

Meeting Minutes

October 16, 2019
Seattle Metropolitan Chamber
Seattle, Washington

Members attending:

Jeff Vincent, Karen Lee, Paul Francis, Jeff Charbonneau, Chris Reykdal, Jan Yoshiwara, Payton Swinford and Terri Standish-Kuon.

Staff attending:

Michael Meotti, Rachele Sharpe, Aaron Wyatt, Amelia Moore, Becky Thompson, Crystal Hall, Isaac Kwakye, Marc Webster, Weiya Liang, and Kristin Ritter.

The meeting was called to order at 8:37 a.m. by Vice Chair Karen Lee.

Consent Agenda

Motion was made to approve the Consent Agenda as presented.

Motion seconded.

Motion carried.

July 10, 2019 and September 13, 2019 Meeting Minutes

Motion was made to approve the minutes as presented.

Motion seconded.

Motion carried.

Election of Officers

Motion was made to nominate Jeff Vincent as chair, and for Karen Lee and Paul Francis continue as Vice Chair and Secretary.

Motion seconded.

Motion carried.

Fund My Future Campaign

Washington has a low rate of college-going and utilization of financial aid. Only 62 percent of Washington high school seniors continue their education within a year of graduation—compared to the national average of 70 percent. Only 47 percent of high school seniors filed the federal application for financial aid, or FAFSA, which is the common access point to financial aid across state, federal, and institutional programs—ranking the state 47th nationally. Washington also offers financial aid to undocumented students through our WASFA application, which is not included in the national rankings.

The Council discussed their role in the effort to improve the rate of college-going and financial aid application completions. With the new Washington College Grant (WCG), there are opportunities to expand student and community awareness of affordable education pathways. The promise of the WCG's guaranteed funding and expanded eligibility could impact financial aid applications completions and postsecondary enrollments.

The Fund My Future campaign is focused on this work. WSAC is working with the College Promise Coalition and an expanding pool of partners to support outreach in support of the WCG and FAFSA. WSAC's contribution to the effort includes the 12th year campaign, direct outreach to College Bound Scholarship students, and the launch of a chat tool for students, providing technical assistance to schools and financial aid administrators, and more. WSAC is committed to using the campaign to continue the important work of addressing persistent equity gaps in our educational system. In addition to supporting the parallel work of its many partners, WSAC is developing new opportunities for collaboration (including outreach to community foundations, nonprofits, and more).

Strategic Framework

Council meetings will include further discussions and analysis related to the state's progress in four strategic areas: Enrollment, Affordability, Student Supports, and Completion. A commitment to equity will serve as a foundation for all four priorities.

Council members selected an individual representative to serve as lead for each focus area, as follows:

Affordability: Jeff Charbonneau

Student Supports: Karen Lee

Completion: Jeff Vincent

Enrollment: TBD

Statewide Adult Reengagement Framework – College and Career Compass

Rachelle Sharpe – Deputy Executive Director

Washington has one million working-age adults who have no postsecondary credential. The Council's statewide Adult Reengagement framework will help this population return to school and complete their education. WSAC will initiate an online college- and program-search tool, as well as a complementary marketing campaign, to support prospective students' return to the classroom. The tool will provide prospective students information on next steps and will connect them to campuses. Success of this framework hinges on the collective effort of campuses statewide to offer educational pathways and supports conducive to returning adult students.

No Public Comment was offered.

Chair Jeff Vincent adjourned the meeting at 11 am.