  - Reached out to 40,697 adult learners, via U.S. mail
    - Connected with a total of 36,891
  - Email blast to 19,168
- Results
  - 2,928 (7.9%) enrolled in a **MnSCU** institution the following year
  - 1,554 (4.2%) enrolled in a non-MnSCU institution the following year
  - In total, approximately 12% enrolled as a result of this outreach
  - Of those enrolled at a **MnSCU** institutions, 782 (26.7%) earned a credential
  - Of those enrolled as a non-MnSCU institution, 248 (16%) earned a credential

## Key Takeaways

- Outreach was fairly successful, but one time only
- Minnesota is a fellow pilot state. Their hope is to recreate this program but do so in a manner that is scalable and repeatable annually
- Like Washington, Minnesota has a strong, robust aid program that adult students can be eligible for. The two states should talk with one another about their respective efforts



## Tennessee Reconnect

- Website and program to engage adult students
- Focused on:
  - Some college/no degree
  - First time adult students
  - Military/veterans
- Similar to IN You Can. Go Back. program
  - Website designed to set students up for success

## Institutions

- Institutions are also focused on adult student success
  - Washington institutions
  - Completion Colleges
  - Georgia State
  - Arizona State



# SHEEO

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## **Surveying the Landscape: Higher Education in Washington State**

Sophia Laderman

September 14, 2016  
Olympia, Washington

With generous support from Lumina Foundation

## Overview

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1. Attainment in Washington State
  - By County
  - By Race/Ethnicity
2. Current Adult Students
3. Defining the Program Parameters
  - Workforce Needs
  - The Stop-Out Population
4. The Role of Institutions



# ***ATTAINMENT GOAL***

***At least 70 percent of Washington adults, ages 25-44, will have a postsecondary credential***

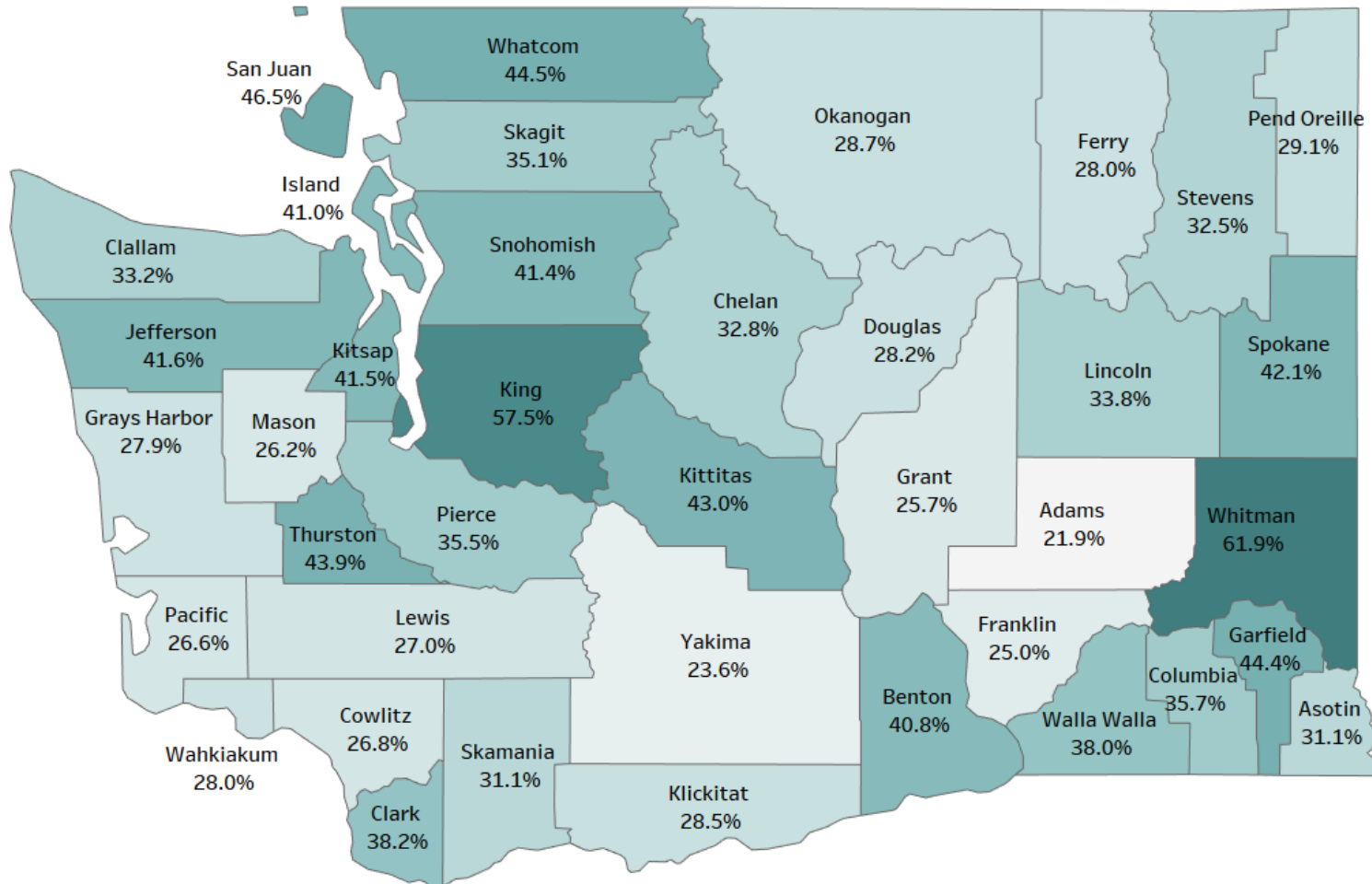
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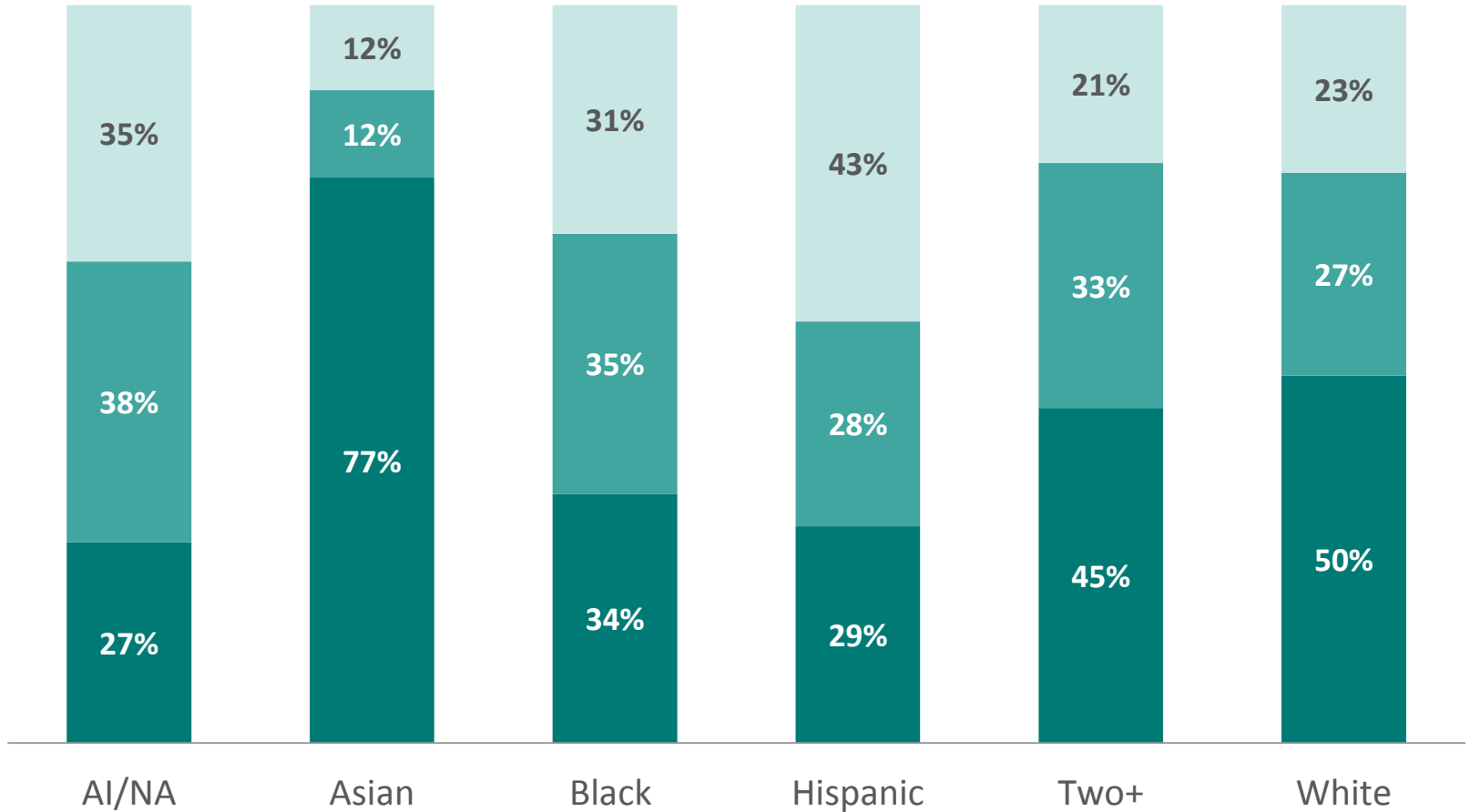
By 2018, **67% of jobs will require a postsecondary degree**, yet only 43% of the workforce currently has a postsecondary degree.

# In nine counties, fewer than 30% of adults have at least an associate's degree



## Educational Attainment by Race

■ College Degree ■ Some College ■ HS Diploma





## Currently Enrolled Students



16% of current students are 25 and above  
36% of all students are transfers

32% of students receive a Pell Grant  
19% of students receive a State Need Grant

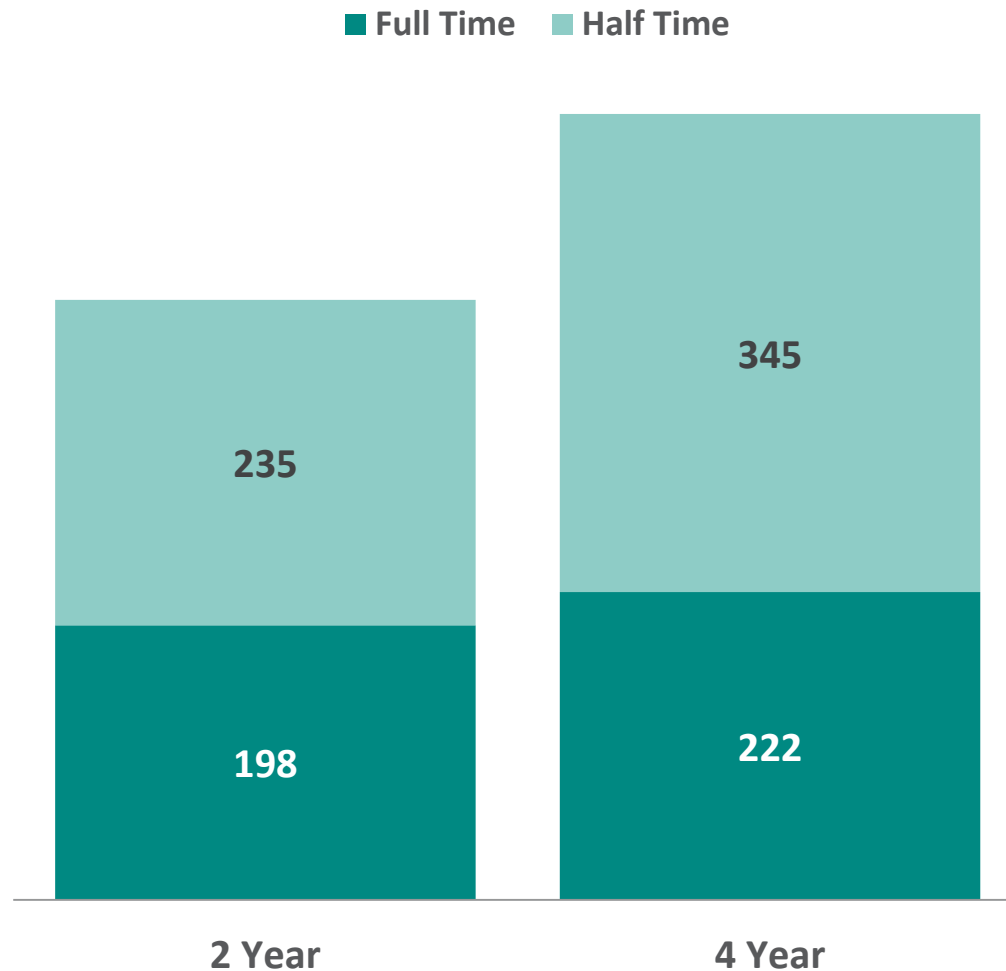


Students ages 25-29 with no prior credit take **7.16 years** to complete a 4-year degree

Students aged 30 and above with no prior credit take **10 years** to complete a degree

Students aged 25 and above *with* prior credit take **2.8 years** to complete a 4-year degree.

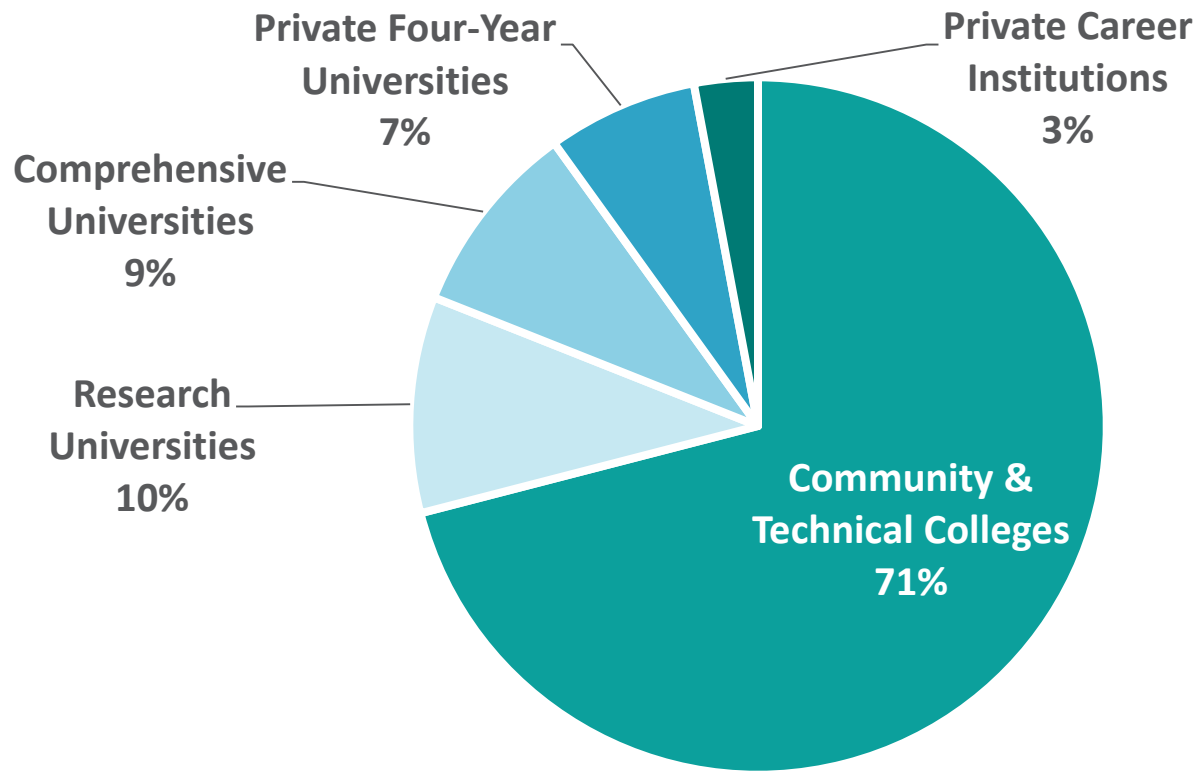
## \*Enrollment Distribution per 1000 Adult Students



\*WSAC Note:  
IPEDS lists community colleges that offer an Applied Bachelor's degree as a 4-year college; as such, the 4-year bar may include students attending community and technical colleges.

# The Washington State Need Grant

- 26,578 adults currently receive the SNG
- 43% are full time, 57% are part-time
- 52% have dependents





# ***PROGRAM PARAMETERS***

***Reaching the Attainment Goal through Tailored Program Delivery***

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# Creating Intentional Program Limits

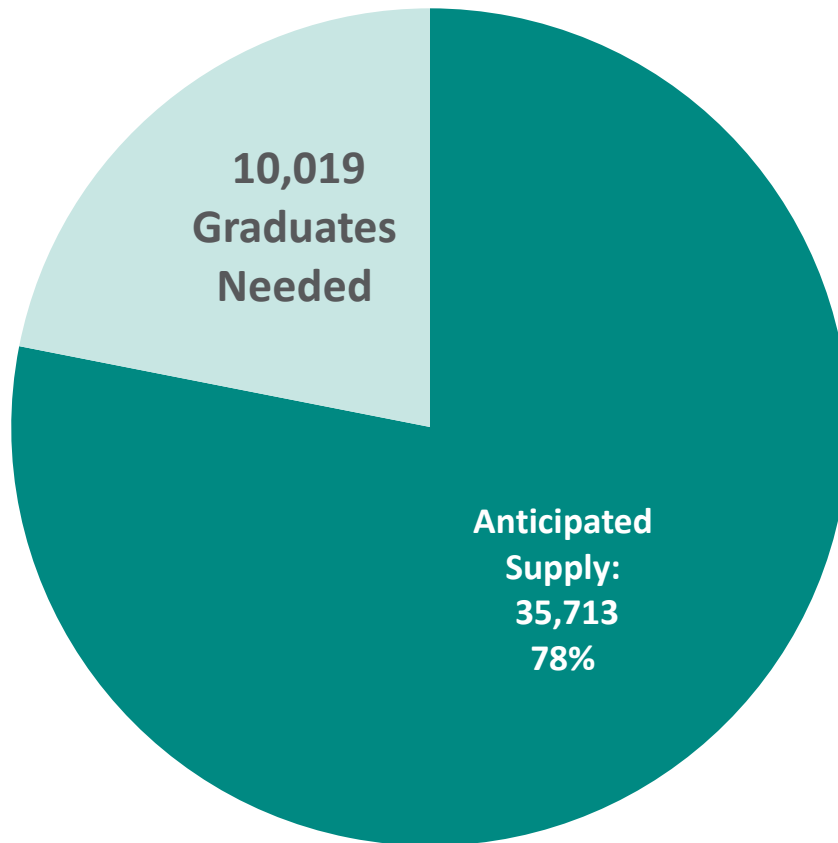
## Student Population

- Age:  Independents  25-44  25+
- Income:  No limits  Pell eligible  150% Pell  200% Pell
- Groups:  No limits  Receiving gov. benefits  Unemployed  Military
- Academics:  No limits  Pass placement test  College GPA 2.5/3.0
- Prior credit:  No limits  1 semester  1 year  75% complete
- Time off:  No limits  1 year  2 years  5 years
- Other: \_\_\_\_\_

## Institution/Degree Type

- Sector:  No limits  Two year only  Four year only
- Courses:  No limits  Certificates  Remediation  Non-degree
- Intensity:  No limits  6 credits/semester  9 credits/semester  24 credits/year
- 12 credits/semester  Year-round (summer)
- Area of focus:  No limits  Workforce demand  Limit to stem
- Other: \_\_\_\_\_

## Projected Workforce Demand, 2018-2023 2-Year Sector



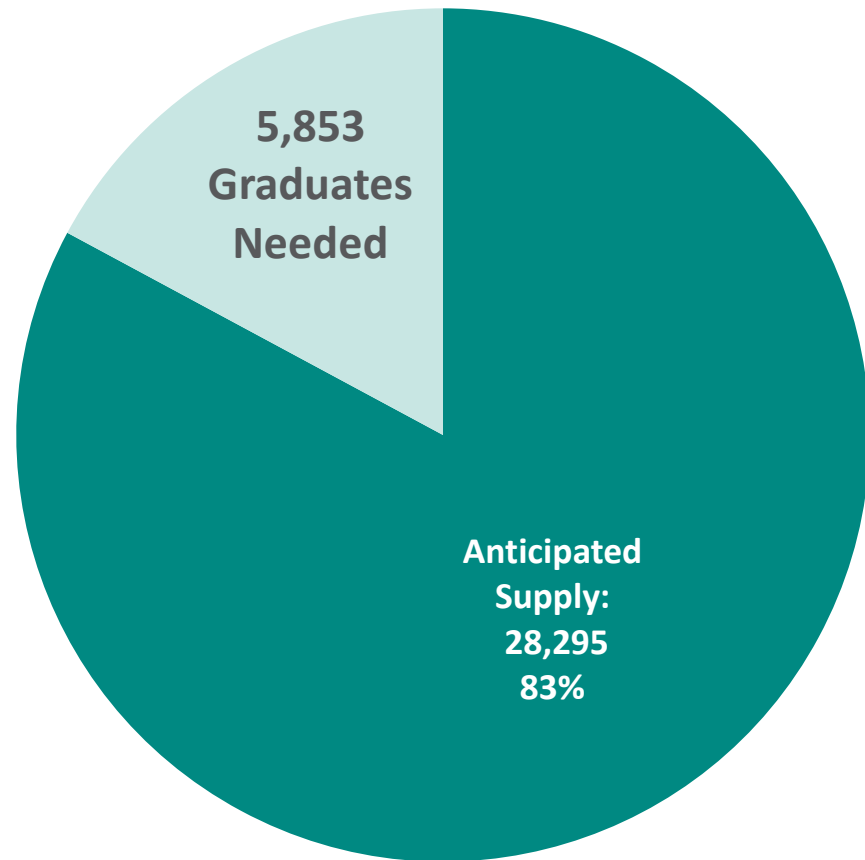
- Database Administrators
- Information Technologists
- Laboratory Technologists
- EMTS
- Paramedics
- Healthcare Technologists
- Teaching Assistants
- Early Childhood Educators
- Culinary Managers
- Hospitality Managers
- Criminal Justice
- Law Enforcement

Source: WSAC, WTECB, SBCTC joint analysis of 2015 Washington ESD long-term employment forecast; Bureau of Labor Statistics Training levels; IPEDS; 2014 Census PUMS data.

# Projected Workforce Demand, 2018-2023

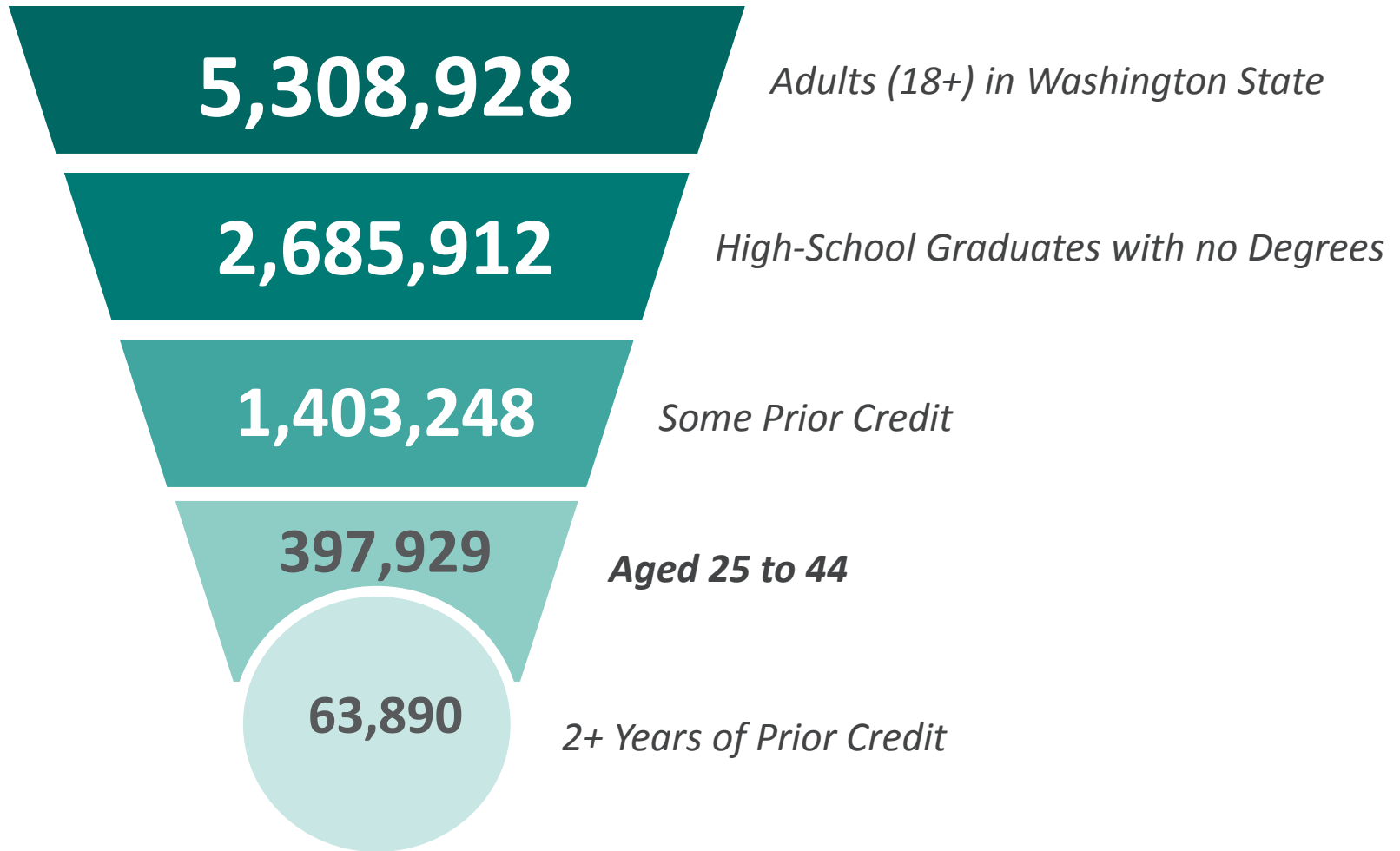
## 4-Year Sector

- Software developers
- Programmers
- Software Analysts
- Engineers
- Human Services
- Social Workers
- Counselors
- Communications
- Technical Writers
- Designers
- Media



Source: WSAC, WTECB, SBCTC joint analysis of 2015 Washington ESD long-term employment forecast; Bureau of Labor Statistics Training levels; IPEDS; 2014 Census PUMS data.

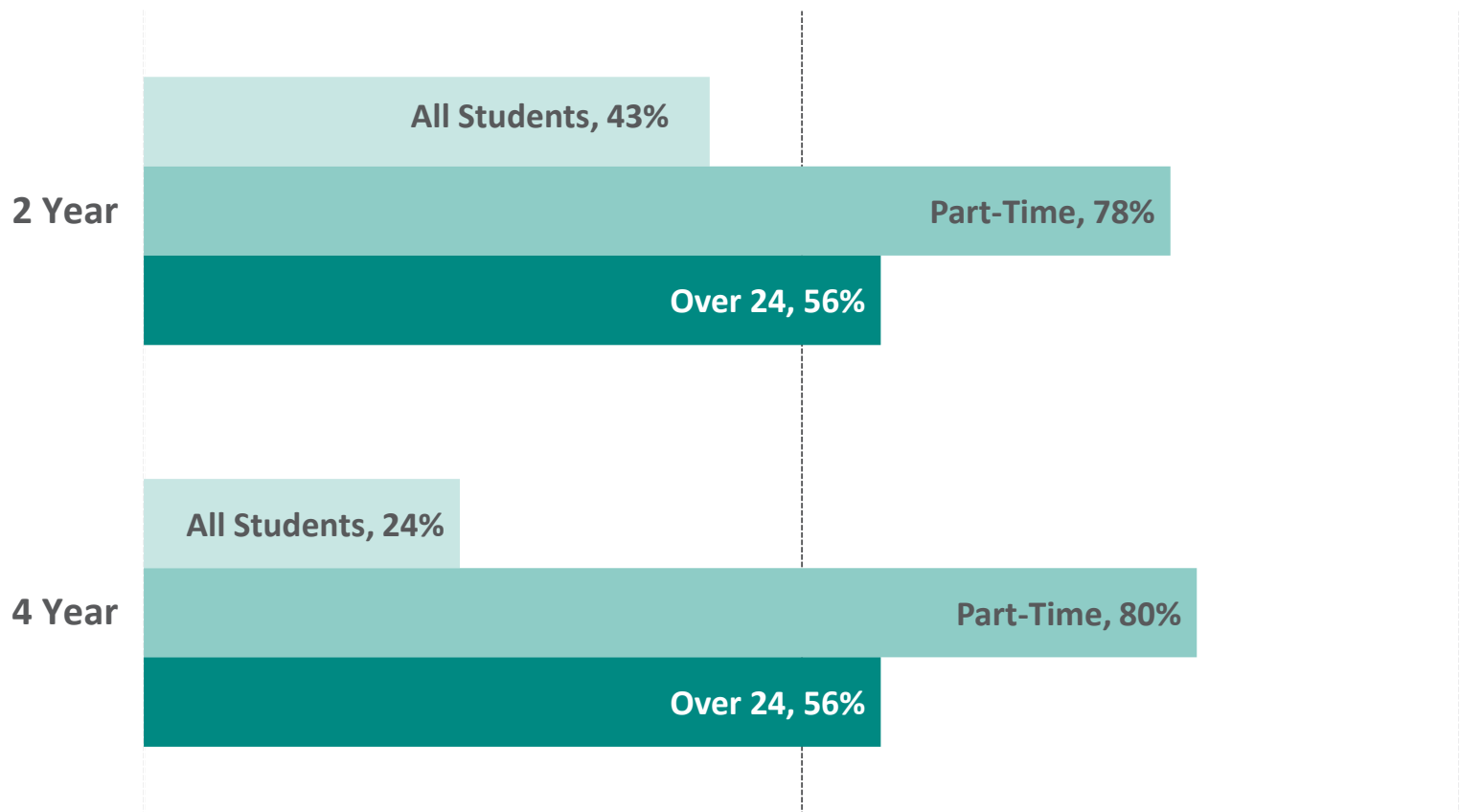
## Narrowing the Program Population





## “Some College but No Degree”

Percent of students in Washington who have not earned a degree after 6 years and are no longer enrolled



## The Role of Institutions

- ✓ Open or flexible admission policy
- ✓ Credit for prior learning/life experiences
- ✓ Weekend and/or evening courses
- ✓ Online courses and/or degrees
- ✓ Remedial courses
- ✓ Academic and career counseling
- ✓ On-campus daycare



# Adult reengagement and support network

## Outreach: Information & Identification

Inventory programs and practices

Expand and connect online resources

Include tailored information and other features

Broad public outreach

Identification of students near completion

Resources to evaluate student progress

## Affordability

Availability of aid

Previous fees

Student debt

## Student support

Enrollment support

Child care infrastructure

Flexible delivery models



# Outreach: Information & Identification

- Paradigm shift from focus on traditional students
- Articulate cost/benefit analysis
- Robust information and clear terminology
  - Information about flexible options and programs close to home
  - Military training, support for veterans
  - Credit recognition and “residency” requirements
- Coordinate with Career Bridge & other resources
  - Match interests to careers with robust pathways
  - Yet focus on the whole student in addition to job outlooks
- An interactive tool to inform students of progress
- Partner with ERDC, WDCs and ESD



# Outreach: Information & Identification

- Personalized and customized information
- Communicate directly with students
- Flood the market and make returning to college tagline as common as College Bound is for K12
- Pique interest with bus, TV ads and follow-up with personalized
- Employer engagement in outreach efforts
  - Engage from each region of state
- Cross-sector and business buy-in for statewide commitment



# Affordability

- Fully fund SNG
- Expand income scale
- Summer term funding
- Provide incentives – i.e. \$500 tuition credit upon enrollment
- Emergency loans
- Students who have exhausted financial aid funding



# Student Support

- Need for predictable scheduling beyond one quarter
- Advisors focused on adult reengagement with alert systems
  - Ensure they have “big picture” as well as options with workforce data
  - Unbiased, responsive and supportive Engagement officer on each campus
  - Focused support during enrollment process
  - Leverage guided pathway initiatives with solid advising
- Model WWU and other recruitment efforts
- Address barriers such as previous fees, poor grades and stale credits
- Cohort approach to permit peer mentoring
- Child Care
  - Full access to child care (when needed) vs. determining the right level of assistance
  - Coordinate with child development initiatives