

# Adult Reengagement Framework

*Progress report as of April 2018*

Recorded PPT

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# Topics

- Why is a statewide adult learner initiative important?
- What will the initiative include?
- What are the next steps?

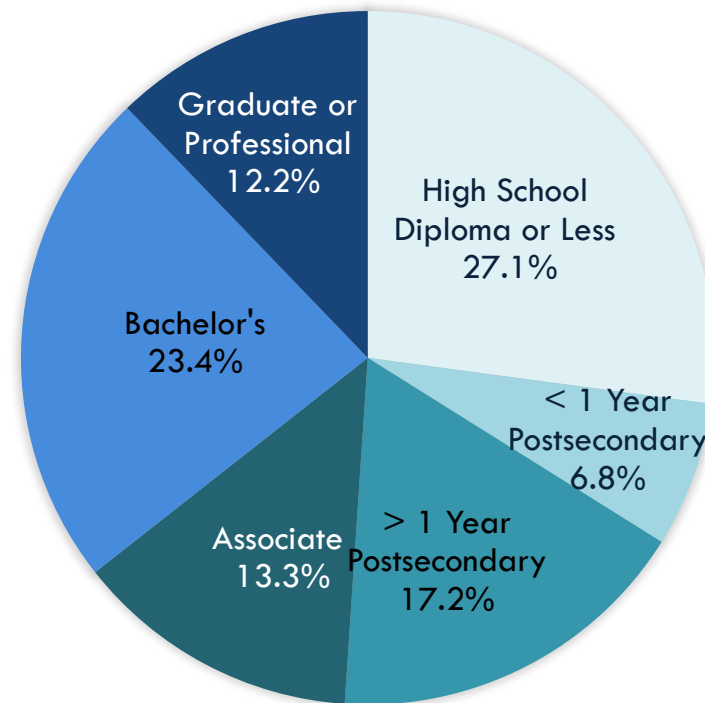




# Education is critical to a thriving economy

Total Projected Job Openings  
by Education Level 2020-2025

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



Source: A Skilled and Educated Workforce 2017

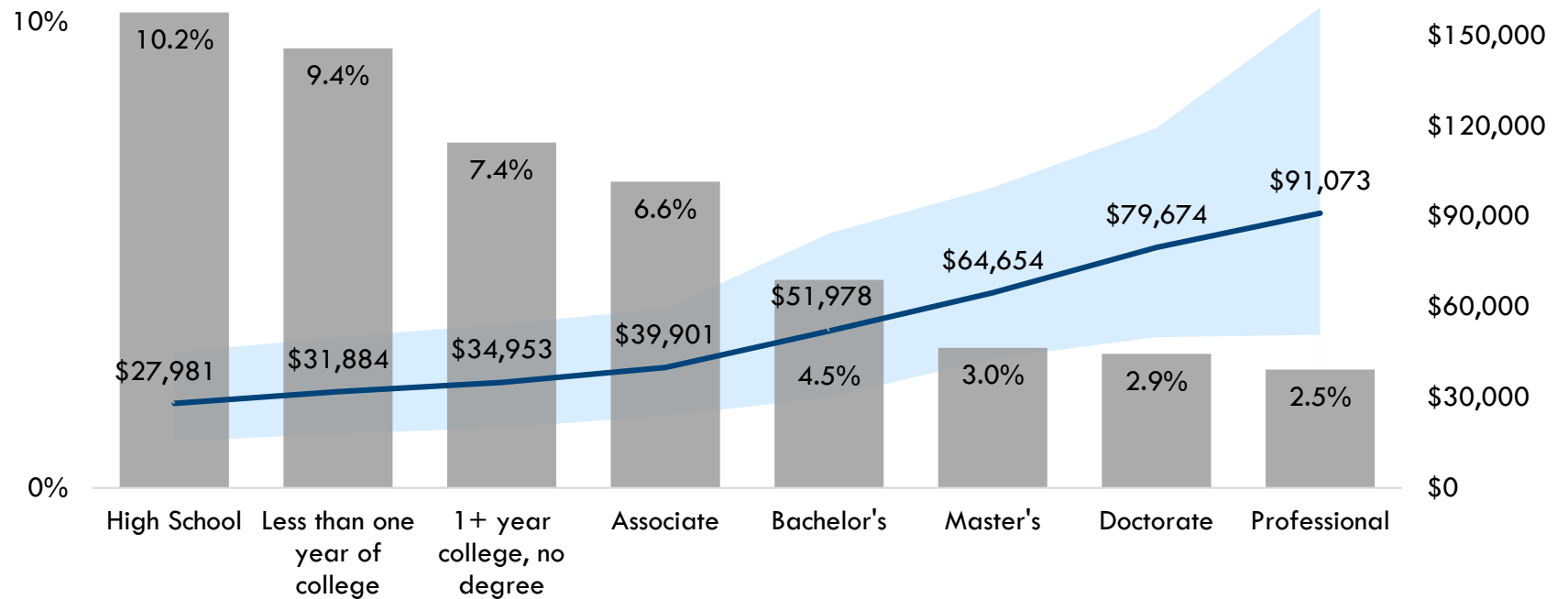




# Education leads to prosperity

## Income and Unemployment by Educational Attainment

25-75th Percentile Income      Unemployed      Median Income



SOURCE: WSAC staff analysis of ACS 2009-2013 Employed and "Not Currently Attending" Washington Residents (September 2015).

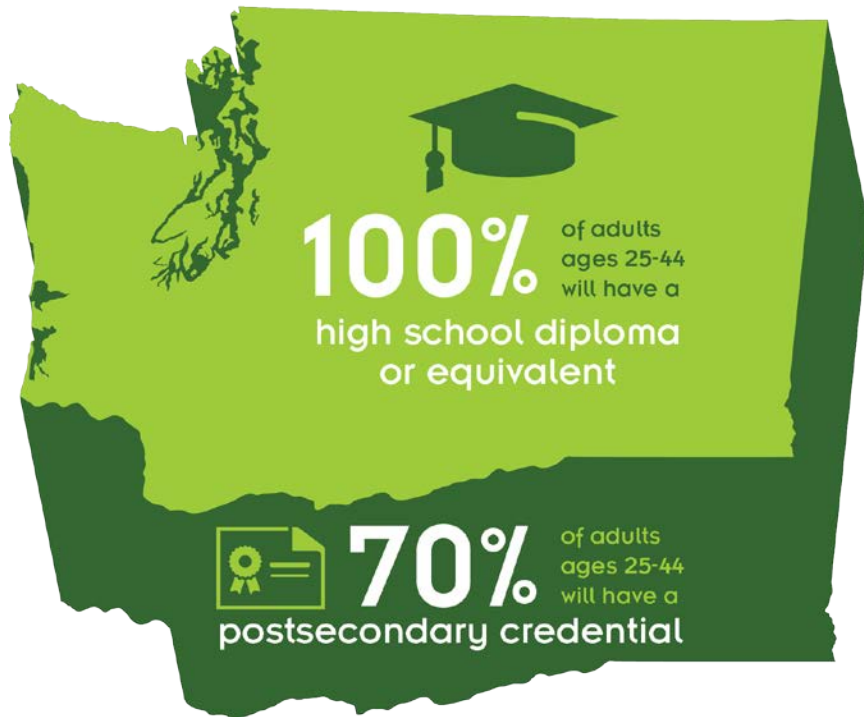
- Living wage employment.
- Higher labor force participation.
- Lower unemployment.





# Attainment goals essential to meet workforce needs

## EDUCATIONAL ATTAINMENT GOALS FOR 2023



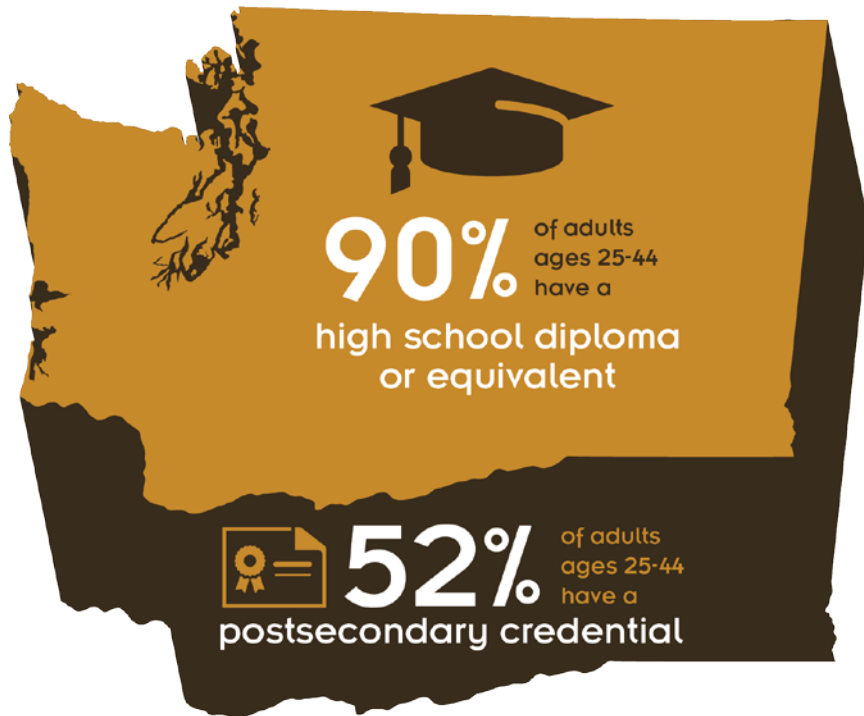
**Over 70%  
of job openings  
projected for 2020–2025  
will require a  
postsecondary credential.**





# Need to make great strides to reach the goals

## 2017 PROGRESS REPORT ON EDUCATIONAL ATTAINMENT GOALS



**The state will not meet its goals without substantial investment and shifts in policies to increase attainment.**





# Learn more on the Roadmap Dashboard

## THE ROADMAP

2017 PROGRESS REPORT ON WASHINGTON'S ATTAINMENT GOALS

Interactive dashboard with metrics to describe the state's progress toward improving educational attainment.

- Attainment
- Benefits & Workforce
- High School
- Postsecondary opportunities
- Completions
- Affordability
- Funding
- Equity
- Resources

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### ROADMAP PROGRESS REPORT AND DASHBOARD OVERVIEW

#### The Roadmap

The Roadmap Report (2013) set the foundation for Washington's educational attainment goals, that by 2023:

- All adults in Washington, ages 25–44, will have a high school diploma or equivalent.
- At least 70 percent of Washington adults, ages 25–44, will have a postsecondary credential.

The Roadmap Progress report, produced in odd-numbered years, provides an update on progress towards those goals. The online Roadmap Dashboard - which includes data on (1) high school completion, (2) postsecondary enrollment, and (3) postsecondary completion - empowers users to explore the progress metrics in greater detail.

In even-numbered years, WSAC will produce a Strategic Action Plan, a report outlining innovations, investments, and policies that can help Washington reach its educational attainment goals.

Please see the resources box to your right for links to the reports, the dashboard, and related materials.

#### CONTACT INFORMATION

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#### RESOURCES

- [The Roadmap Dashboard](#)
- [2017 Roadmap Progress Report](#)
- [2017 Progress Report handout](#)
- [2017-18 Strategic Action Plan](#)
- [2015 Roadmap Progress Report](#)
- [2013 Roadmap Report](#) (note: additional 2013 materials are available on our [reports and publications](#) page)



# Strategies needed to address key challenges

## **Opportunity gap**

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

## **Affordability**

- Improved access to and affordability of high quality pathways.

## **Regional needs**

- Engaging communities in all regions to energize local actions in support of increased educational attainment.

## **Reengaging adults**

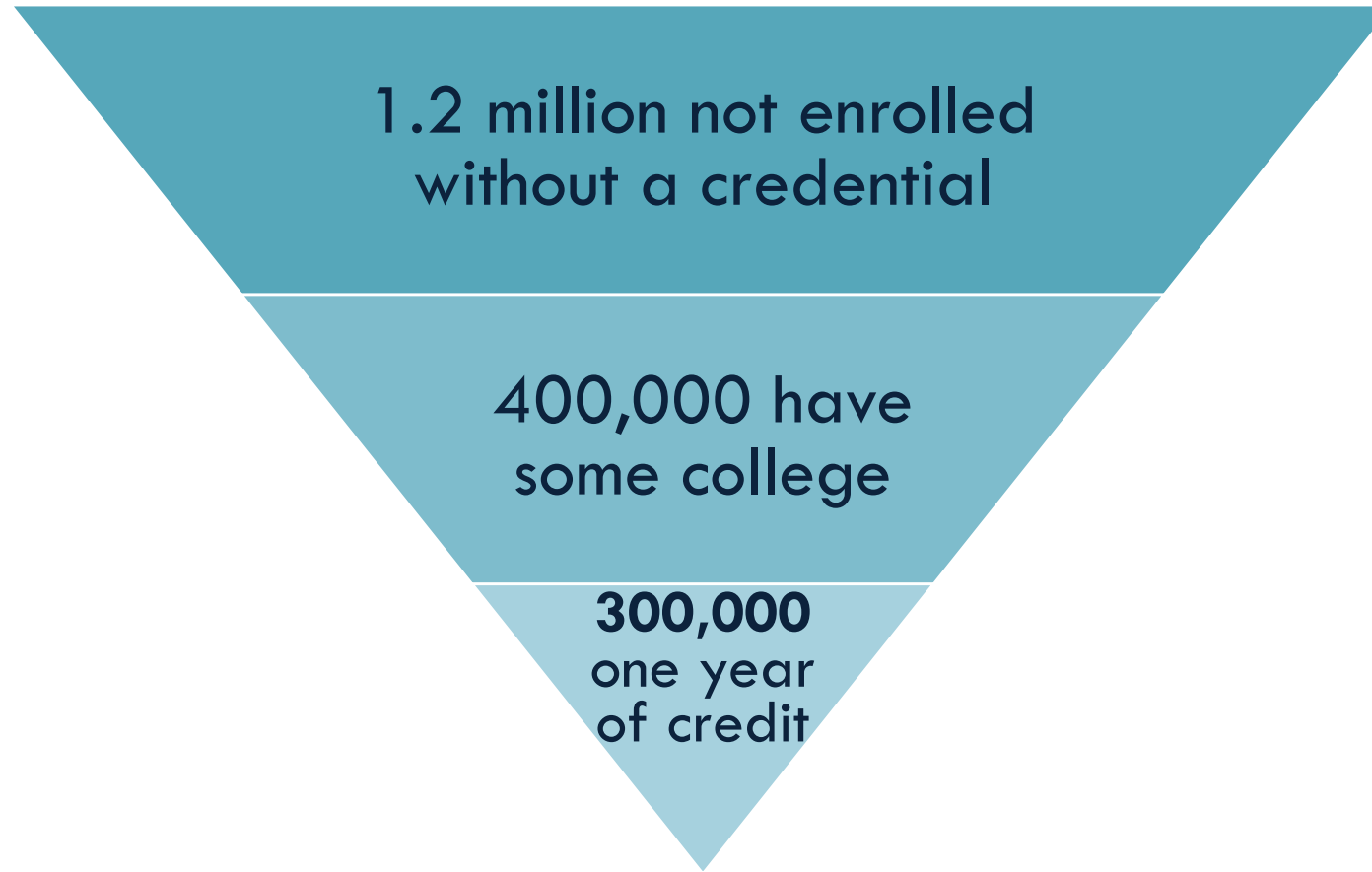
- Postsecondary recruitment and completion of a credential for working-age adults.







# Many adults began a program without completing it





# Adult learners face unique barriers



## Individual

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



## System

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





# Adult Reengagement Vision



Support adults to  
**return and complete**  
their education  
so they can compete to  
meet the needs of  
Washington employers.





# Adult Reengagement Goals



Provide information and support to recruit, retain, and graduate adults who have not completed a credential.



Target Washington residents who have earned college credit without completing a credential.





# Adult Reengagement Principles

Engage all sectors of institutions, employers, policy makers.

Integrate campus-based initiatives, data systems, on-line resources, and strong partnerships.

Use an equity lens to develop student identification, outreach, services, etc.

Make it scalable, sustainable, and cost effective.

Highlight local and regional efforts for returning adults.

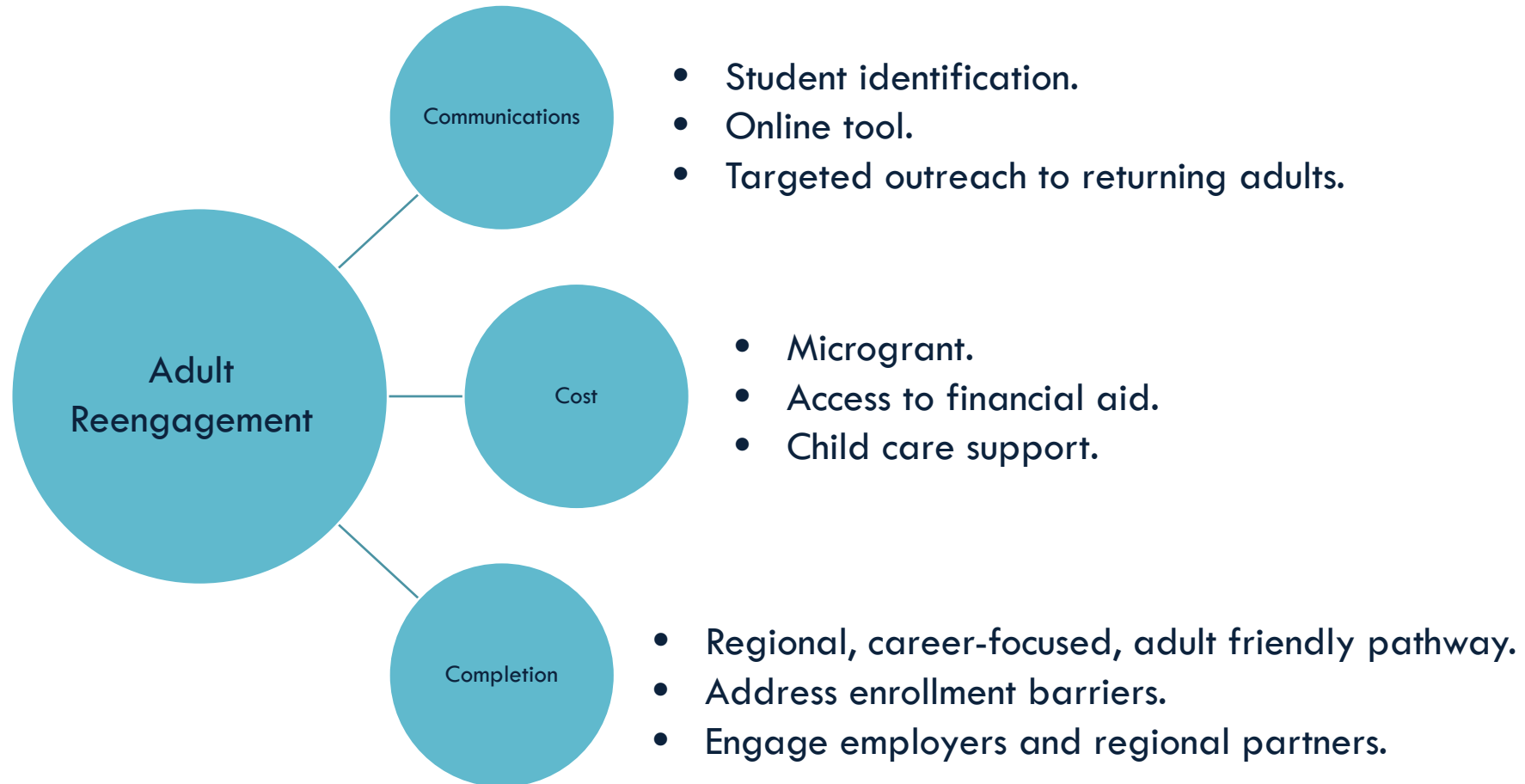
Consider institutions' business and enrollment management practices.

Evaluate and address barriers for adult learners.





# Critical framework components





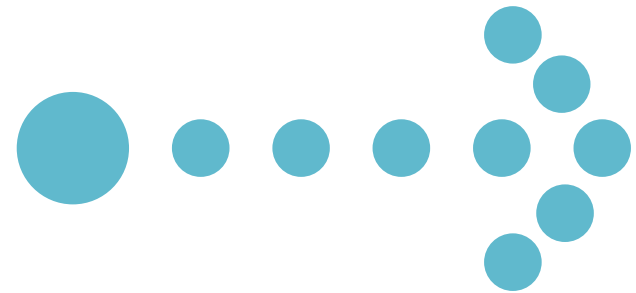
# Student identification & outreach

## Identify students near completion



- Use state-level resources.

Target  
communication to  
students  
near completion



## Develop interactive web-based tool



- Match students to programs.
- Provide contacts to schools.





# Initial target population







# Interactive Web-Based Tool

Content for prospective students relevant to the individual and unique needs of returning adults.

Prospective students with relevant and accurate information

- Academic programs based on individual career, personal goals.
- Career options, expected earnings based on academic interests.

Personal contact and other information about prospective students to institutions.





# Tool features & functionality

## User interface

- Personalization & information sharing
- Questionnaire (student entered information – pass to state & campuses)
- Email Follow-up (by state &/or campuses)
- User logins for students and institutions
- Reporting

## Education pathways

- Matching students to programs
- Filter on campus profile (delivery, location, etc.)
- Field of study
- Time to completion
- Transferable credits
- Prior learning assessment

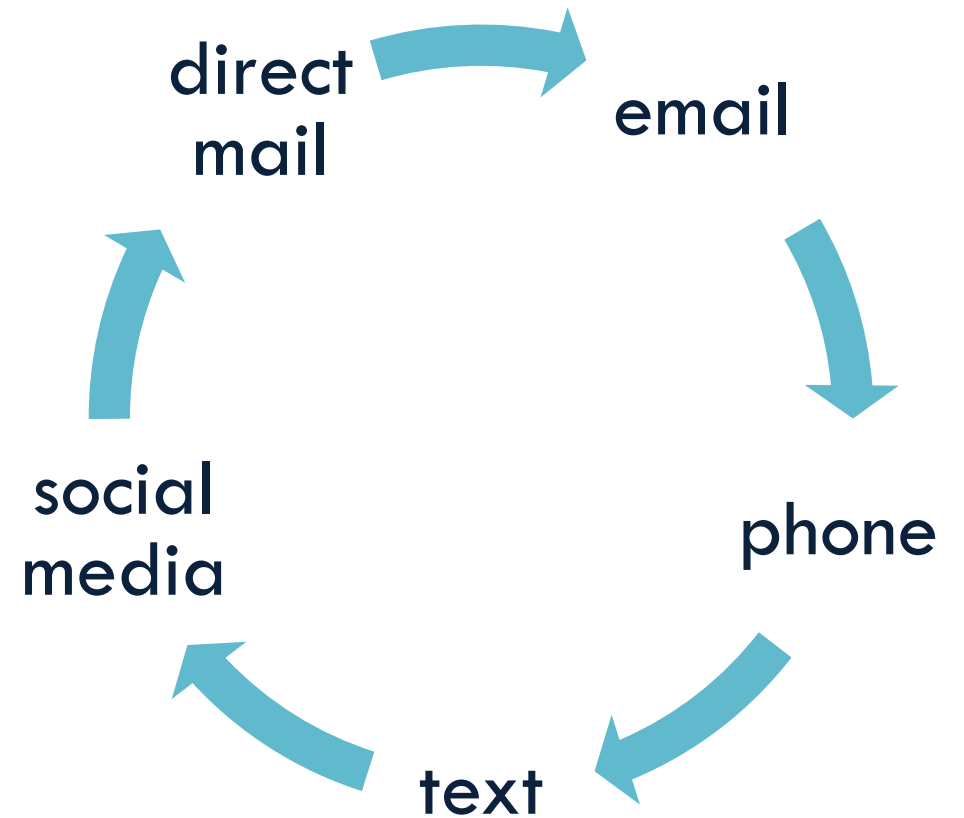
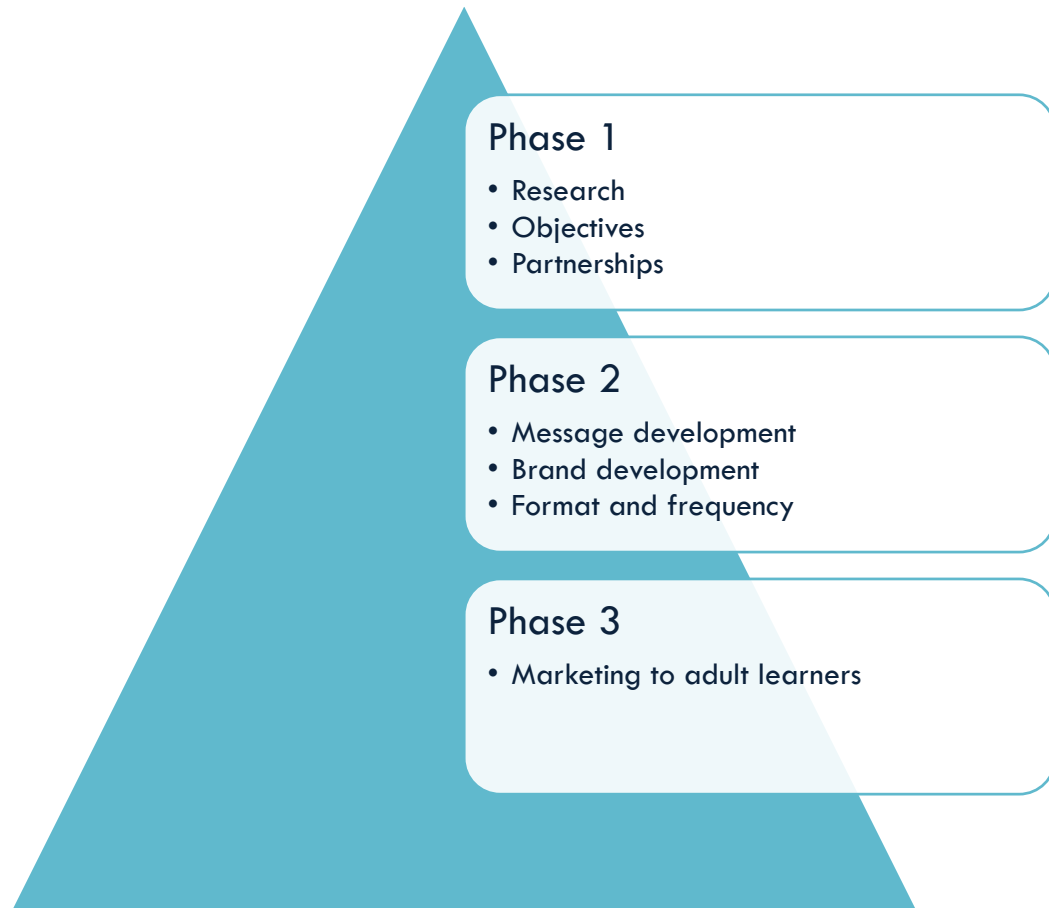
## Career pathways

- Career exploration
- Credentials for certain careers
- Placement and wage information



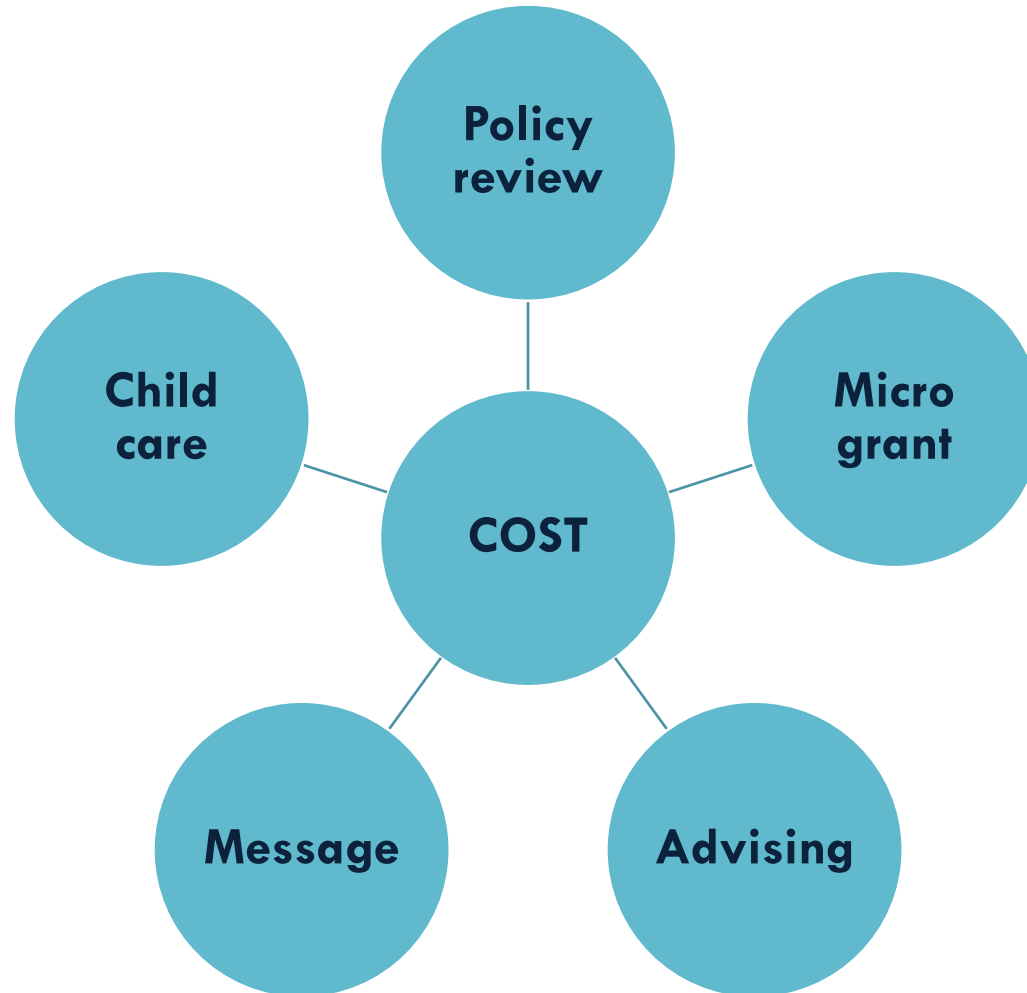


# Communications: Brand, messages and medium





# Cost: Policies, messages & coordination of benefits





# Completion: Student support

Share effective practices that support adult learners.

Expand partnerships with employers.

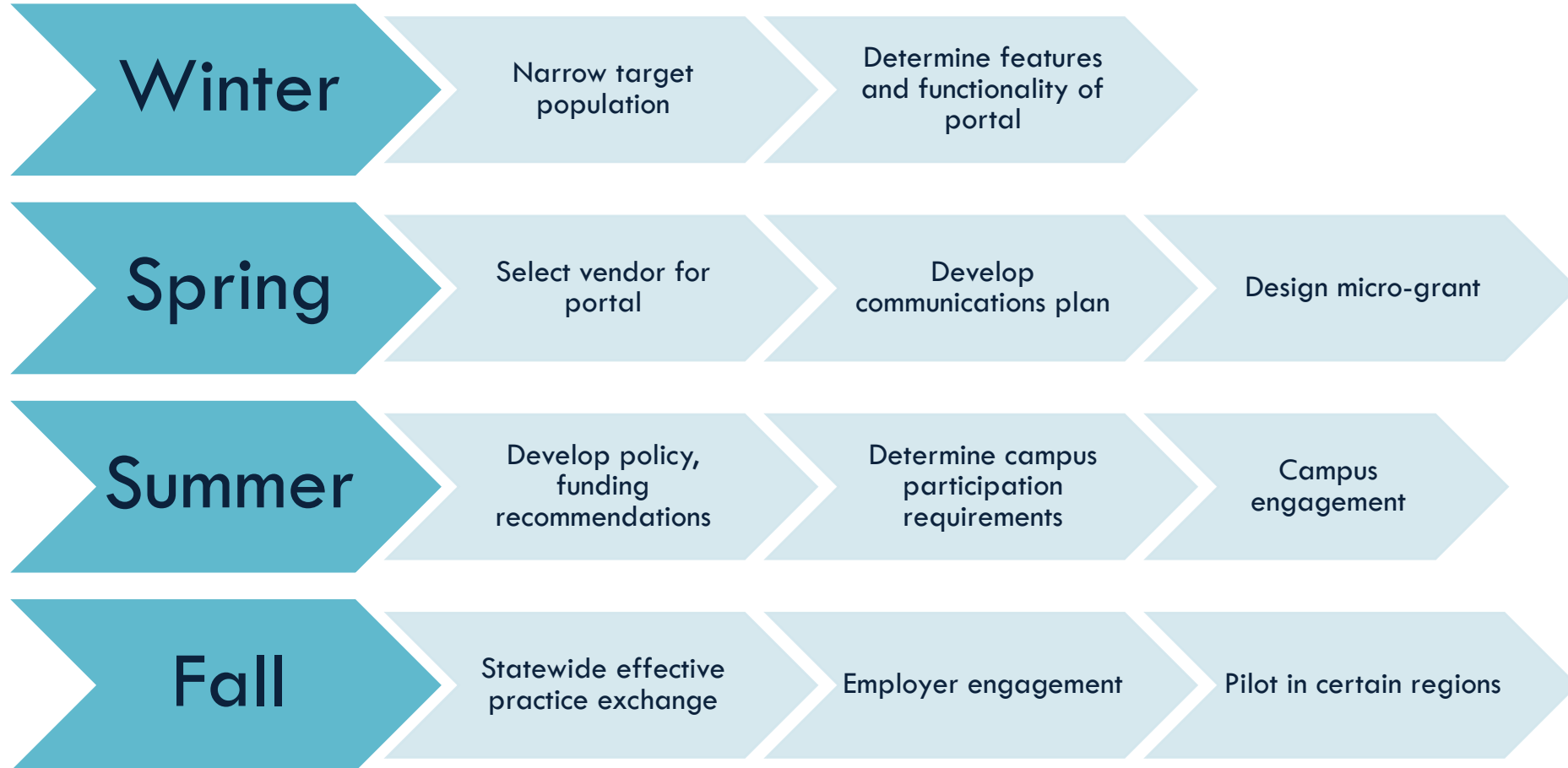
Establish regional networks of support.

Improve state-level policies to remove barriers for adult learners.





# 2018 Milestones





# Continue the conversation



## Online:

- [www.wsac.wa.gov/adult-reengagement](http://www.wsac.wa.gov/adult-reengagement)
- [www.readysetgrad.org](http://www.readysetgrad.org)
- [www.thewashboard.org](http://www.thewashboard.org)



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