Adult Reengagement
Identify and Support Returning Adults

Advisory Committee
June 15, 2017

WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

Today's Meeting

Overview	Supporting returning adults - a critical strategy
Framework Design	Primary components of framework
Project Management	Technical teams, deliverables, and timeframe
Focus Groups	Unique barriers of adult students
Next Steps	Technical team meetings and tasks

Today's Purpose:

- Review work to date
- Understand scope of deliverables
- Share and solicit feedback on project management
- Develop and refine questions for technical team related to immediate deliverables

Overview

How does adult reengagement relate to state goals?

Our Work to Date

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.

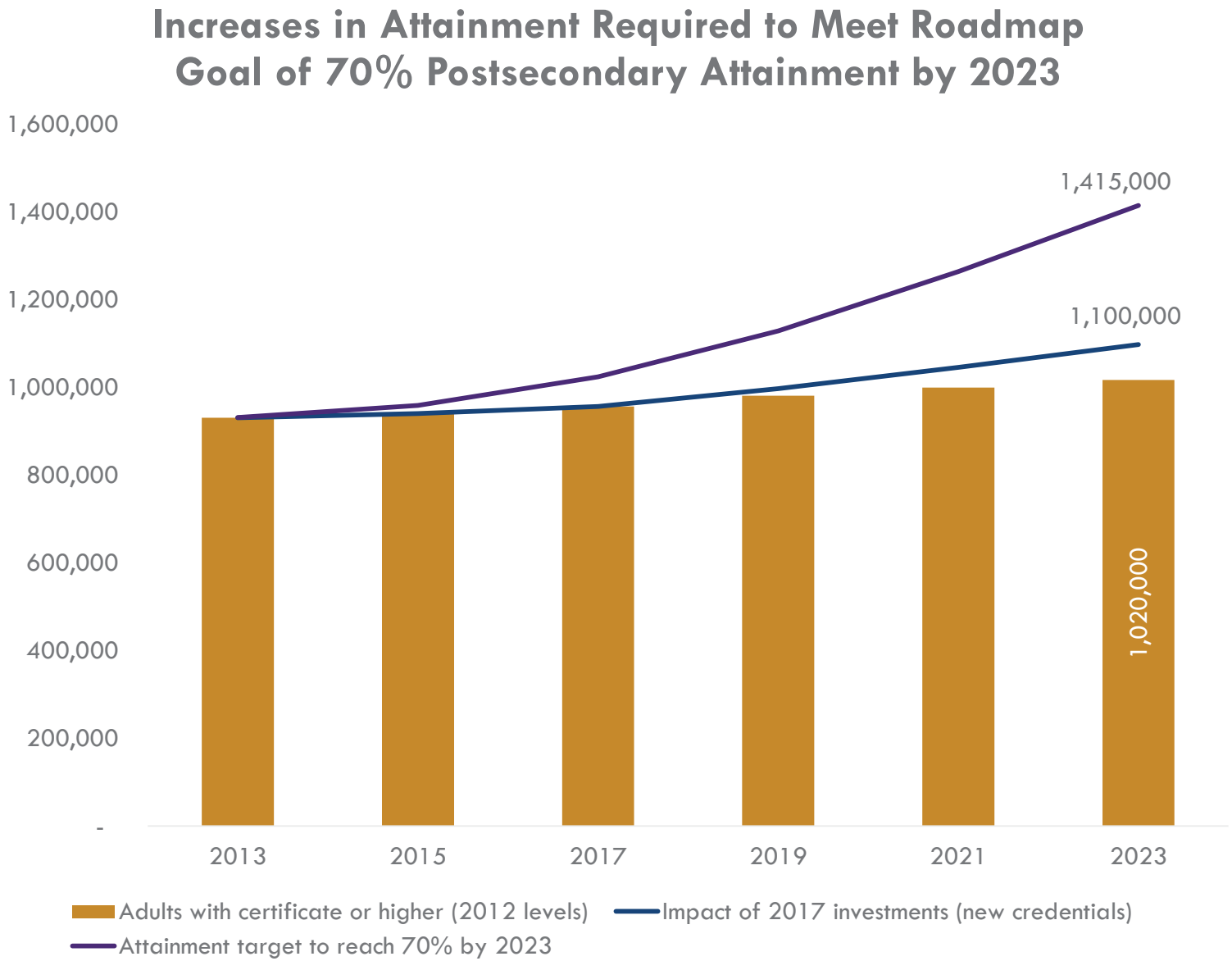
- 2013 Roadmap action item
- 2015 laid the foundation
- 2016 SHEEO technical assistance
- 2017 Strategic Action Plan
- 2017 Lumina Grant

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.

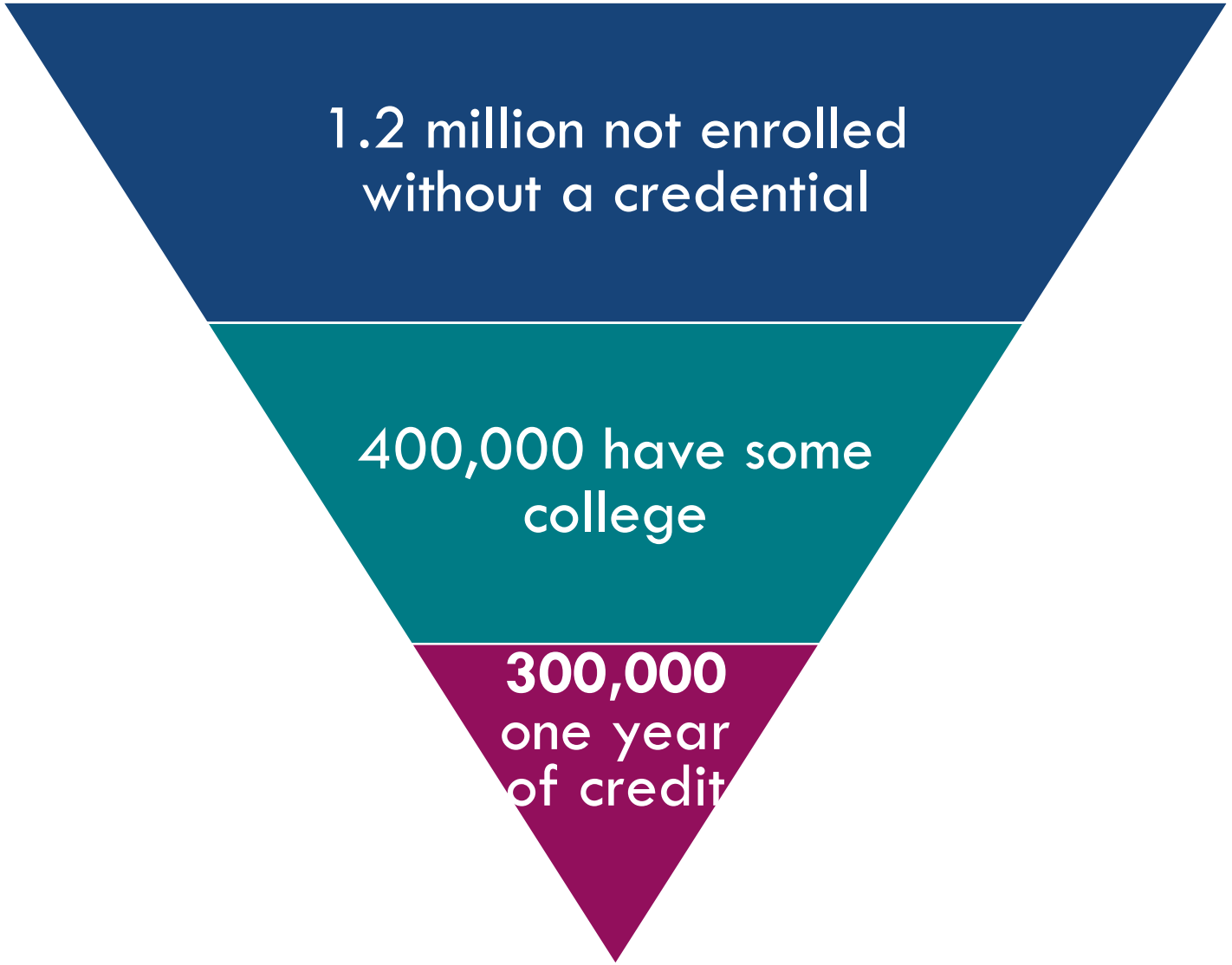
Growth in Credentials Required to Meet the Goals

500,000 additional adults need to complete a credential

THE ROADMAP
A Plan to Increase Educational Attainment in Washington



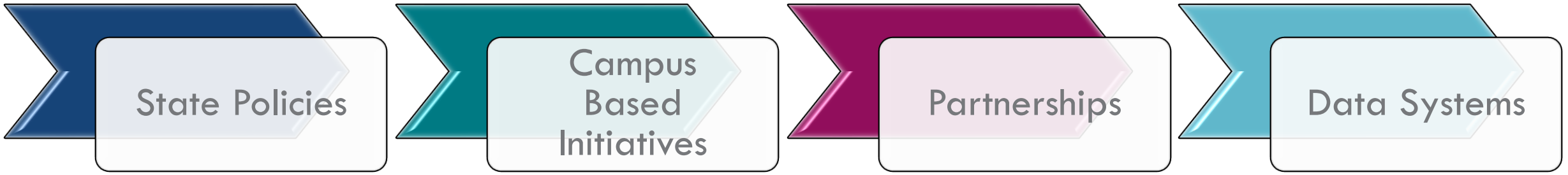
Many Adults Have Credits Without a Credential



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

What are the key components of the Framework?

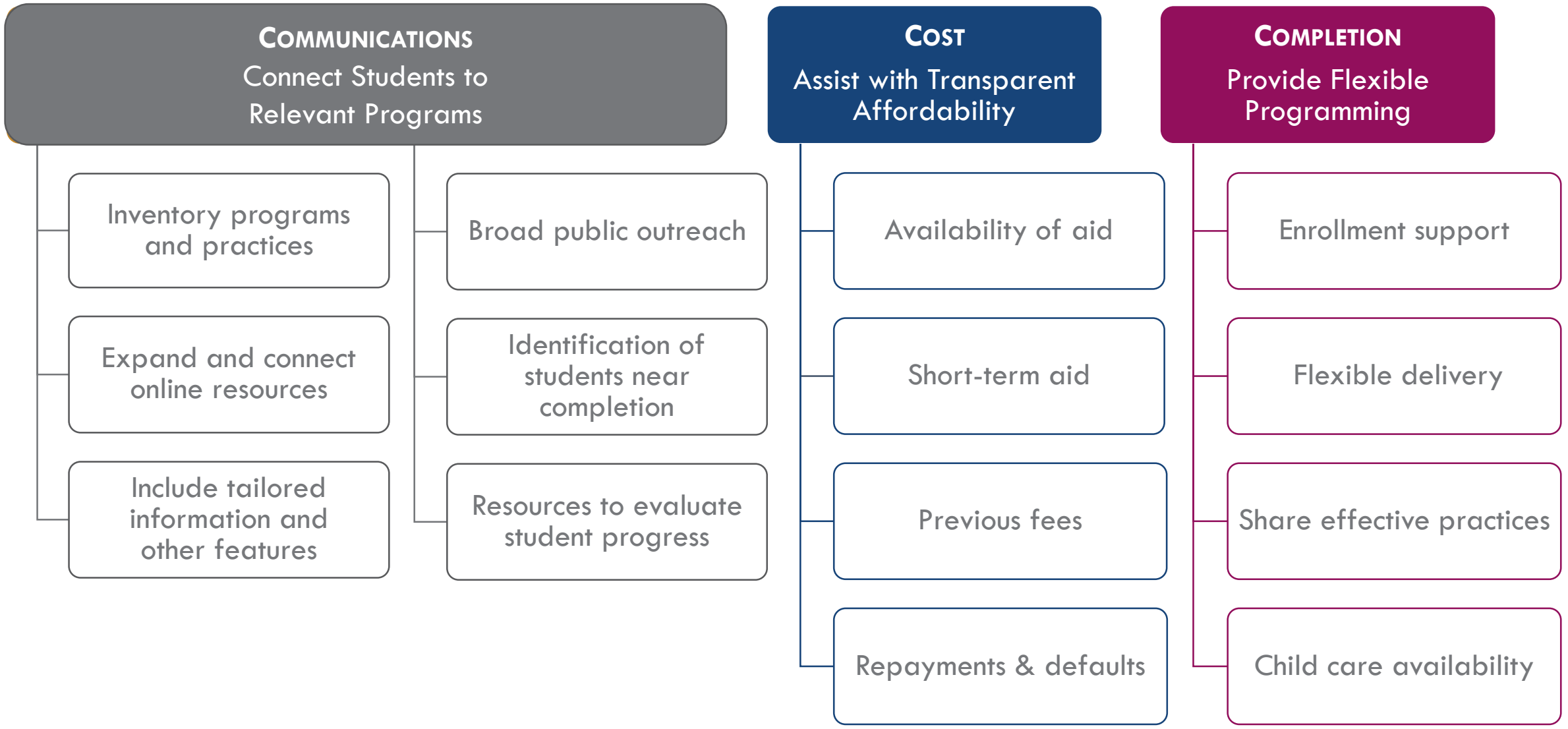
Washington's Leverage



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



Reflections from Convening

Outreach and Marketing:

- Consider opportunity gaps at the outset
- Explore various models of student identification
- Engage employers in each region
- Filter out current students (enrollment management)
- Statewide navigators and advising are key
    - Consider online chat

- **State Higher Education Executive Officers association (SHEEO)**
- **Adult Promise Convening in CO held June 4-6**
- **Teams from 4 states – ME, MN, OK, WA**
- **Lumina sponsored**

Reflections from the Convening

Enrollment Barriers:

- Consider alleviating for some students and not others
- Work with institutions to share best practices
- Emergency loan – targeted information

Financial Aid Barriers:

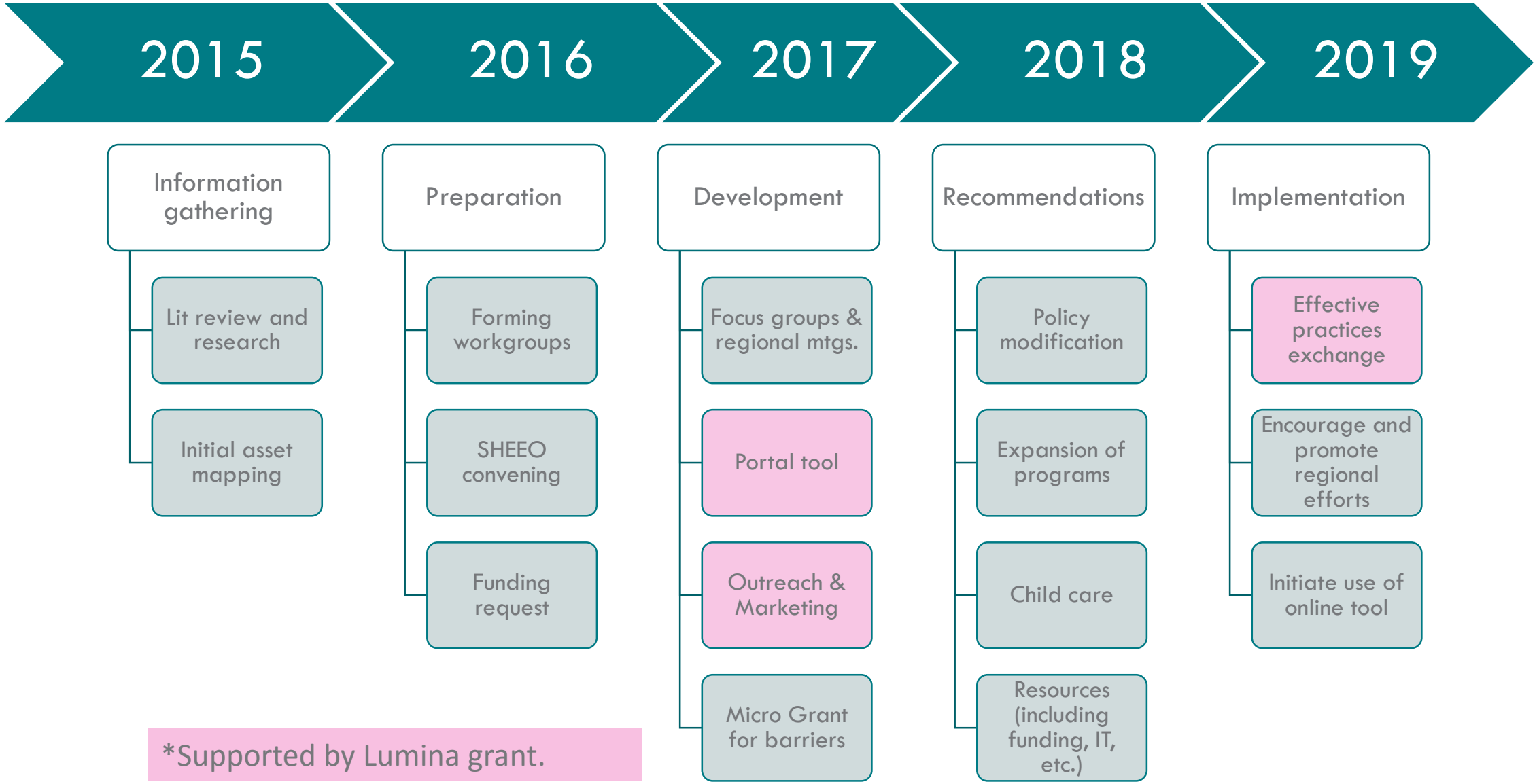
- Less-than-halftime has "bridge term" allowable in State Need Grant – could this allow first term funding without meeting SAP?

Messaging Affordability:

- Many students in Washington do not pay tuition (public and private)

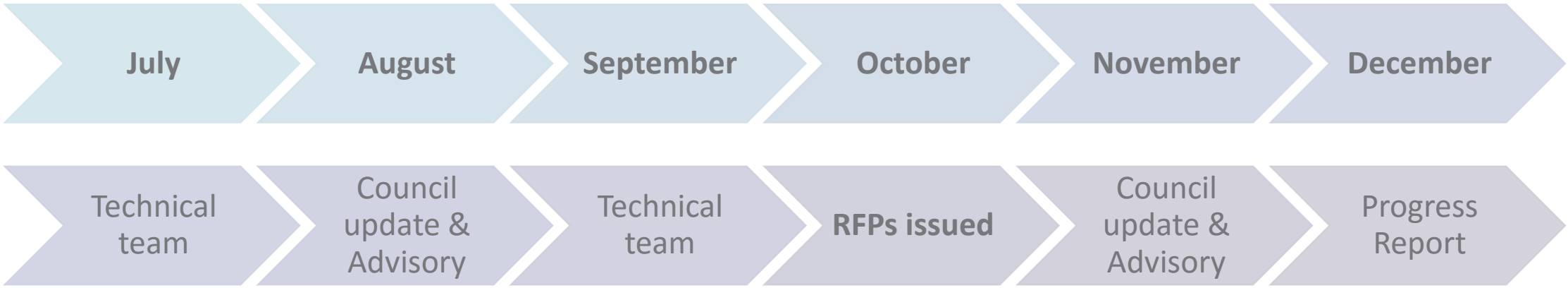
What are the main deliverables, technical teams & timeline?

Project Approach



*Supported by Lumina grant.

2017 Work Plan



Project Management

	Role	Structure
Advisory Team	• Ensure appropriate stakeholder participation • Seek opportunities for WSAC to promote this initiative and align with other efforts • Provide guidance on development of all project deliverables	Council Members, partners, institutional representatives, employer community.

Technical Team	• Provide technical assistance and input to support the design of key components of the Framework
	  • Portal
	  • Outreach & Marketing
	  • Micro Grant
		Advisory team and additional institutional representatives with expertise on the meeting topic.

Communications – Portal

An online tool to provide relevant, accurate and tailored information to connect returning adults to programs.

What questions should the Technical Team explore to develop requirements and features for the online tool?

- What are examples of tools developed by other states or for similar purposes?
- Who are the key users of the tool?
- What are key features and functionality to be included to connect students with programs?
- How interactive should the site be?
- How will program information be updated?
- How will institutions receive information about interested students?
- What information should be available to all inquiring students?
- How will this tool interact with other sites?

State-Level Examples

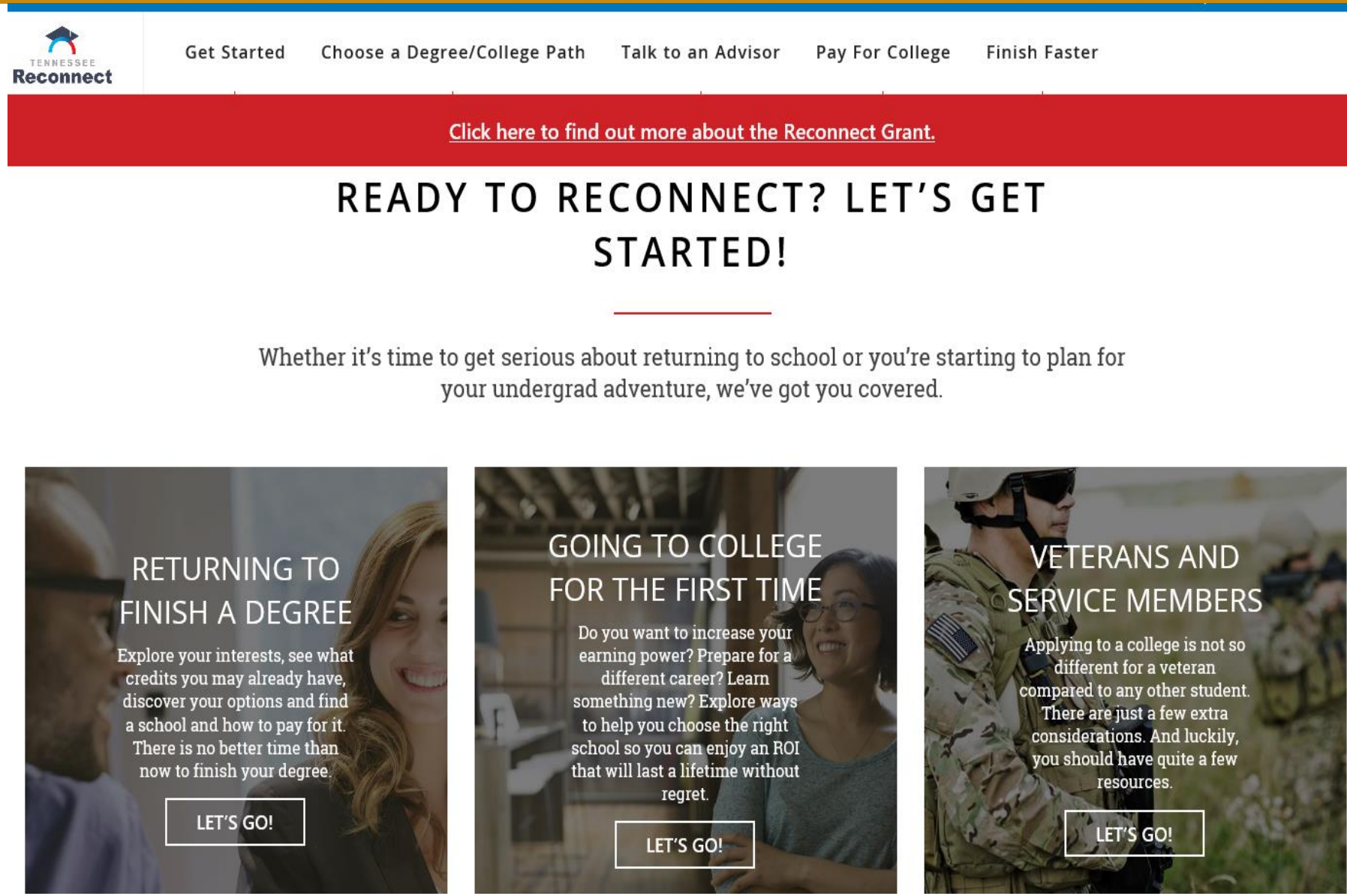
Texas GradTX

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

State-Level Examples

Tennessee Reconnect

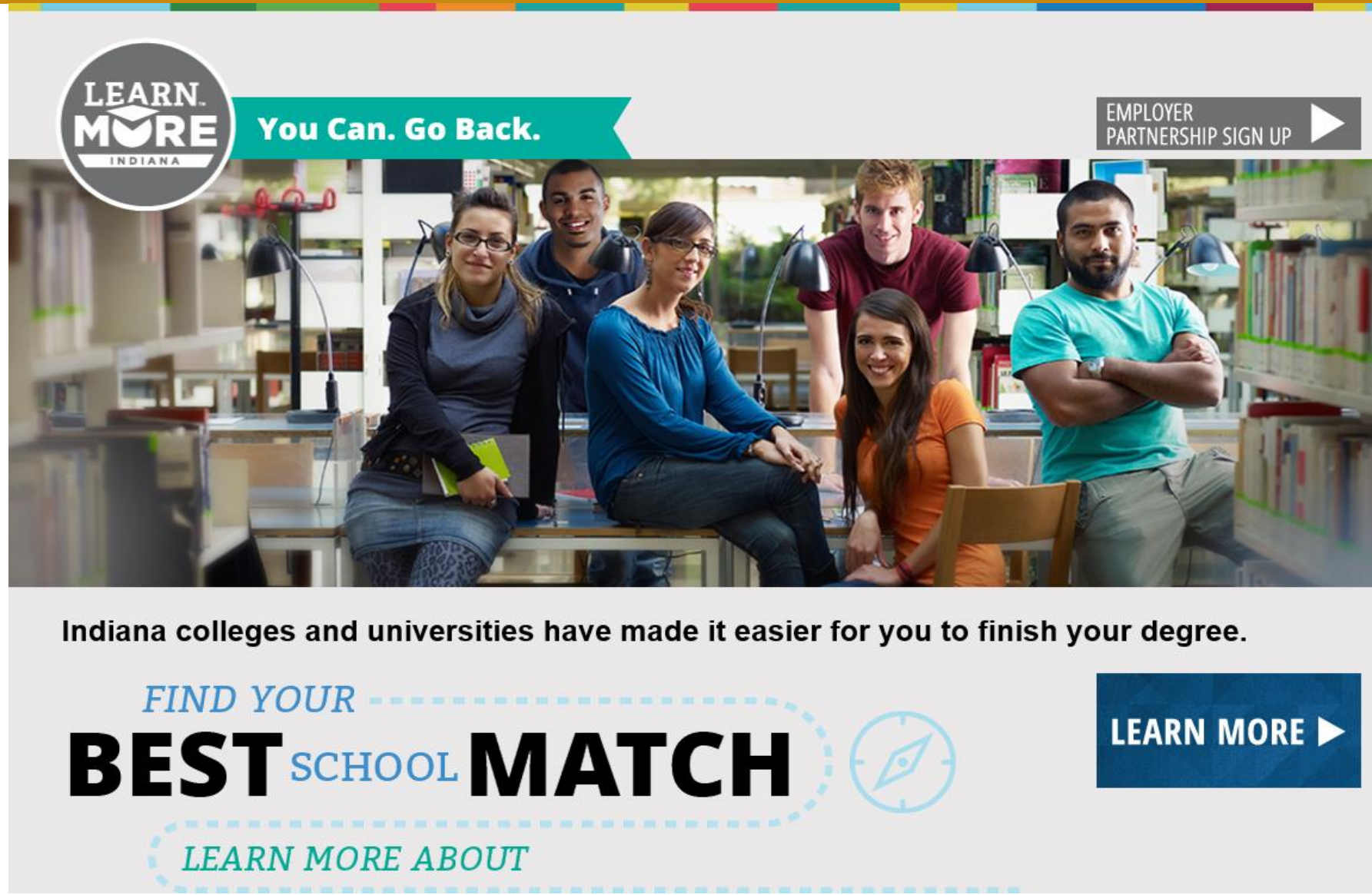
- ***Be a Hero. Be a Graduate.***
- Online cost-to-completion and time-to-degree calculators.



State-Level Examples

Indiana Return and Complete

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



State-Level Examples

Communications – Outreach & Marketing

What questions should the Technical Team explore to develop parameters for outreach and marketing of the portal?

- In what ways should we identify and prioritize target market segments?
- What are the most effective methods to identify adults with credits for outreach?
- Are there systems that can be leveraged to connect students with programs?
- Can regional efforts be used to engage employers and promote the tool?
- How should messaging support institutional and community-based communication efforts?
- What are other considerations for broad marketing efforts?
- Other?

Cost – Micro Grant

What questions should the Technical Team with aid administrators explore to design a state-level micro-grant fund to address small dollar barriers?

- What are general emergency aid approaches to support students facing challenges?
- How are pre-enrollment barriers (i.e. financial holds, fees) addressed?
- How would a state-level "micro grant" be best targeted?
- How should the program be designed?
    - Administration
    - Institutional participation
    - Student eligibility
    - Program evaluation
- Are there ideas that can inform the best practice exchange?
    - How can students overcome larger financial barriers (i.e. repayments, defaults, aid eligibility exhaustion)
- Other?

Project Management – Technical Team for Portal

	CTC	Public 4	Private 4
Leadership			
Enrollment Services			
Other			

Inform the development of the portal including features, functionality, access to program information, and use of student data.

Financial aid workgroup will be invited to develop the micro grant addressing enrollment barriers