WASHINGTON STUDENT
ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

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Highlights from June 15, 2017 meeting

In Person: Paul Francis, COP; Vi Boyer, ICW; Bill Belden, Clark College; Brian Dixon and Michael Highfill, WSU; Bill Lyne and James McCafferty WWU; Marina Parr, WTB; Breann Boggs, OFM; Rich Cummins, WGU;

Phone: Amy Anderson, AWB; Alisha Benson, GMI Spokane; Julie Garver, COP, Gil Mendoza OSPI, Joe Holliday, SBCTC

WSAC: Mike Meotti, Rachelle Sharpe, Randy Spaulding, Gray Sterling, Becky Thompson, Maddy Thompson, Aaron Wyatt

Discussion

The PPT was reviewed to share the origin of the Adult Reengagement project.

- Vision for portal: A robust online tool to provide prospective returning adult learners with relevant program, course, pre-enrollment, and student resource information.

Communications—Portal Preparation
- Clarify the project scope

- Review existing tools: Career Bridge, WSU Scholarships, RSG, Washboard.org, etc. and identify benefits and gaps
- Focus group findings reflect that some students find existing online information difficult to find and navigate; therefore usability testing and web traffic metrics are essential

Functionality
- "Metasite" to direct students to appropriate resources
- Search parameters as filters w/advanced filter options
- Implement choice methodology using decision theory
- ADA Accessible
- Two viewing options: Student facing and administrative facing
- Regional adaptation
- Assessment of user needs and monitoring user experience (web analytics)
- Social media integration—WSU Scholarships website as a model

Response to Increased Demand
- Need to ensure institutions are ready to respond
- Other states use "navigators" as point of contact to shepherd students from the site to the institution
- Offer professional development/partnering for/with campus staff to increase awareness of tool and be prepared for student referrals and inquires

Content
- Information outputs need to be determined
  - Course information—time of day offered
  - Point of contact
  - Available resources
  - Intentional communication of value of furthering education
- Approach work through an Equity Lens
  - Key takeaway from SHEEO meeting—gaps in attainment by race/ethnicity were perpetuated
  - Cause unknown, though likely because outreach not intentional in targeting underrepresented populations

Communications
- Student identification
  - Use data to target messaging—who are they, and how many credits do they have?

Cost—Micro Grant Prep
Technical team guiding questions:
- What are existing approaches to support students facing challenges?
- How are preenrollment barriers addressed?
- How to target a state-level micro grant?
- How should the program be designed?

Consult experts including collections representatives and those who work with students in crisis

Completion
- Unique pre-enrollment barrier—credit transfers
  - Focus group findings suggest some students opts not to transfer credits and instead start over – either for a new program or to avoid the barriers of transcript fees and transferability, etc.
- Plug students into existing support services on campus

Next Steps
- WSAC will poll advisory team for future meeting dates and times
- WSAC will follow up with further information about the technical team
- Notes and meeting materials will be posted online

Note: Email was sent to advisory team on Friday, June 23, pasted below:

I want to thank everyone for your participation in the Adult Reengagement Advisory Team meeting on June 15 and follow up on next steps.

The materials for the June 15 meeting and previous meetings can be found on the Council website at http://wsac.wa.gov/adult-reengagement. Notes from the most recent meeting will be posted soon. As the project moves forward this page will also include:
- Advisory Team agendas and notes

- Technical team agendas and notes
- Other resources and information relevant this work.
- Agendas for both Advisory Team and Technical Team meetings.

We committed to several follow up items during the most recent meeting. Below you will find links to doodle polls for the next two advisory team meetings. In addition, you will find clarification on the request for nominations for the Technical Team. We will poll members for availability once the team is identified.

Advisory Team Meetings:

Participants: Council members; community and agency partners; institutional representatives; employer / business community representatives.

Meeting format: 1.5-2 hours; in-person with call-in option.

Purpose:
- Receive updates and provide guidance to the development of all project deliverables
- Ensure appropriate stakeholder participation
- Align with other efforts and resources
- Seek opportunities for WSAC to promote the adult reengagement initiative

Link to Polls for meeting dates:
- August Advisory Team Meeting: https://doodle.com/poll/9re997c62hycti47
  - Review progress and feedback on Portal and Micro Grant.
  - Further define next steps and topics for subsequent technical team meetings.
- November Advisory Team Meeting: https://doodle.com/poll/d5tc7him8rk64tpf

Technical Team nominations:

Participants: Advisory team plus: 2-3 additional institutional representatives per sector with expertise in: student affairs and academic affairs. Meetings will be topical so you may nominate additional people to cover specific areas of expertise.

Meeting format: 3-4 hours; in-person (Olympia or Tukwila). We anticipate 3-4 half day meetings in the Seattle or Olympia area between July and the end of the year but as noted above not all nominees would need to attend all meetings.

Purpose: The technical team will provide technical assistance, input and support to Council staff and the Advisory Team as we develop key components of the framework for adult reengagement. Please nominate individuals who you believe would best support this work. We hope to have 2-3 people representing each sector (public 4 year, private 4 year, public 2 year, private two-year/career) at each meeting.

Scheduling: We will send a request in early July to poll members for availability once they are identified.
- July Technical Team Meeting – portal requirements and features:
  - Review examples of tools to help connect adults with education programs
  - Identify key features and functions of a tool for Washington (e.g. level of interactivity, type of information provided, protocols to share information, etc..)
- September Technical Team Meeting – Finalize portal requirements and features; additional topics TBD
- October Technical Team Meeting - agenda TBD

How to nominate Technical Team member: Respond to this email with the following information for each nominee:

- Name
- Title
- Institution
- Email
- Phone
- Recommended by: [name]
- Have you talked to the individual about this project?
- Sector (CTC; Public 4; Private 4; Other)
- Role (Leadership; Student Affairs; Academic Affairs)

Thanks you again for your continued support for this work. We are looking forward to your collaboration as we make progress on the adult reengagement framework. Please don't hesitate to reach out if you have any questions.