WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

Adult Reengagement

Technical Team Meeting

July 31, 2017

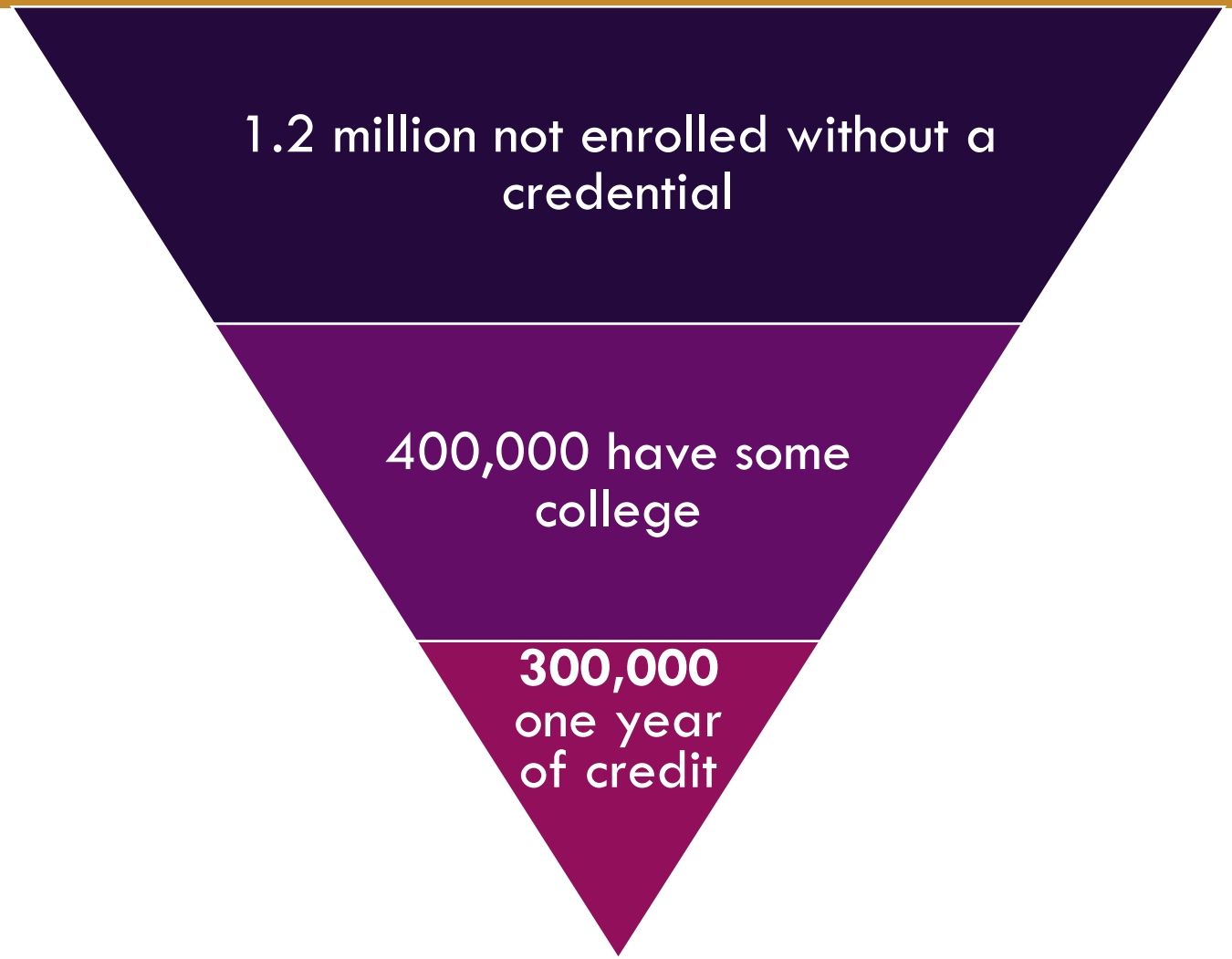
AGENDA

10:00 AM	Introductions
10:15 AM	Review focus group feedback
10:30 AM	Review example websites
10:45 AM	Discuss potential website features and functions
11:45 AM	Lunch
11:55 AM	Vendor information sharing
12:25 PM	Scope of the tool
12:55 PM	Review outcomes: accomplishments, decisions, assignments

INTRODUCTIONS

Randy Spaulding, Director of Academic Affairs & Policy

CREDITS WITHOUT A CREDENTIAL



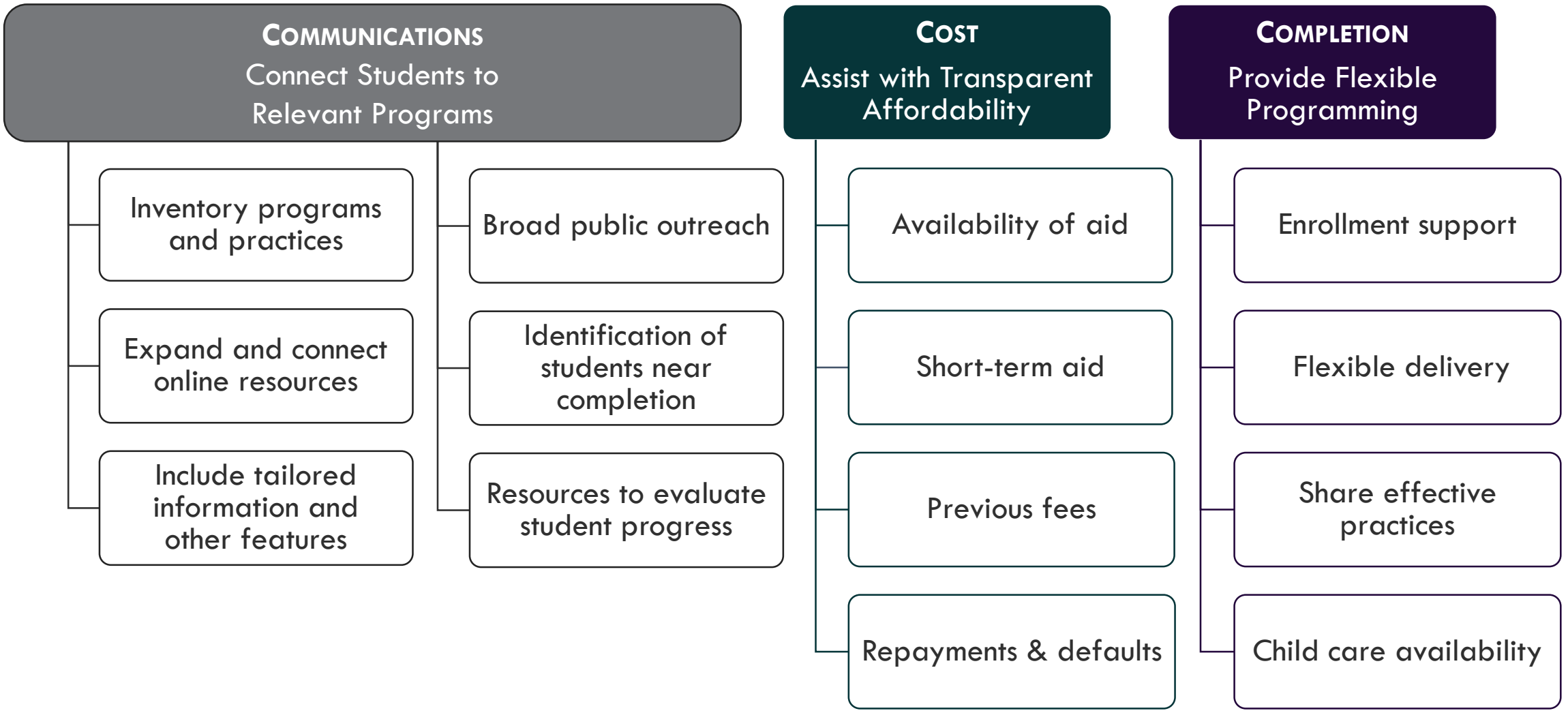
Source: WSAC analysis of American Community Survey, 2009-2013 5-Year Estimates.

LEVERAGE SUCCESSFUL EFFORTS

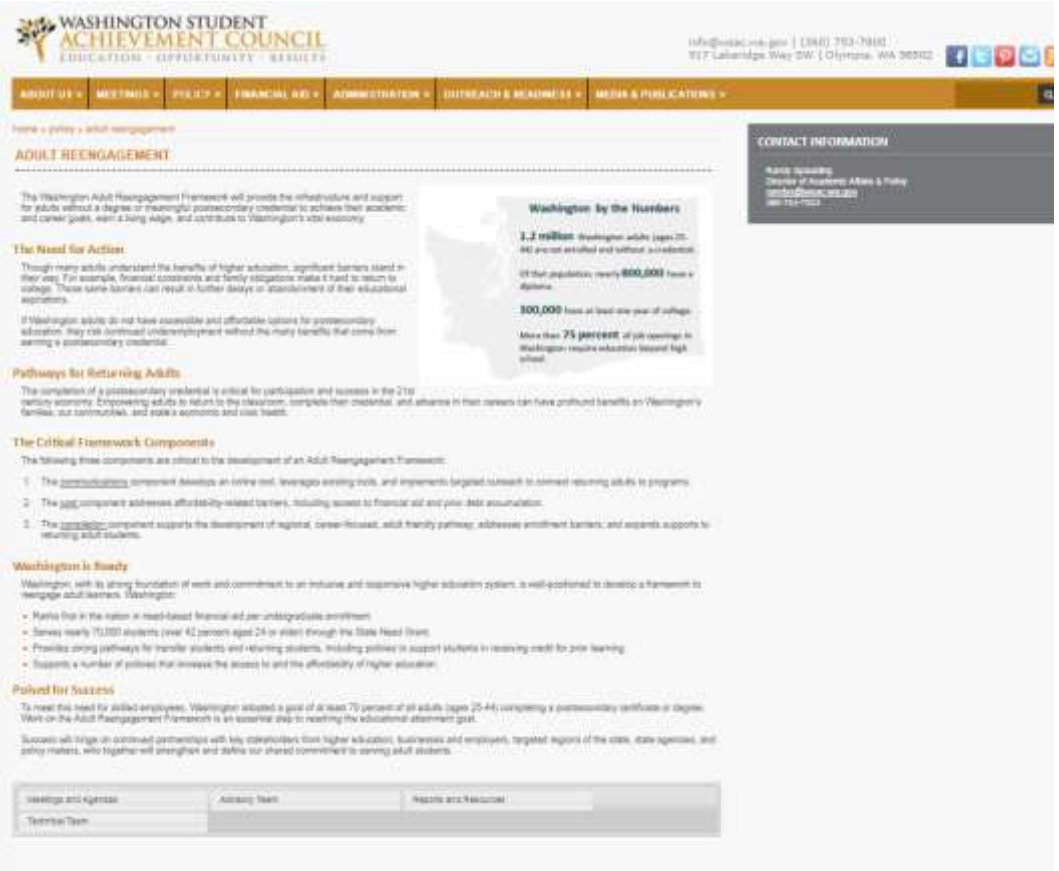
FRAMEWORK APPROACH SHOULD:

- Ensure students are successful on their next attempt
- Respect institutions' business practices
- Be cost effective
- Engage broad participation
- Highlight and expand local efforts
- Connect students to programs

WASHINGTON ADULT REENGAGEMENT FRAMEWORK



TECHNICAL TEAM



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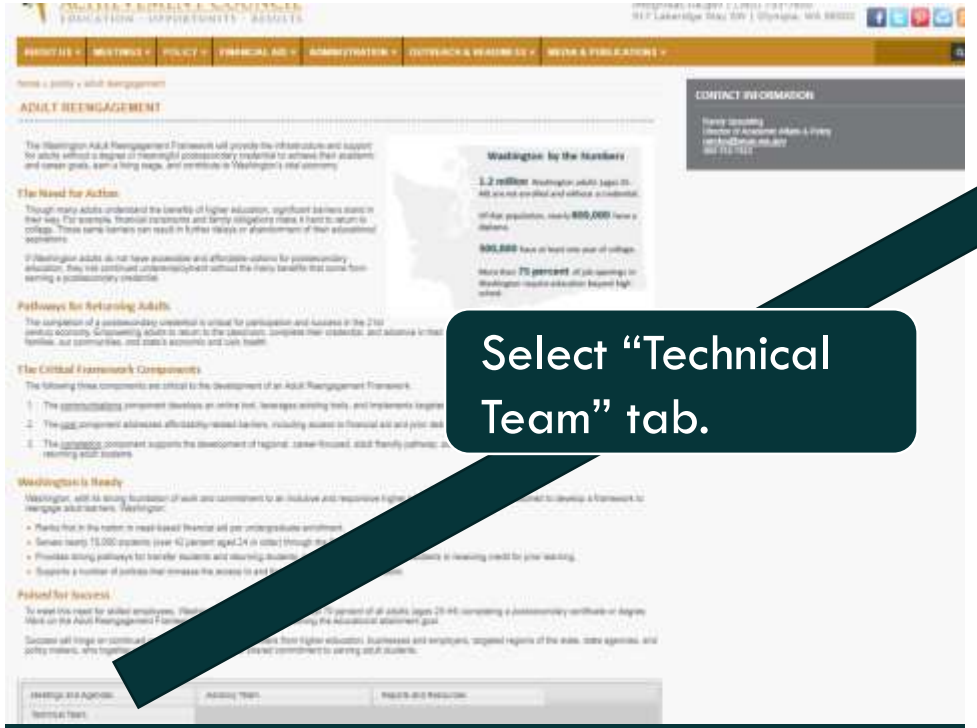
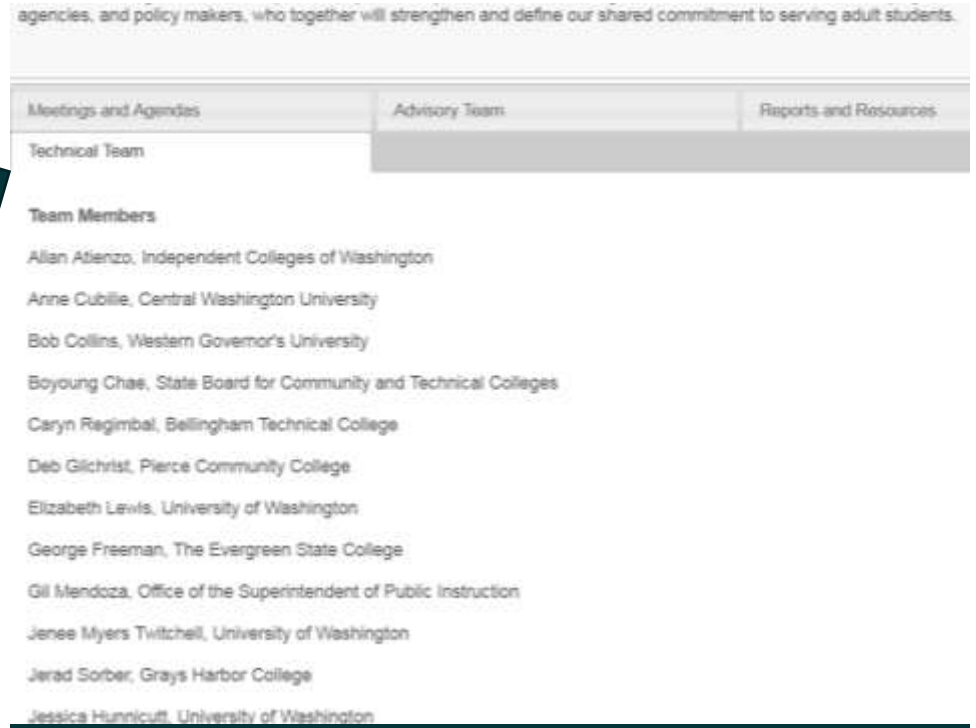


www.wsac.wa.gov/adult-reengagement



Technical Team Member List

ADULT REENGAGEMENT FOCUS GROUPS

BACKGROUND

- Conducted in the spring of 2017 by Western Washington University.
- Primary goal was to understand the needs and decision making processes of adults aged 25 to 44 regarding postsecondary education.
- Participants enrolled in higher education, or had been but were not currently.
- Six focus groups and eleven phone interviews.
  - Focus groups two each: Seattle, Spokane, and Walla-Walla. Interviewees from above cities, emphasis on Olympic Peninsula and Aberdeen/Shelton/Olympia regions.

SUMMARY: MOTIVATIONS & BARRIERS

Motivation and perceived value of education

- Desire to increase earnings (economic need, realization more education = more opportunities).
- Example to children.
- Encouraged by family, friends and counselors.

Barriers

- Financial
- Family/Work-life balance
- Discouragement

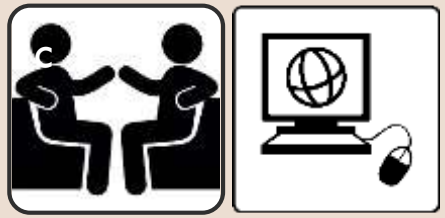
SUMMARY: PREFERRED LEARNING FORMAT

Face-to-face

- Real-time interaction and feedback valued, though impractical due to family and work schedule demands.

Online

- Flexibility and opportunity to self-pace valued, though lagged response time is problematic. Ideal model for those described as "self-starters."



Hybrid

- Acceptable by all; offers best of both worlds.

SUMMARY: SEARCHING FOR INFORMATION

Searches begin with awareness.

Social media, community events, and workplace presentations.

Initial searches for all programs were internet-based.

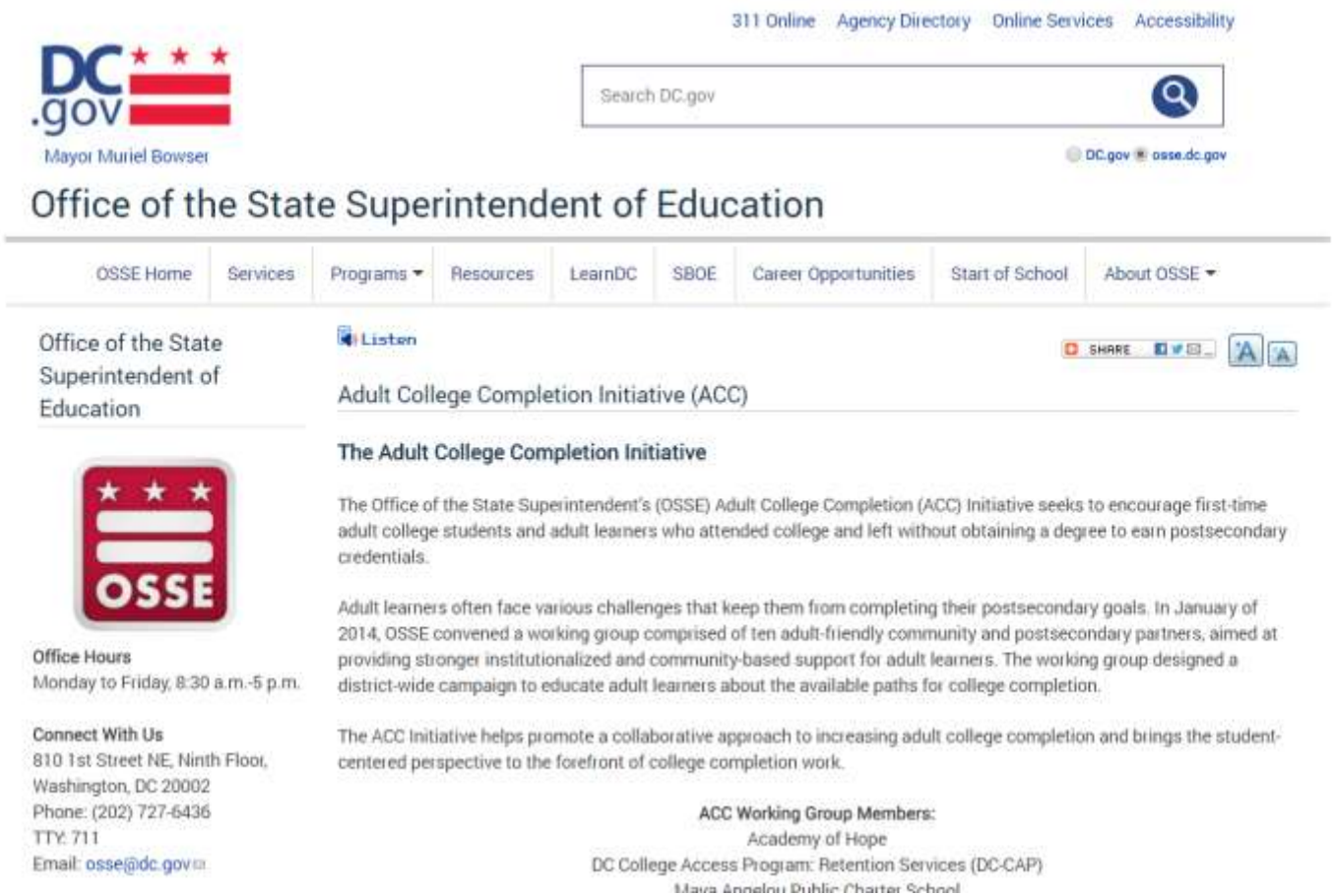
Endorsed internet searches and telephone calls, followed by campus visits.

Greater clarity and simplicity of websites are needed.

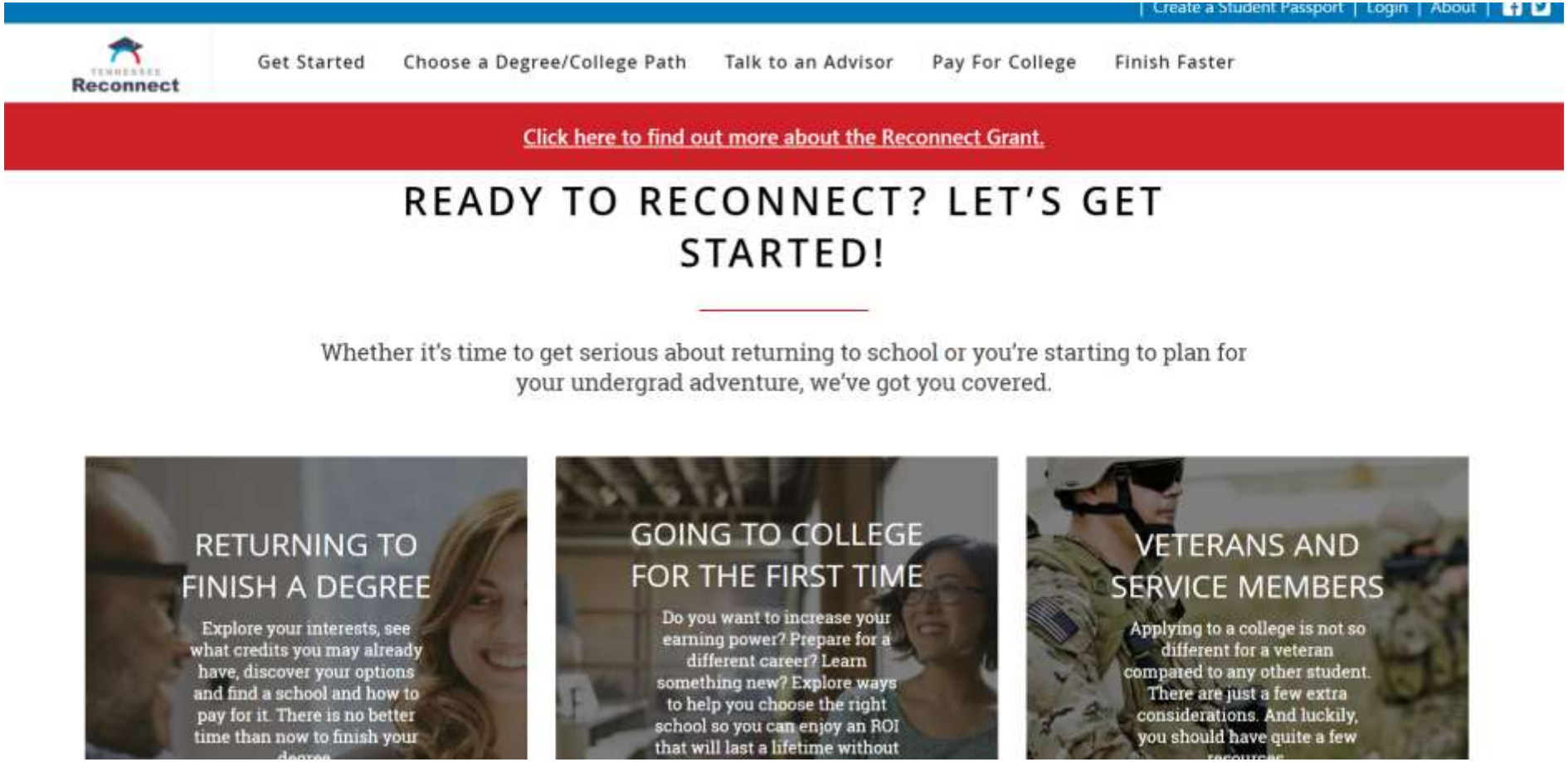
Statewide website valued and desired.

REVIEW EXAMPLE WEBSITES

Washington DC



Tennessee Reconnect



Completion College Consortium

ADULT REENGAGEMENT WEBSITE: POTENTIAL FEATURES & FUNCTIONS

IDENTIFIED FEATURES & FUNCTIONS

FEATURES

- What does the website offer/do?
  - Guidance counseling
  - Program information
  - Resources
  - Social media integration

FUNCTIONS

- How does it operationalize the identified features?
  - Method of inputs/output
    - Sliders, widgets, comparison tabled results, filter options, etc.
  - Crosswalk to existing resources
    - Campus websites
    - Community-based organizations
    - FAFSA/WASFA

VENDOR INFORMATION SHARING

DEFINING THE SCOPE OF THE TOOL

SUMMARIZE MEETING & REVIEW OUTCOMES