Adult Reengagement
Identify and Support Returning Adults

March 31, 2017

WASHINGTON STUDENT
ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

Today's Purpose: Share Vision and Develop an Action Plan

The End Game

Why is there interest in supporting returning adults?

Washington's Strengths

What are examples of successful initiatives that can be leveraged?

System Approaches

What is the value of a system approach and what are some examples?

Project Plan

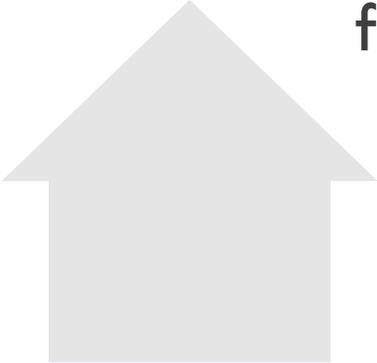What is the proposed work plan for 2017 – 2018 and how will we evaluate our progress?

How does adult reengagement relate to state goals?

Why is there interest in focusing on supporting returning adults in Washington?

THE ROADMAP

A Plan to Increase Educational Attainment in Washington

Ensure our residents can compete for the best jobs in Washington.

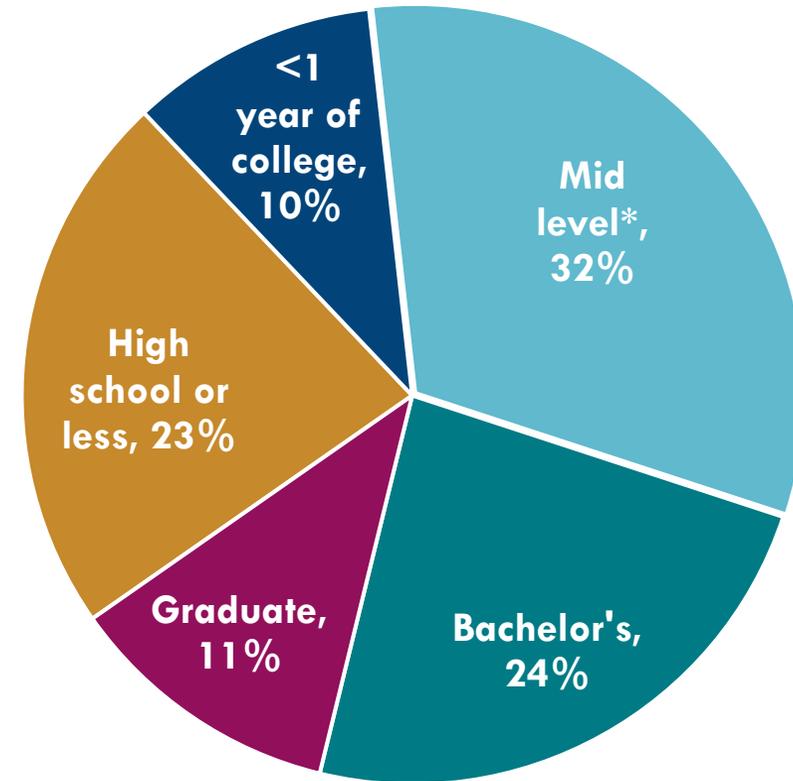**100% of adults* will have a high school diploma or equivalent.**

At least 70% of adults* will have a postsecondary credential.

Washington's educational attainment goals by 2023.

*Adults in Washington aged 25-44.

Education is Critical to a Thriving Economy

- Over 3/4 of job openings in Washington require education beyond high school.

- The state goals reflect needs in Washington and are consistent with analysis by national experts:
  - Lumina Foundation
  - Georgetown University Center on Education and the Workforce
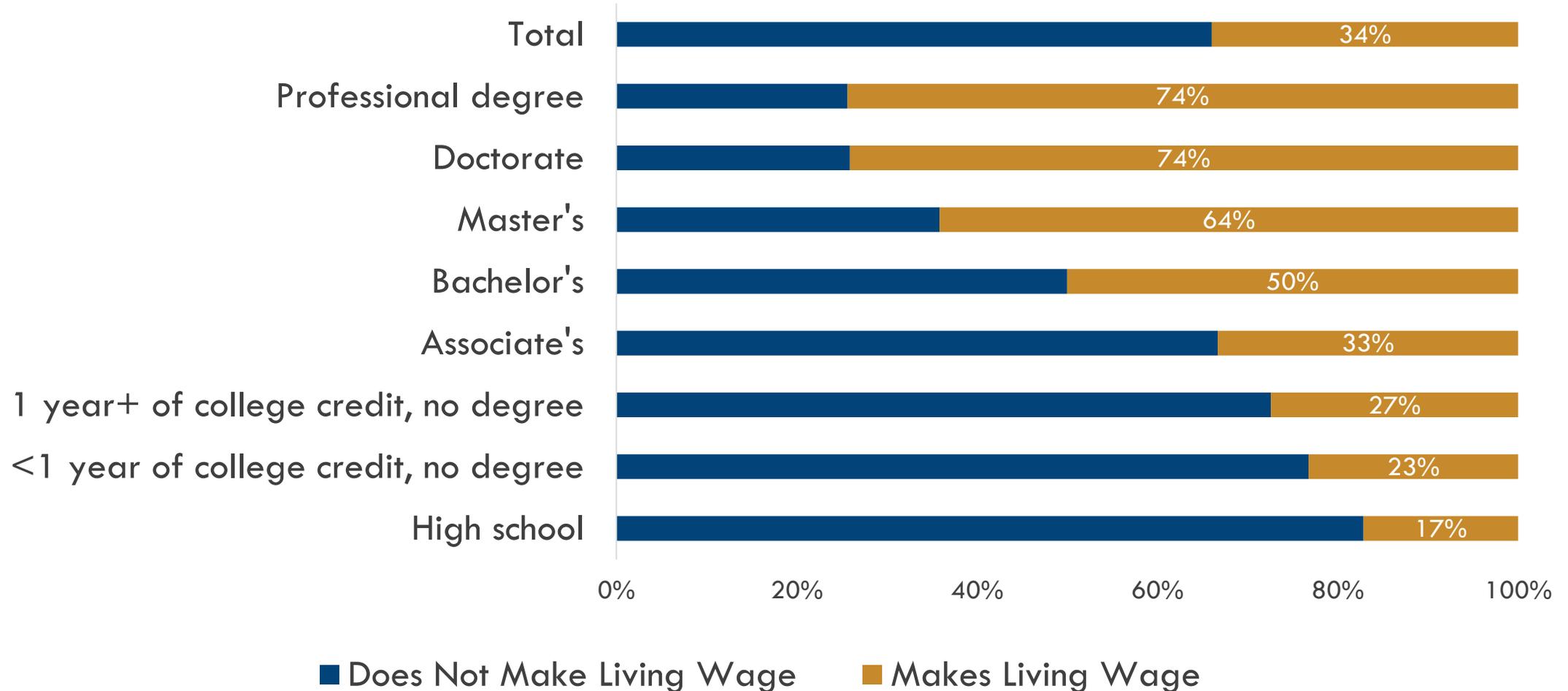

Pie chart:
- Mid level*, 32%
- Bachelor's, 24%
- Graduate, 11%
- High school or less, 23%
- <1 year of college, 10%

*Mid level: A year or more of college credit, including associate degrees.

Source: A Skilled and Educated Workforce 2015

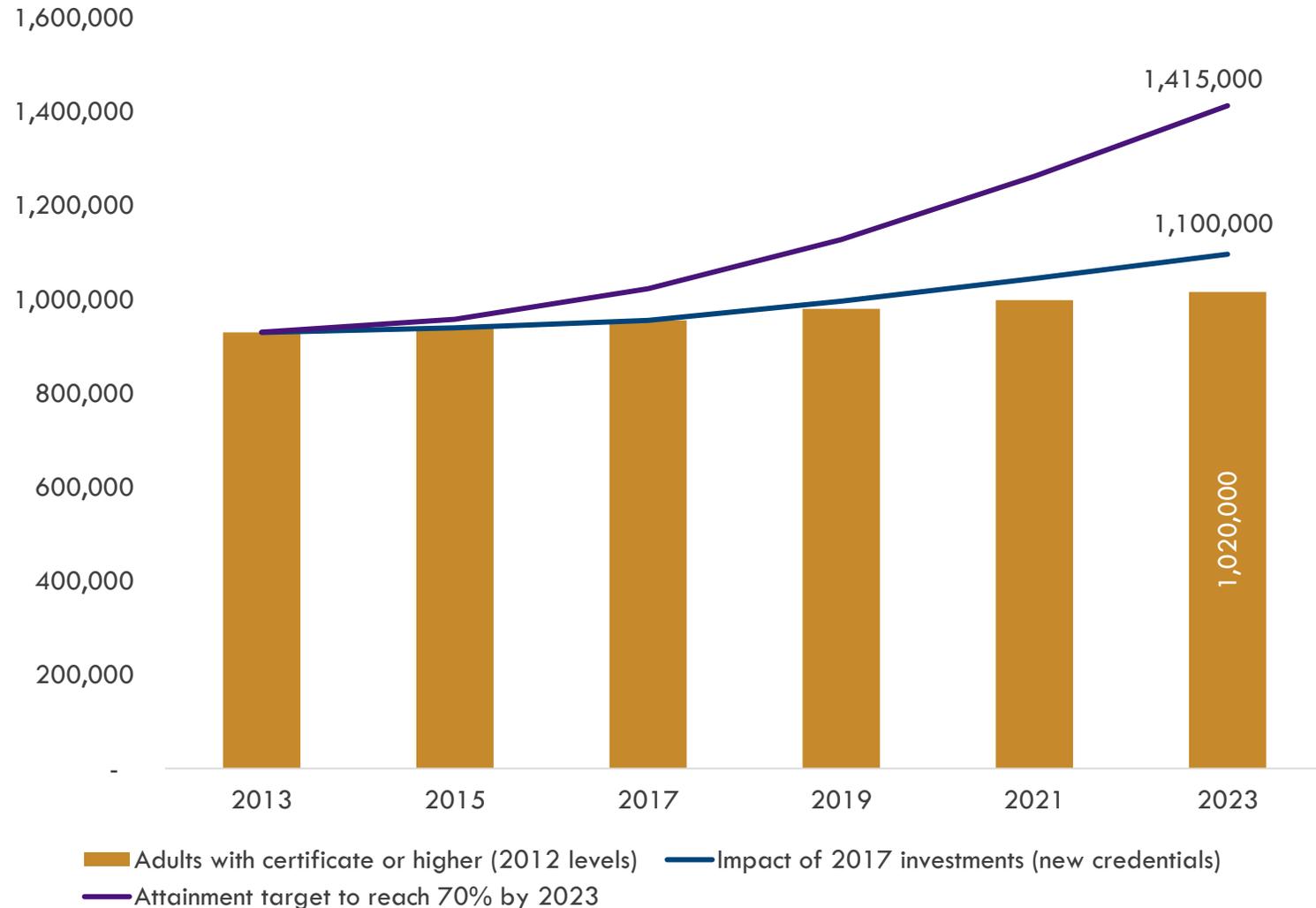# Growth in Credentials Required to Meet the Goals

To meet the goal and address population growth, 500,000 additional adults would need to complete a credential.

90,000 would be required to keep pace with population growth.

80,000 could result from 2017-19 Strategic Action Plan investments.

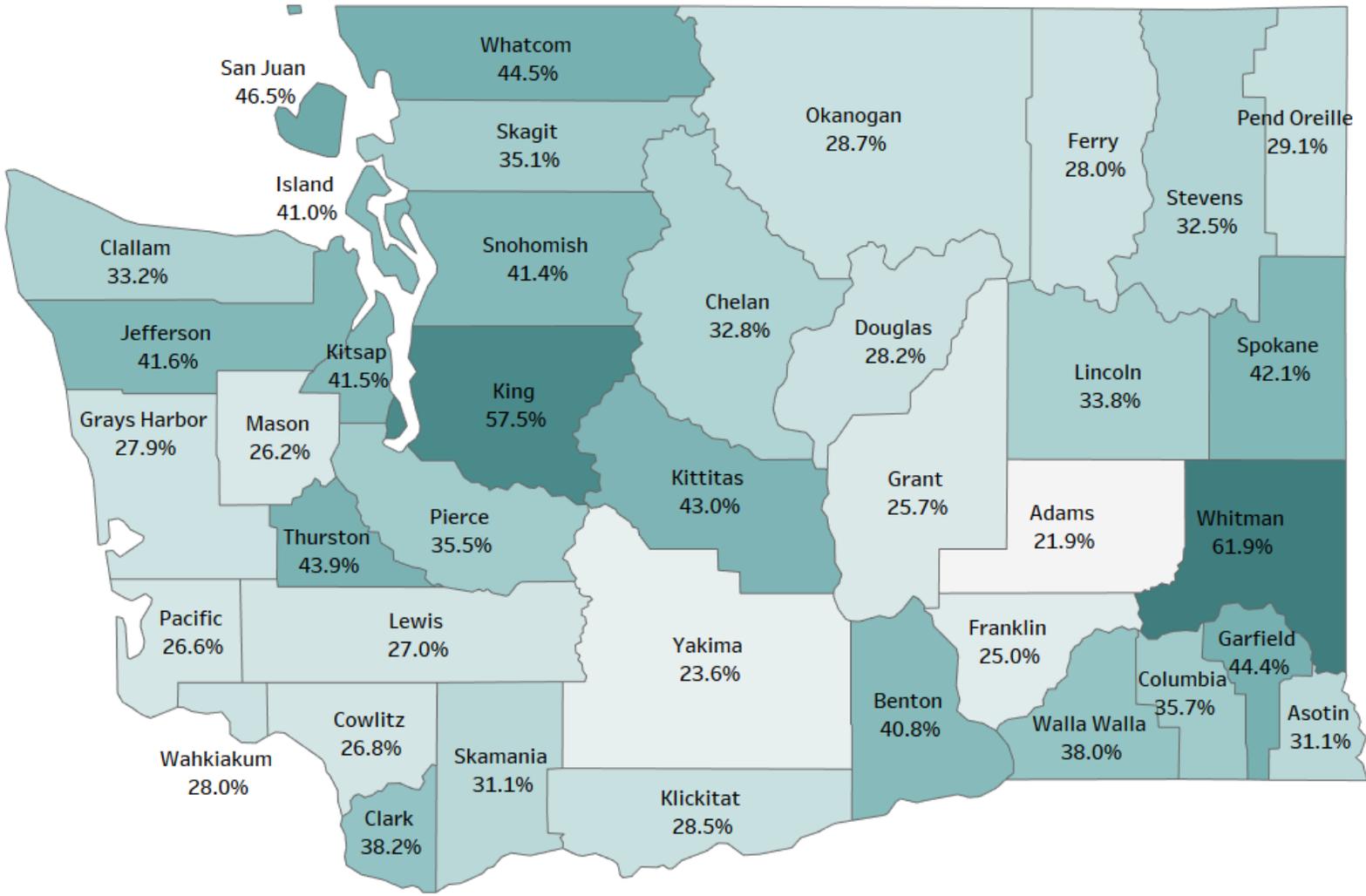**Increases in Attainment Required to Meet Roadmap Goal of 70% Postsecondary Attainment by 2023**

1,415,000

1,100,000

1,020,000

- Adults with certificate or higher (2012 levels)
- Impact of 2017 investments (new credentials)
- Attainment target to reach 70% by 2023

Attainment Varies by Region

The percentage of residents with an associate degree or higher ranges from 21 to 62.

San Juan 46.5%
Whatcom 44.5%
Skagit 35.1%
Island 41.0%
Clallam 33.2%
Snohomish 41.4%
Okanogan 28.7%
Ferry 28.0%
Pend Oreille 29.1%
Stevens 32.5%
Jefferson 41.6%
Kitsap 41.5%
Chelan 32.8%
Douglas 28.2%
Spokane 42.1%
Grays Harbor 27.9%
Mason 26.2%
King 57.5%
Lincoln 33.8%
Kittitas 43.0%
Grant 25.7%
Adams 21.9%
Whitman 61.9%
Thurston 43.9%
Pierce 35.5%
Pacific 26.6%
Lewis 27.0%
Yakima 23.6%
Franklin 25.0%
Garfield 44.4%
Columbia 35.7%
Benton 40.8%
Asotin 31.1%
Walla Walla 38.0%
Wahkiakum 28.0%
Cowlitz 26.8%
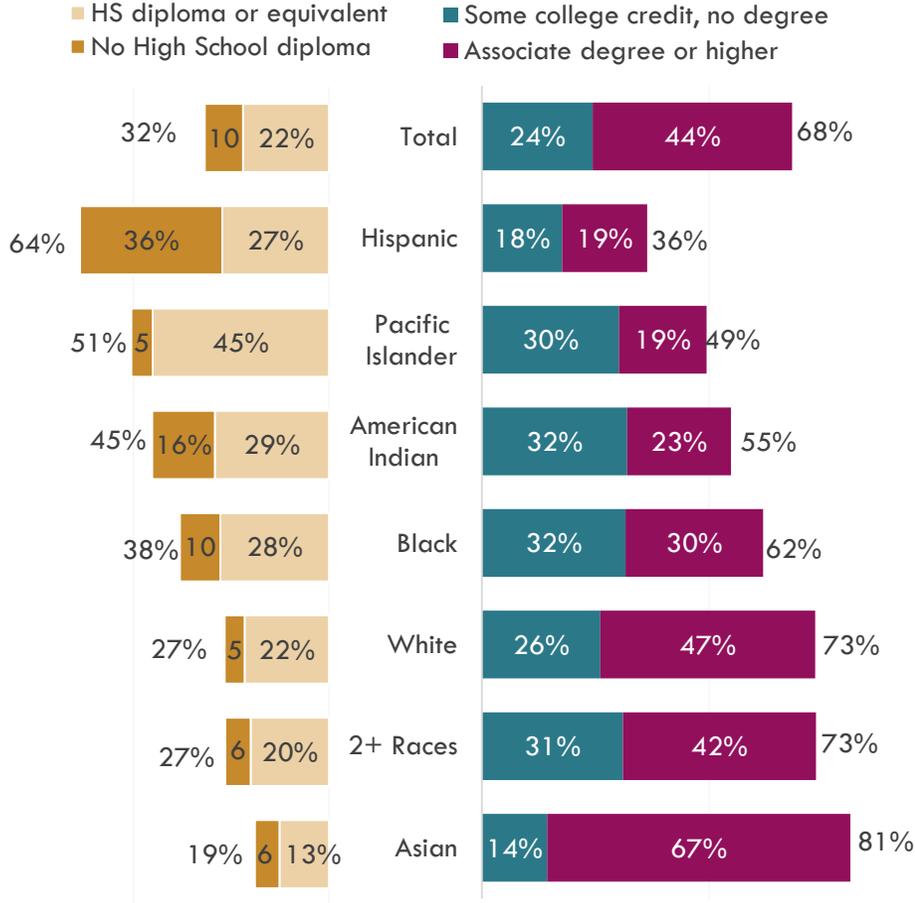Skamania 31.1%
Klickitat 28.5%
Clark 38.2%

Attainment Varies by Population

Students from racial and ethnic minority populations represent an increasing share of Washington's high school population.

However, attainment gaps persist for certain populations.

Educational Attainment of Washington Residents Aged 25–44

Legend:
- HS diploma or equivalent
- No High School diploma
- Some college credit, no degree
- Associate degree or higher

Population	No HS diploma	HS diploma or equivalent	(left total)	Some college credit, no degree	Associate degree or higher	(right total)
Total	10	22%	32%	24%	44%	68%
Hispanic	36%	27%	64%	18%	19%	36%
Pacific Islander	5	45%	51%	30%	19%	49%
American Indian	16%	29%	45%	32%	23%	55%
Black	10	28%	38%	32%	30%	62%
White	5	22%	27%	26%	47%	73%
2+ Races	6	20%	27%	31%	42%	73%
Asian	6	13%	19%	14%	67%	81%

Source: WSAC staff analysis of ACS year 2011-2013 (September 2016)

Call to Action

Proposes strategies to support
the entire education continuum.

Urges investment in an array of programs
targeting every level of the education system.

Strategies Needed to Address Key Challenges

Opportunity gap

- High school completion and postsecondary access and completion for historically underserved populations.

Reengaging adults

- Postsecondary recruitment and completion of a credential for working-age adults.

Affordability

- Improved access and affordability for low-income students.

Encourage adults to earn a postsecondary credential.

Provide tailored information regarding continuing education and provide support to adults, especially those with some postsecondary credits but no credential.

- 2013 Roadmap action item
- 2015 laid the foundation
- 2016 SHEEO technical assistance
- 2017 Strategic Action Plan

Collaborate with partners to develop a statewide framework to recruit and retain adult students, with an emphasis on those with some college credit but no credential.

1.2 million not enrolled without a credential

400,000 have some college

300,000 one year of credit
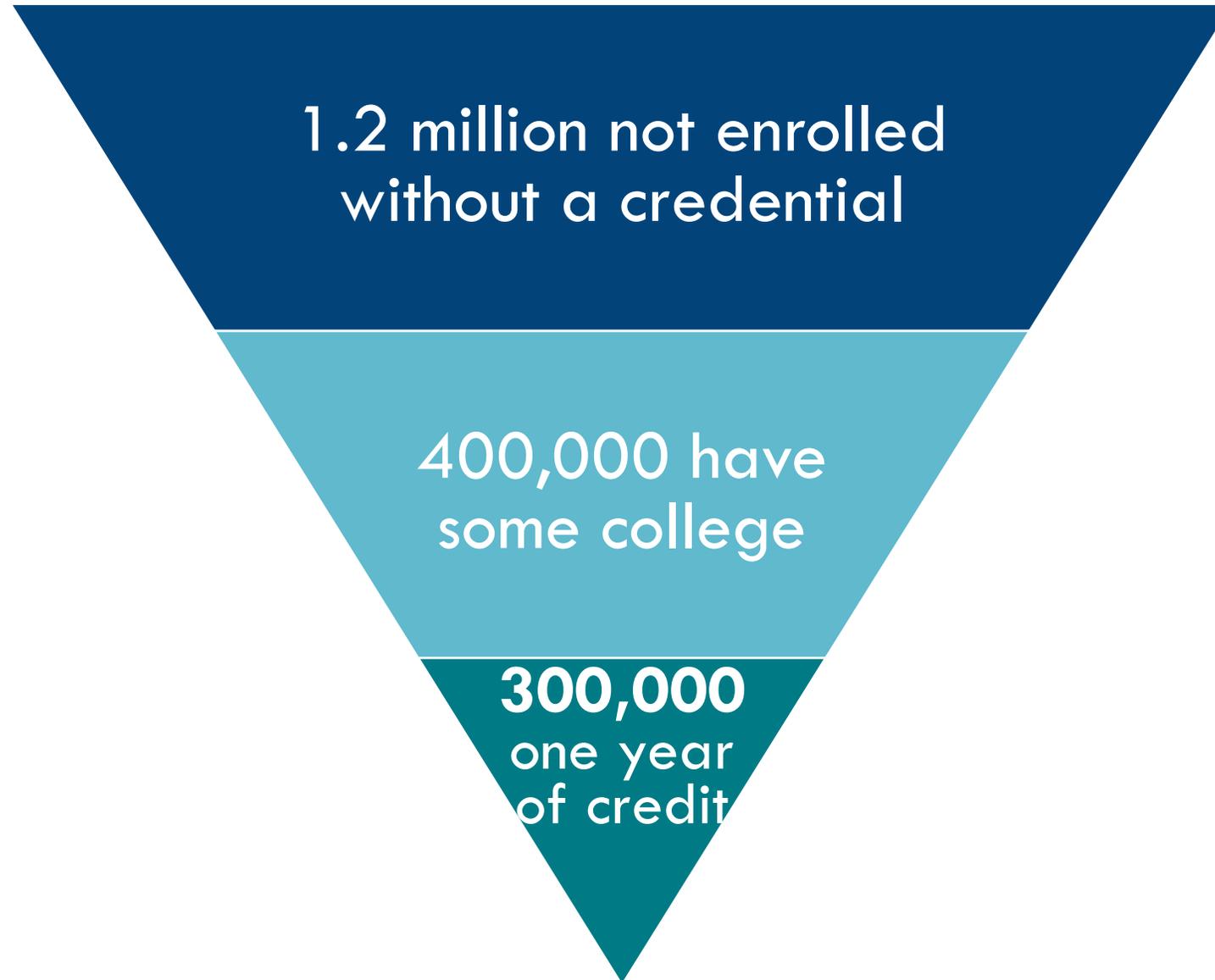
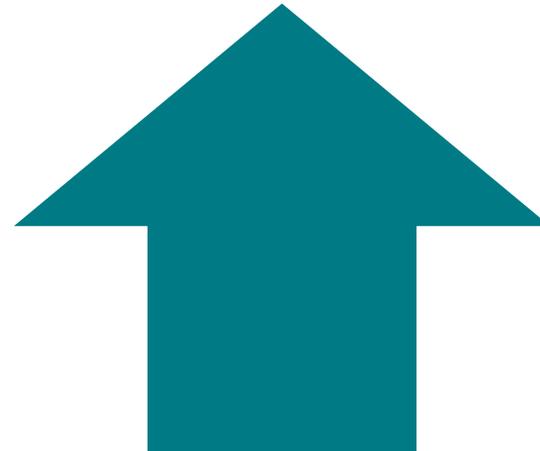# Examples of Unique Challenges Adults Face
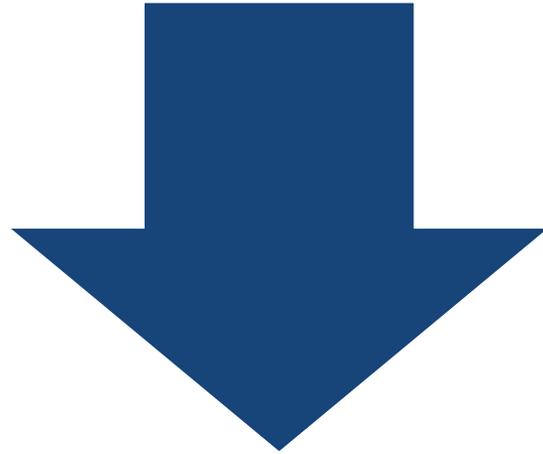
Individual

- Family & work obligations
- Remediation
- Veterans transitions
- Negative experiences

System

- Stale credits
- Credit acceptance
- Aid timeframe limits
- Access to records

Why is our state well positioned?

What are examples of successful policies, programs, institutional initiatives and regional efforts?

Washington Initiatives – Highlights

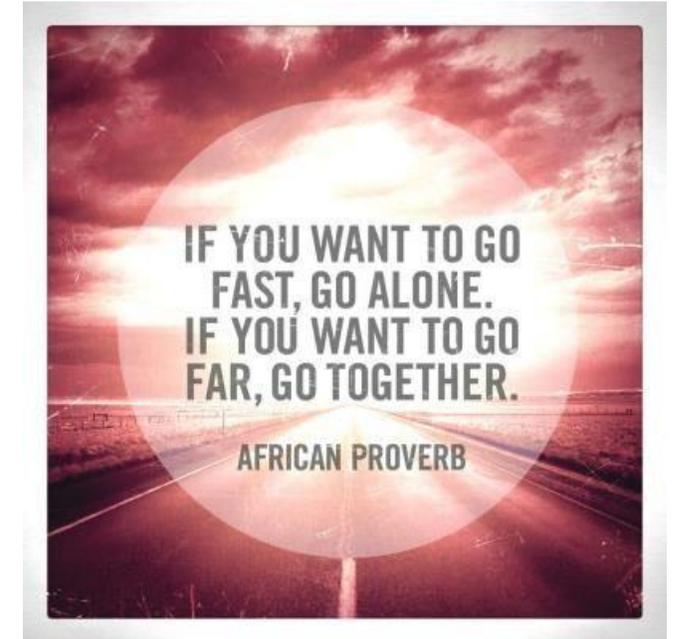| State Policies	Programmatic	Public Four Year	CTC	Private Four Year
Credit for Prior Learning	Peer mentoring	Branch campuses CWU 7 centers	Applied BA degrees	SPU online engineering
Transfer	Orientation	WWU Destination Graduation (181/229)	BEA/HS Completion	SU extension college
State Need Grant for part-time	Degree and career maps	EWU phone-a-thon	Workfirst – training to TANF recipients	Whitworth cohort model, 3x wk, w/ books
Veterans (residency, waivers)	Alternative delivery	CWU competency-based online	Short-term stackable certificates	SMU systems academy BS
Flexible aid (Worker Retraining)	Year-round offerings	WSU global campus	IBEST basic skills and credential	WGU online & competency-based; flat tuition
Enhanced transfer grant (not funded)	Emergency aid	TESC eve/wknd	Online programs	
	Expanded support hours	UW online degree	Competency-based pilots	
	On-campus child care	UW ROAR	Guided pathways	
	Advising and career support		Math alignment	
			Assessment redesign	

What is the value of a systems approach?

What are positive impacts of coordinated and connected system approaches?

Strong Partnerships

"ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH."
— Helen Keller
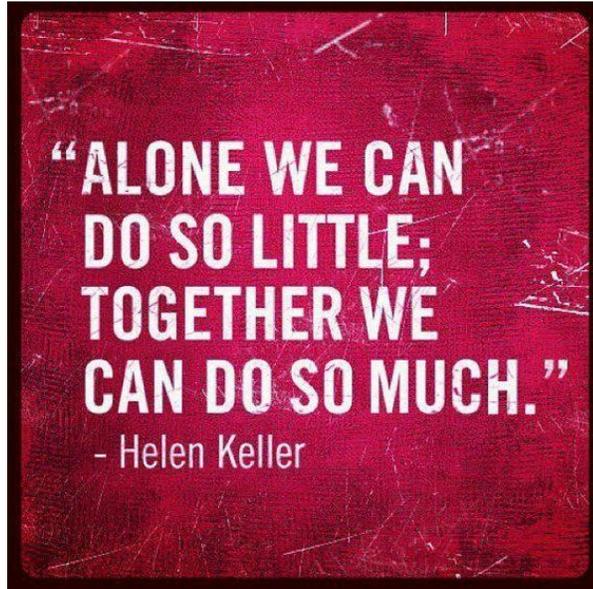
Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.
— MARGARET MEAD

IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.
AFRICAN PROVERB

A System That Serves Adults Well…

Ensures students are successful on their next attempt

Accommodates institutions' business practices

Is cost effective

Engages broad participation

Identifies and addresses challenges

Highlights and expands local efforts

Connects students to programs

Awareness

↓

Coordination

↓

Data Driven

↓

Solutions

↓
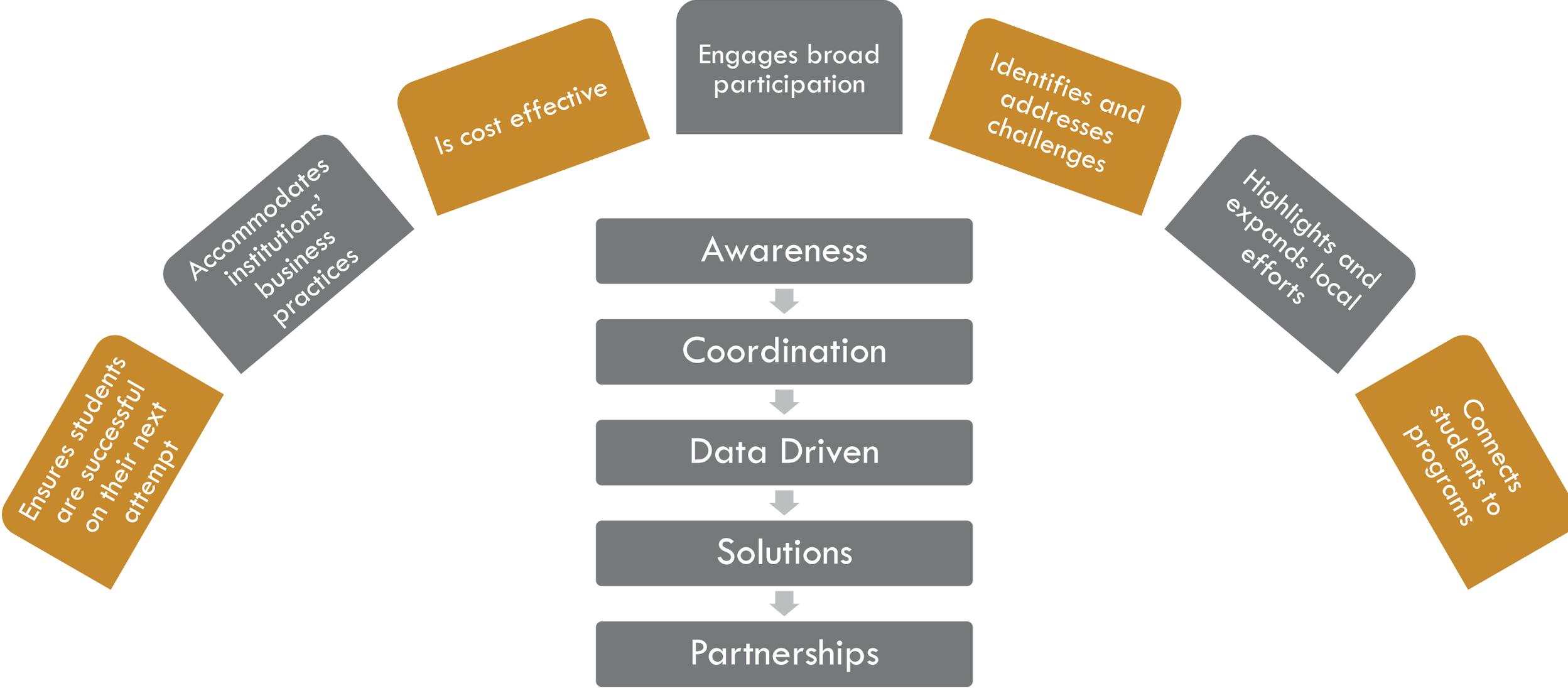
Partnerships

Indiana Return and Complete

- *You can. Go back.*
- Identify, contact, and incentivize adults to complete their degrees.

Tennessee Reconnect

- *Be a Hero.
  Be a Graduate.*
- Online cost-to-completion and time-to-degree calculators.

TENNESSEE Reconnect

Get Started   Choose a Degree/College Path   Talk to an Advisor   Pay For College   Finish Faster

Click here to find out more about the Reconnect Grant.

READY TO RECONNECT? LET'S GET STARTED!

Whether it's time to get serious about returning to school or you're starting to plan for your undergrad adventure, we've got you covered.

RETURNING TO FINISH A DEGREE

Explore your interests, see what credits you may already have, discover your options and find a school and how to pay for it. There is no better time than now to finish your degree.

LET'S GO!

GOING TO COLLEGE FOR THE FIRST TIME

Do you want to increase your earning power? Prepare for a different career? Learn something new? Explore ways to help you choose the right school so you can enjoy an ROI that will last a lifetime without regret.

LET'S GO!

VETERANS AND SERVICE MEMBERS

Applying to a college is not so different for a veteran compared to any other student. There are just a few extra considerations. And luckily, you should have quite a few resources.

LET'S GO!

Texas GradTX

- *Finish your college degree.*
- Flexible options for bachelor's degree completion.

Three "On-Ramps" for Students

An Adult-Friendly System Addresses **TIME, PLACE & MONEY**

Communications

Career Focused

Costs

Transparent Affordability

Completion

Remove Barriers

Washington Adult Reengagement Framework

COMMUNICATIONS
Connect Students to Relevant Programs

- 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

COST
Assist with Transparent Affordability

- Availability of aid
- Short-term aid
- Previous fees
- Repayments & defaults

COMPLETION
Provide Flexible Programming

- Enrollment support
- Flexible delivery
- Share effective practices
- Child care availability

What is the proposed work plan for 2017 – 18?

Recommendations and evaluation

Washington Focus Groups
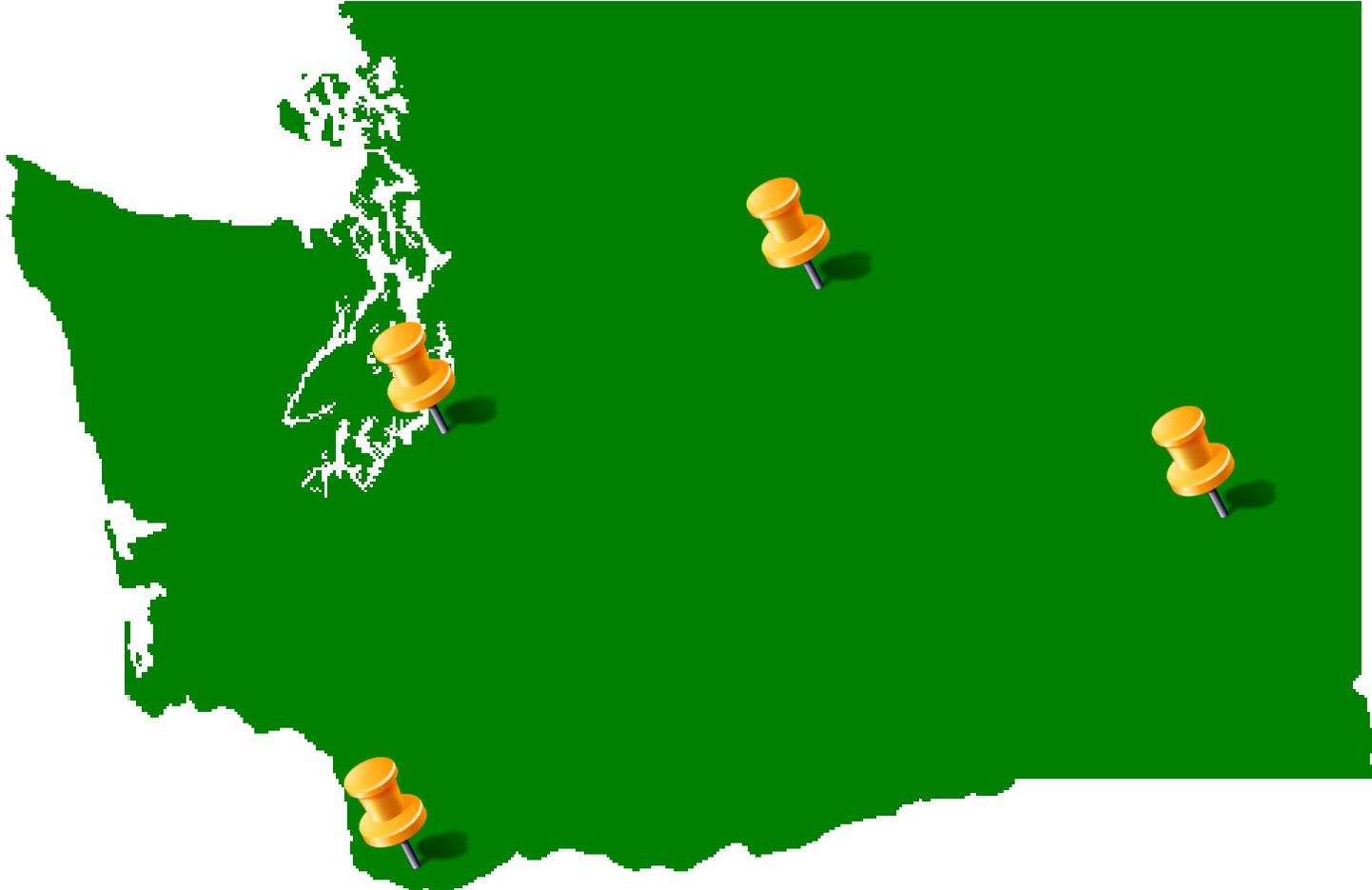
- Conduct focus groups in four locations across the state

- Understand needs and decision-making processes regarding postsecondary education

- Focus on Washington citizens between the ages of 25–44

Washington Focus Groups

- Partnered with Western Washington University's Center for Economic and Business Research

- **Screening survey** to identify target population for focus groups

- Invite **selected participants** to the focus group

- What are the key barriers to reengagement?

- What are the best means for reengagement?

- Content for platforms?

- Affordability issues

- Family/life balance

The following key questions will be addressed by the workgroup for each of the three areas:

1. Who should be involved?

2. What feedback from the focus groups will shape the work?

3. How will progress be evaluated?

4. What short- and long-term resources are needed?

5. Are policies (modifications) needed?

6. Are programs (scaling) needed?

7. What are recommendations in this area?

8. Other?

The following questions are specific to the area of Communications:

1. What are the most effective methods to identify adults with credits?
2. What information should be available to all inquiring students?
3. What system should be used to connect students with programs?
4. How can community or regional efforts be developed?
5. What outreach and marketing methods would be most effective for this population?

The following questions are specific to the area of Costs:

1. How can predictability and transparency be addressed?
2. How can employers and/or savings be leveraged?
3. Would some institutions pilot a financial commitment to a target group?
4. Which costs could be included?
5. Can "float term" aid be used to support returning adults?
6. How can past fees be addressed?
   (fees, default, repayment, exhausted eligibility)
7. What are recommendations for child care?

A Note About Child Care

THE ACCT 2016 INVITATIONAL SYMPOSIUM: GETTING IN THE FAST LANE
Ensuring Economic Security and Meeting the Workforce Needs of the Nation

Discussion Papers 2016 Invitational Symposium
THE FAMILY-FRIENDLY
CAMPUS IMPERATIVE
SUPPORTING SUCCESS AMONG COMMUNITY COLLEGE STUDENTS WITH CHILDREN

▶ ▶ BY BARBARA GAULT, PH.D., ELIZABETH NOLL, PH.D.,
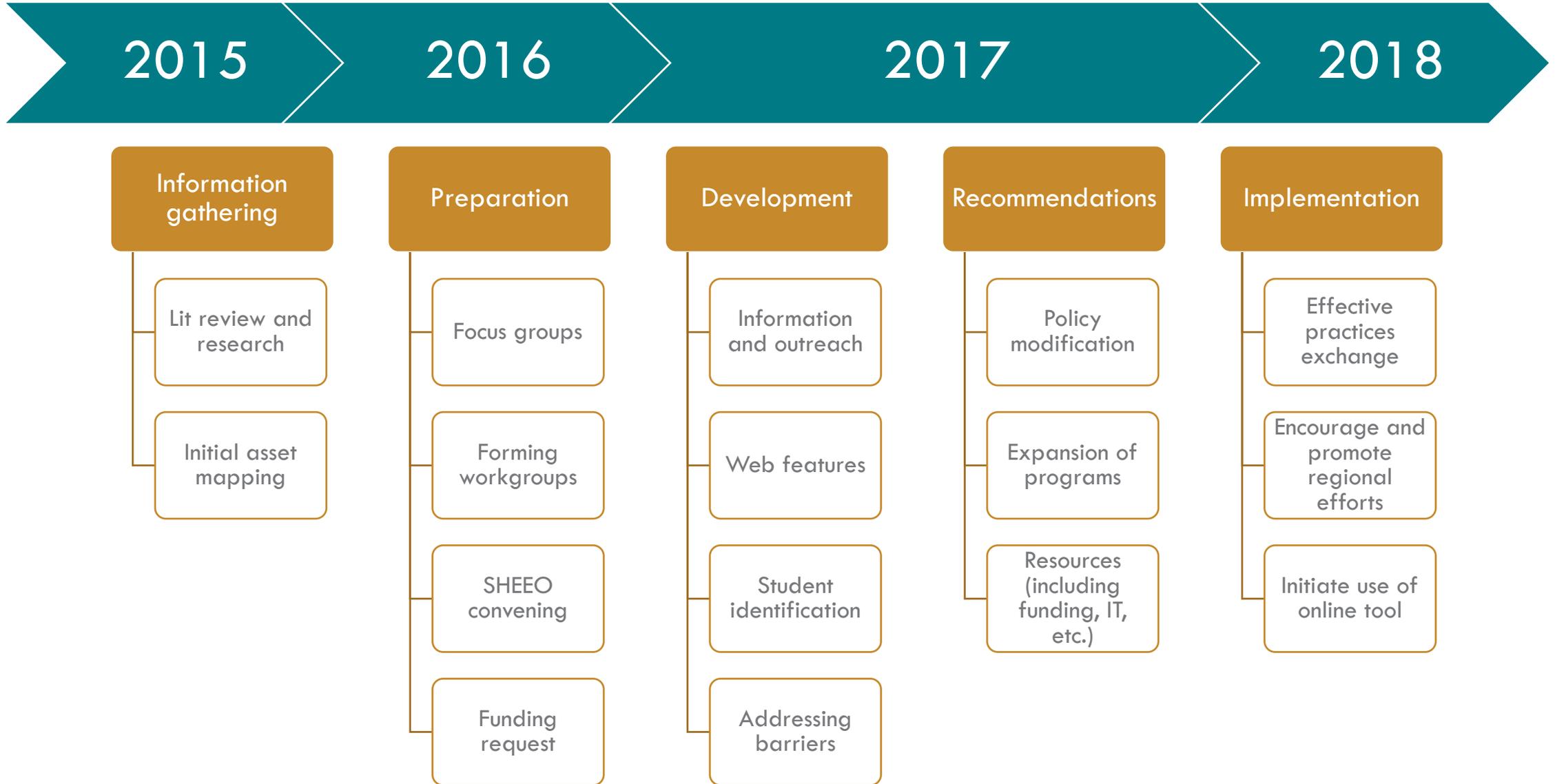AND LINDSEY REICHLIN, M.A.

- Review Washington and national research

- Partner with Department of Early Learning and DSHS

- Evaluate accessible, available, and affordable child care

Completion

The following questions are specific to the area of Completion:

1. How are institutions serving adults in Washington related to instruction, structure, and support?
2. What are effective practices?
3. What is the best approach to a statewide convening?
4. Is there a role for nonprofit organizations in student support?

Project Approach

2015	2016	2017		2018

Information gathering
- Lit review and research
- Initial asset mapping

Preparation
- Focus groups
- Forming workgroups
- SHEEO convening
- Funding request

Development
- Information and outreach
- Web features
- Student identification
- Addressing barriers

Recommendations
- Policy modification
- Expansion of programs
- Resources (including funding, IT, etc.)

Implementation
- Effective practices exchange
- Encourage and promote regional efforts
- Initiate use of online tool

Contact Us With Ideas or Questions!

Let us know if you would like to be involved, have suggestions, or would like more information.

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