



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



**How does adult reengagement
relate to state goals?**



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.

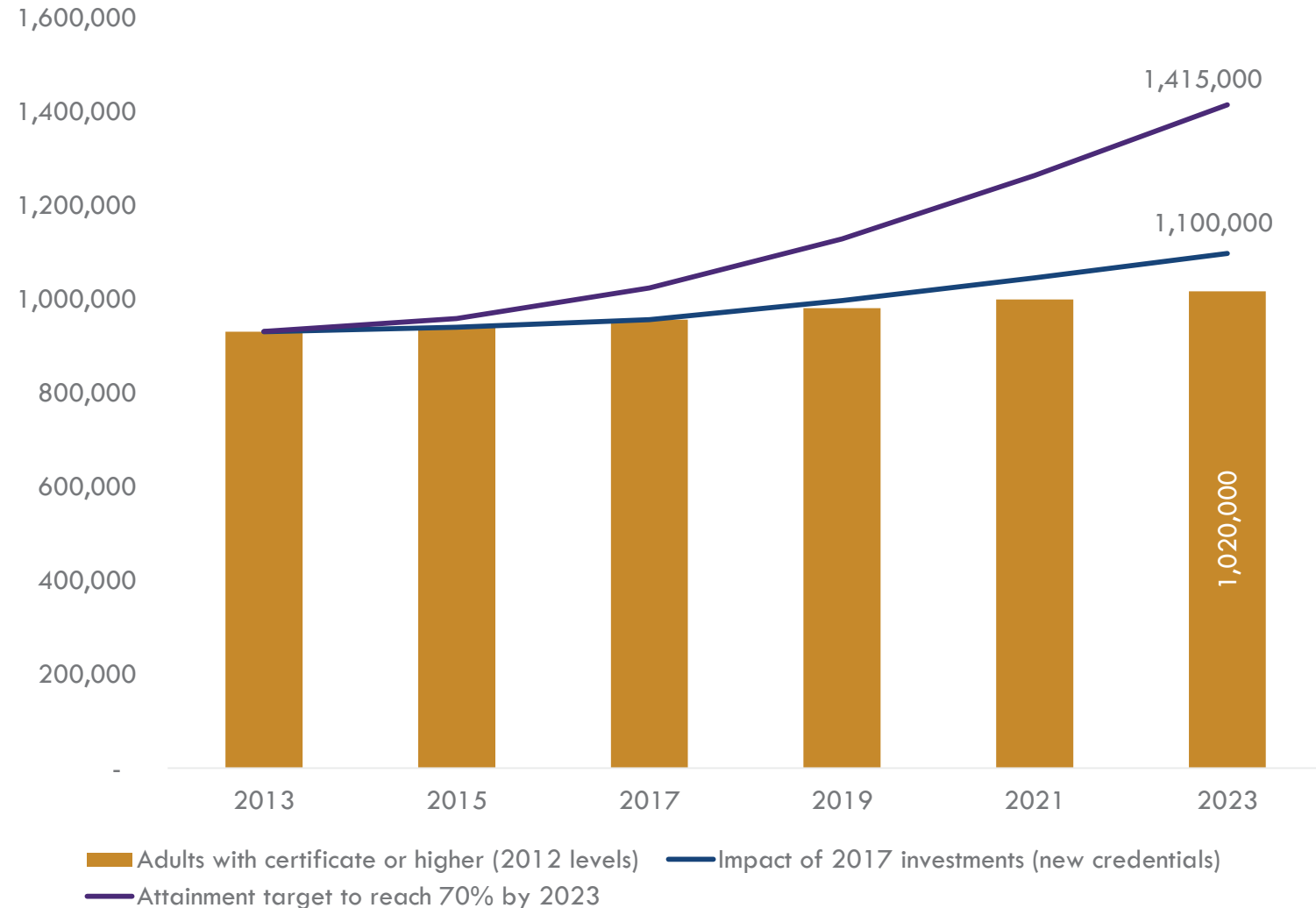
Growth in Credentials Required to Meet the Goals



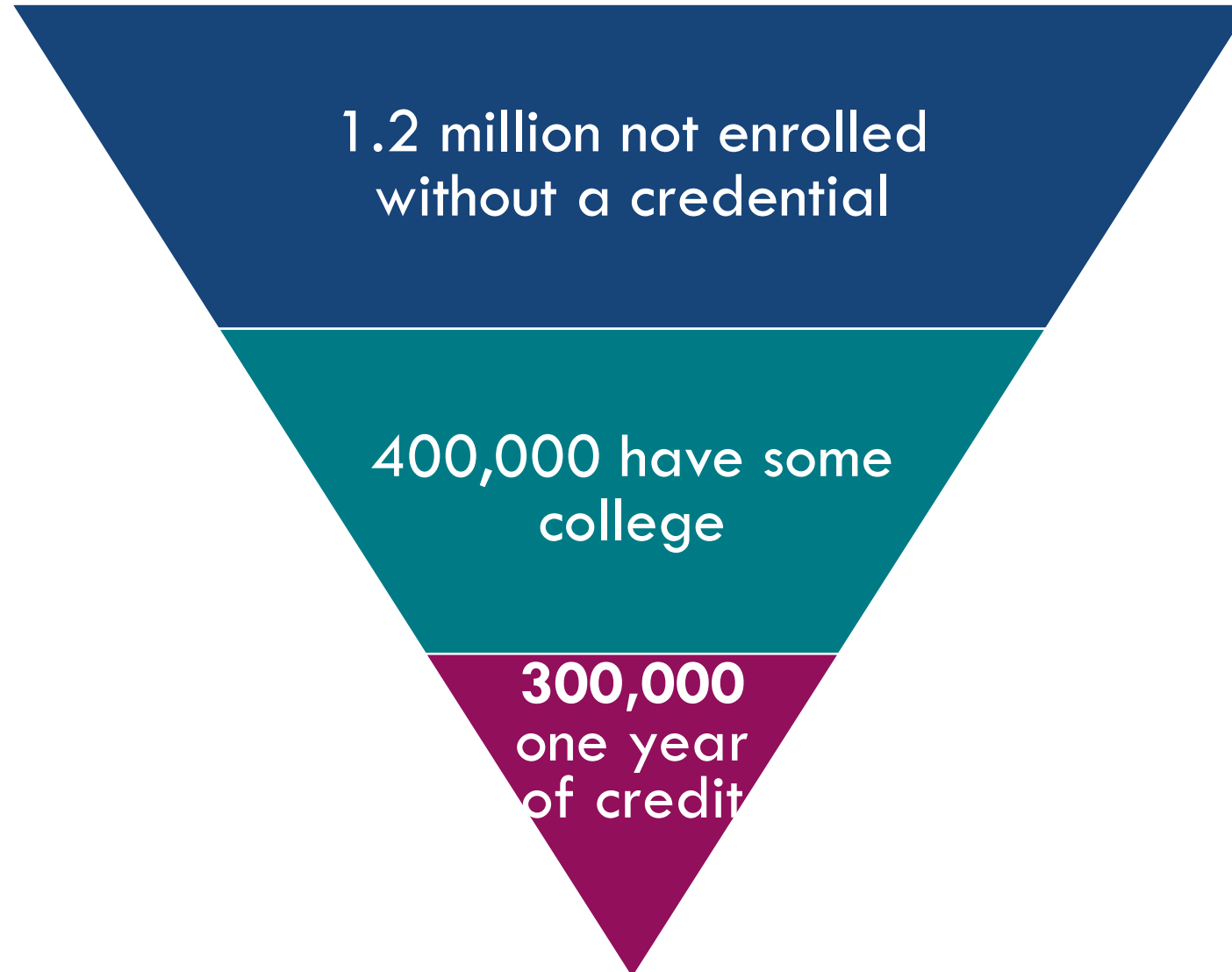
500,000 additional adults need to complete a credential



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



Many Adults Have Credits Without a Credential





**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

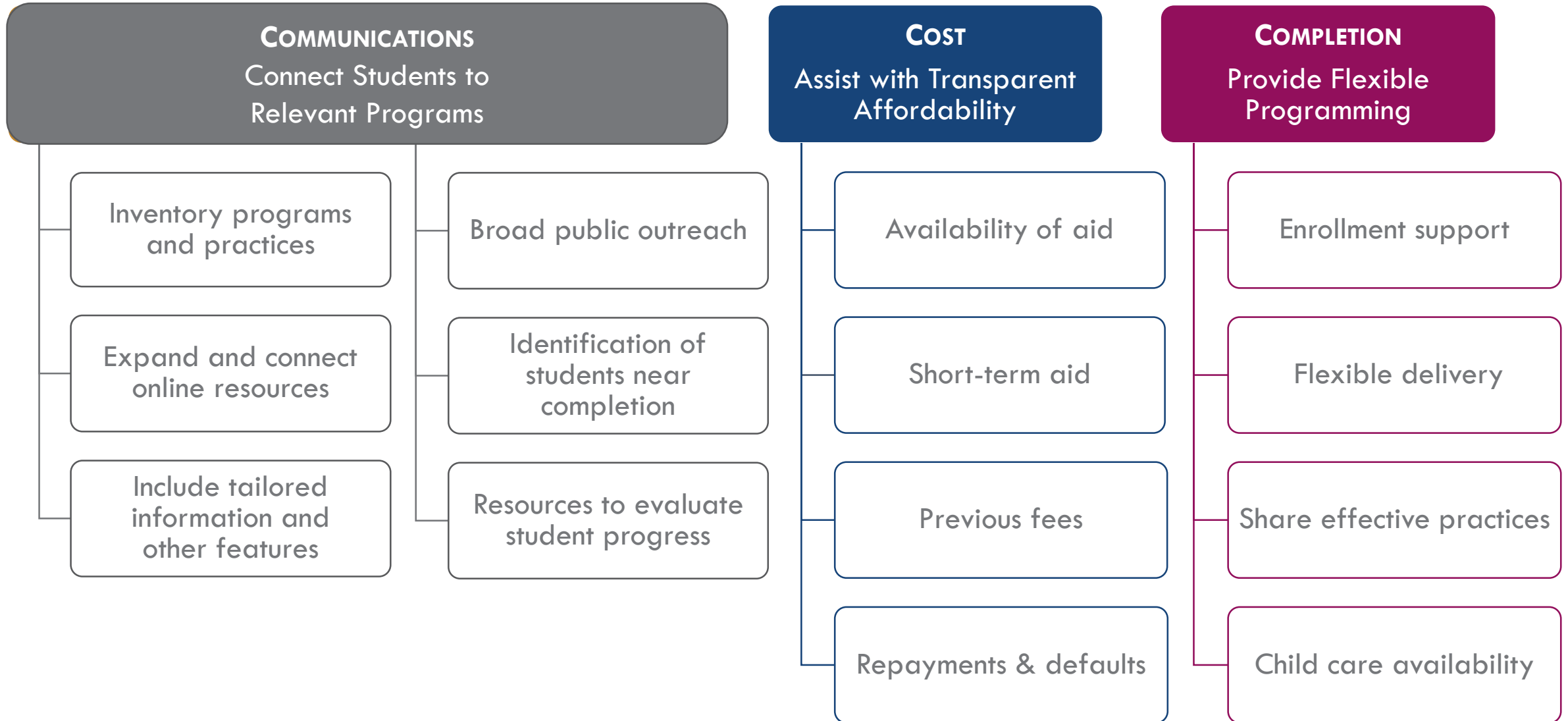
Be cost effective

Engage broad
participation

Highlight and expand
local efforts

Connect students to
programs

Washington Adult Reengagement Framework





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**



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?

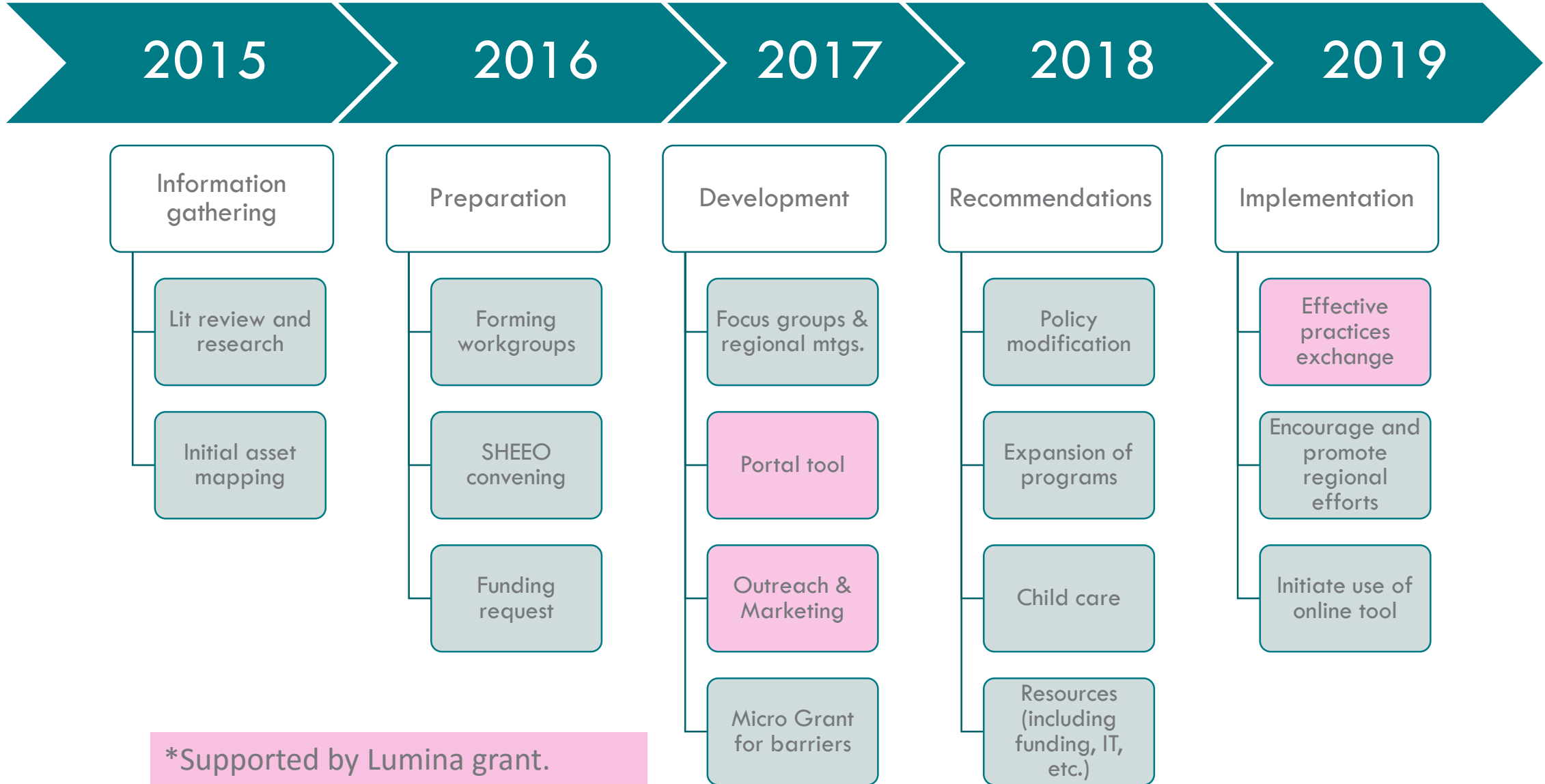
Messaging Affordability:

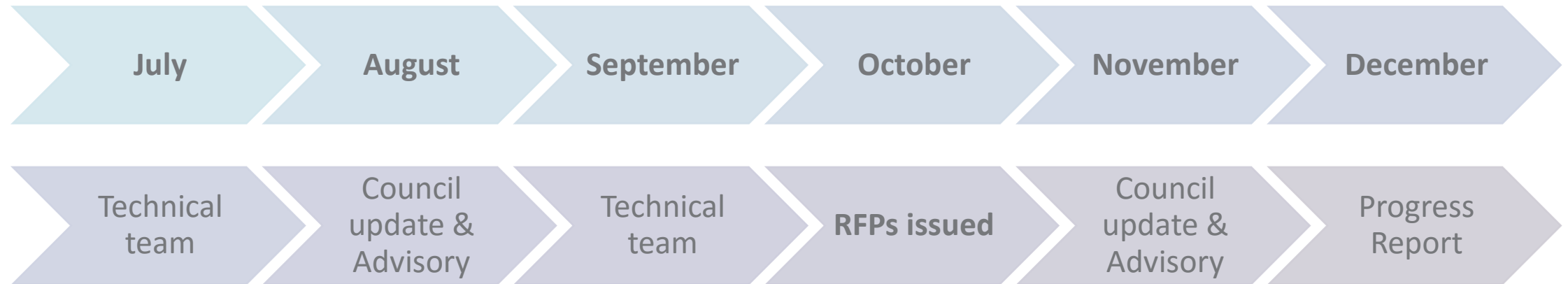
- Many students in Washington do not pay tuition (public and private)



**What are the main deliverables,
technical teams & timeline?**

Project Approach







	Role	Structure
Advisory Team	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Provide technical assistance and input to support the design of key components of the Framework<ul style="list-style-type: none">• Portal• Outreach & Marketing• Micro Grant	Advisory team and additional institutional representatives with expertise on the meeting topic.



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?



Texas GradTX

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

GRAD TX
Finish Your College Degree

[About Grad TX](#) | [Earn a Bachelor's Degree](#) | [Designed for you](#) | [Participating Universities](#)

[FAQs](#)

Sponsored by the Texas Higher Education Coordinating Board

“My husband was there for me while I finished my degree, and now I can support us while he finishes his.”

LIMMISSIA | COLLEGE GRAD AT AGE 33

Welcome to Grad TX

Finishing your bachelor's degree is more than a personal achievement. It's an accomplishment that opens doors to greater opportunities and earning potential. Grad TX is a new program from the State of Texas that connects you with Texas universities dedicated to helping you return to college, finish your bachelor's degree, and advance your career. Using the

Earn Your Bachelor's Degree

Finish your bachelor's degree and open doors to a new career and a new phase of life. Participating universities include:

- [Lamar University, Beaumont, TX »](#)
- [Midwestern State University, Wichita Falls, TX »](#)
- [Tarleton State University, Stephenville, TX »](#)
- [Texas A&M University Commerce, Commerce, TX »](#)
- [Texas Tech University, Lubbock, TX »](#)
- [The University of Texas at Arlington, Arlington, TX »](#)



Tennessee Reconnect

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



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!





Indiana Return and Complete

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

LEARN. MORE INDIANA You Can. Go Back. EMPLOYER PARTNERSHIP SIGN UP

Indiana colleges and universities have made it easier for you to finish your degree.

FIND YOUR **BEST SCHOOL MATCH** 

LEARN MORE ABOUT  LEARN MORE

State-Level Examples



A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.

Scan with your smart phone

Explore special programs and incentives for returning students.

FLEXIBLE
Online, Evening & Weekend Classes

\$1,000
State Grants*
First Come, First Serve

CREDIT
For Work/Military Experience*

* For eligible students



VISIT www.YouCanGoBack.com/2016
or call (844) GO-BACK-2
(844) 462-2252

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

Scan with your smart phone

Explore special programs and incentives for returning students.

FLEXIBLE
Online, Evening & Weekend Classes

\$1,000
State Grants*
First Come, First Serve

CREDIT
For Work/Military Experience*

* For eligible students



VISIT www.YouCanGoBack.com/2016
or call (844) GO-BACK-2
(844) 462-2252



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?



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